


A creative spin to innovation in Retail

Beam SUNTORY

THE
MEADFA
CONFERENCE

19-21 NOVEMBER 2023
KEMPINSKI HOTEL
GOLD COAST CITY
ACCRA - GHANA



MANAGED BY
TFWA

Travel Retail as an Experiential and Innovator Powerhouse

~1/3

Of passengers visit the DF store to browse around

73%

Of total 2027 growth will come from Premium+ segments (vs 2022)

22%

Of purchases are driven by brand loyalty (+16% vs Pre-Covid)

53%

Of buyers purchase unique / DF exclusive products (vs pre covid)

WHY do travelers NOT visit the store

36%

Want to do their
purchases
elsewhere

30%

Don't have
enough time

27%

Are interested in
doing other
things

Innovation as a retail growth driver

CUSTOMER JOURNEY

**Hybrid and Omnichannel
Customer Journeys**

TECH

**Digitalization and some new
(old) technologies**

GOING GLOBAL

**Elevated (Personalized)
Experiences**

RETAIL ENVIRONMENT

**Disruption on the Retail
Space**

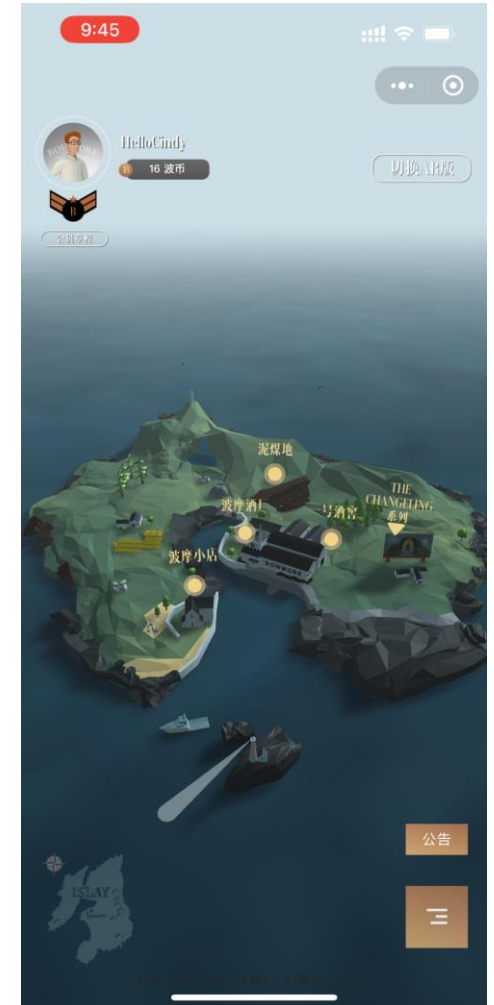
92%

Of travel customer do research online before the trip

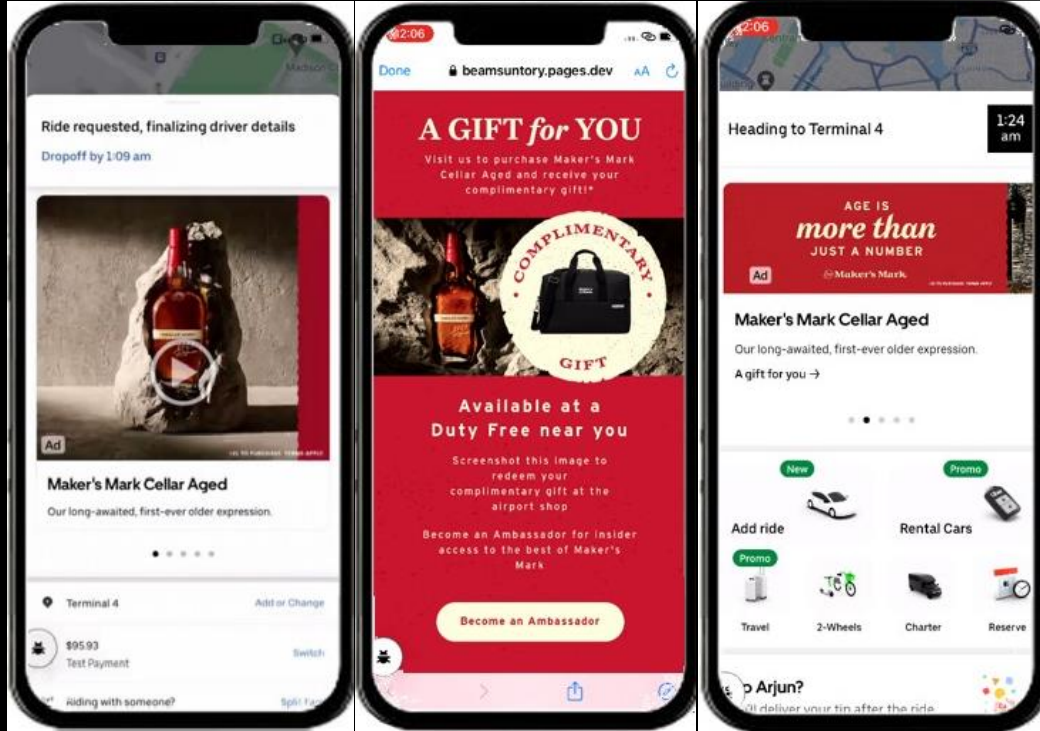
Omnichannel is the only road ahead

Gen Z (62.7%) and Millennials (64.6%) are twice as likely as Boomers to use omnichannel approaches (32.9%)

