

**EVENT** *Holostores, smart clothing and rich content were all on the agenda at The Store's annual global gathering, reports **Gwen Morrison***



# Retail in detail

**MEXICO CITY:** OVER 250 WPP company and client representatives gathered in Mexico City in April to share insights, cases and predictions for creating growth at retail. Most presenters agreed that while online sales are increasing, brick and mortar stores will continue to be where most year-round purchases take place. Future visions included how digital will reshape the shopping experience in-store, how contextually-relevant content will be delivered along the path to purchase and how technologies will help uncover new insights into shopper behaviour.

Jon Bird of Y&R's Labstore kicked off the forum with a session that provided a glimpse of the near retail future, from holostores and sentient stores, to intelligent shelves and biosensor-enabled smart clothing. He questioned whether technology could ever replace the pure instinct of a talented merchant.

Nespresso's Enrique Maldonado spoke of its blend of high design, consistent quality and exceptional customer experience throughout the world while Miguel Flores of American Eagle

Outfitters described the retailer's journey of moving a US-centric brand across borders. Both clients shared how their brands have tapped into the recent surge in Mexico's social media usage.

Serving the underserved was also addressed with presentations from TNS' Jorge Vargas and Millward Brown client, Farmacias GL. They demonstrated business rewards that come with serving lower-income consumers with dignity and respect.

A panel led by Geometry Global included Jessica Ellickson of The Coca-Cola Company and Ximena Calderon of Kimberly-Clark, both of whom acknowledged that while analytics are key to identifying opportunities, the 'art' of shopper-facing solutions is equally important for winning at the last mile.

In a discussion on the intersection of content and commerce, retail experts including Claire Capeci, of J. Walter Thompson, Jon Stine of Intel and Jon Gittings of MediaCom discussed how shoppable content is taking the friction out of purchasing. Claire described how Macy's taps



*Pulling power: despite huge strides in technology, brick and mortar stores continue to draw the crowds*

into rich content through digital platforms while also building on their heritage of 'over-the-top' thematic events.

To showcase the commitment WPP has in both retail innovation and growth in the region, Cohn & Wolfe Mexico City led a PR campaign that delivered 2.5 articles in Latin American business publications.

Presentations from the forum are available on The Store's iTunesU channel: <https://itunes.apple.com/us/itunes-u/store-wpps-global-retail-practice/id962809252?mt=10>

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