

## **BRANDSCAPES @ Shopper Insights & Retail Activation International, Amsterdam (October 29 – 30), 2018**

Ashish Choudhari, VP Global MR and Jayanth Narasimha Senior Director Insights and Business Head Singapore presented at Shopper Insights & Retail Activation International at Amsterdam in October 2018.

Their presentation “Fantastic Journeys and Where To Find Them”, in collaboration with Diageo, was an exploration of how to influence consumers across omnichannel touchpoints both digital and physical.

Understanding the roles touchpoints play in consumers’ purchase journeys, how these can be best leveraged to drive specific goals for the brand and how to customize content and media strategy to specific journeys were some of the themes explored in the presentation.

The conference was attended by over 70 delegates with diverse backgrounds (designers, retailers, consumer goods manufacturers and agencies) and included companies like Marks & Spencer, Adidas, Unilever, John Lewis, Nestle, Philips and Lego. The event brings together manufacturers, retail leaders and agency experts at a common forum to discuss and exchange ideas related to shopper insight, category & merchandising activation and providing thought leadership on marketing & sales activities across channels.