53.7% of Gen Z and Millennials shop more from brands that have an app versus 20.5% of Boomers



Omnichannel

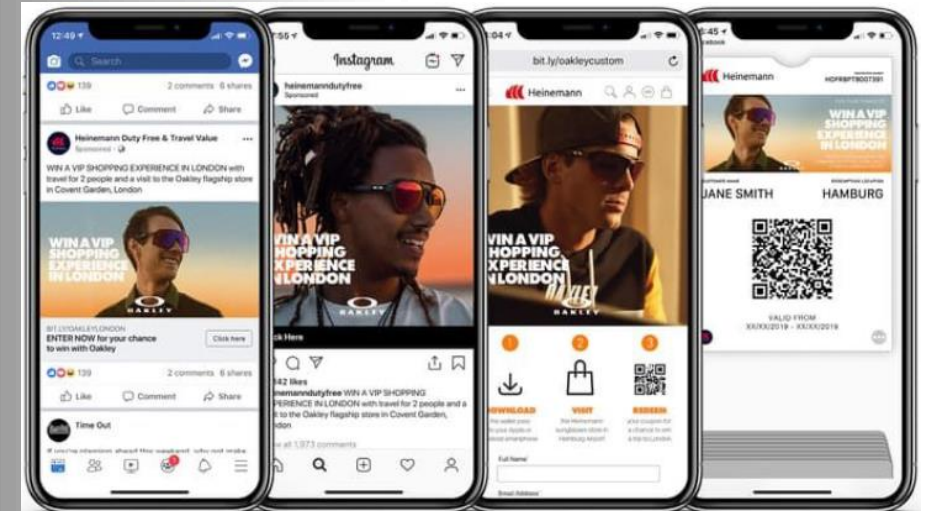


Maker's Mark & Uber Campaign JFK (US)

- Qualified Shoppers taking Uber from NY into JFK to be impacted
- GWP to be redeem at the airport
- 3% Conversion into Store expected

HEI & Oakley Pre-flight digital campaign

- Shopper segmentation targeting departure-arrival
- Shopper engaged pre-flight to win a VIP experience at final destination
 - Activation across all digital touch points (incl. boarding pass)



Technology



QR Codes



ChatGPT

AI technologies



AR/VR Applications



Robotization

and Spirit of Japan
1/3rd Of passengers visit the
DF store to browse
around

Elevated Personalized Experiences

88.2% of Gen Z and Millennials want to engage with their favorite shopping center
versus 53.3% of Boomers

84.3% of Gen Z and Millennials are more encouraged to shop in stores with
personalized in-store recommendations based on previous shopping history versus
59% of Gen X and Boomers



Elevated Personalized Experiences

Maker's Mark LTO Pop Up – JFK (US)

- Local limited edition only available in JFK
- Developed with NY On-Trade famous bar owners
 - Synergies domestic-travel retail
- Shopper driver: Local gift + Personalization



Sipsmith Christmas Pop Up – Picadilly London (UK)

- Celebrating a local seasonal moment
- The festive period is the key theme of the experience – not the liquid/brand
- Shopper driver: Personalization of Xmas Stocking



Tech might power the Fourth Industrial Revolution but success will come to those who understand their shopper best and can tailor the experience anytime, anywhere

Disruption on the Retail Space

Stand out for Consumers in their memories with creative distinction

Goal: become meaningful / become different



Disruptiveness



Steinlager & Guinness Fight for Territory – New Zealand

- Immersive shopper engagement
- 2,5mn people at the airport
- +5% Steinlager sales / +18% Guinness sales

Live Commerce rapidly expanding from east to west

- Transforming classic online shopping
- Higher engagement with Gen Z and Millennials through the role of Influencers
 - Conversion rates above 7%



Disruptiveness



A woman with long dark hair, wearing a dark blue sleeveless dress, is sitting on a wooden stump. She is looking to her right, holding a dark blue, curved object that resembles a perfume bottle or a decorative piece. The setting is a futuristic, blue-lit room. A large, leafy tree is on the left. In the background, there are several perfume bottles on stands, some with blue liquid. The text "Atelier Cologne PARIS" is visible in the upper right corner.

Atelier Cologne
PARIS

WHAT
BROUGHT
US HERE,
WON'T GET
US THERE