

“New Retail: Reinventing the Shopper Experience” Conference in Dubai 24th September 2018 organized by Marcus Evans

New Retail: Reinventing the Shopper Experience 2018 was held in September 2018 and saw participation of companies such as Unilever, Adidas, Etisalat, Carrefour, Microsoft, Arla Foods, Johnson & Johnson among others Jayanth Narasimha, Senior Director presented at the event.

The presentation ‘Customers’ View as a Single Lens: Scrutinizing the Omni-Channel Journey from Understanding to Influencing for an Integrated Shopping Experience’ looked at consumer journeys through their eyes: Moving from path-to-purchase to path-to-partnership. Examined key winning factors to shopper centric retailing strategies on the path-to-purchase. This presentation also brought alive cases on how one could use technology such as Virtual reality (VR) to enhance shopper experience and brand interaction

New Retail: Reinventing the Shopper Experience is a unique conference organized by Marcus Evans for MENA region. The conference focuses on pathways to success in shopper marketing through case-studies and addresses the current business challenges organizations are facing today. It covers crucial strategies on adopting a shopper-centric approach, shopper insights, in-store activation, latest innovations in retail for both digital and brick and mortar stores, as well as measuring the marketing ROI effectively that will ultimately lead to the winning of the hearts and wallets of today’s shopper.

