

THE VALUED EXPERIENCE

BLENDING THE PHYSICAL AND DIGITAL TO CREATE AN ECOSYSTEM
BETWEEN THE BRAND AND CONSUMER ACROSS THE TWO WORLDS.

Rob McCormick, Executive Creative Director
Elliott Whiteside, Associate Creative Director



MEASURING A GOOD EXPERIENCE

Five-Point Checklist

Customers demand a highly personalized experience, but what are some starting points that companies can use if they want to create a better customer experience – no matter where they are?

- **Smart Technology**
 - Allows you to leverage data for use in innovating ways (status, habit, reciprocity)
- **Personalize/Customize**
 - Creates share of life (reciprocity)
- **Empower People**
 - Build appreciation for your brand (reciprocity)
- **Remove Friction**
 - Remove barriers for better ease of use and appreciation (habit & reciprocity)
- **Consistent**
 - Helps ease of use and retention (habit)

BRICK AND...

BLURRING THE LINES BETWEEN IN-STORE
AND ANYWHERE BUT.



QVC

Channel



9:00 AM EDT
Lug - Travel & Handbags



Lug Convertible RFID Crossbody and Belt Bag...

QVC Price: \$39.92
★★★★★ (200)



Lug Cosmetic Case & Brush Holder Duo - Para...

Featured Price: \$33.72
★★★★★ (56)



QVC

When is the right time to innovate your experience?



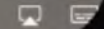
A-350579
LOGO Lounge by
Lori Goldstein
French Terry
Pant with
Ruched Leg
ONLY ORDER
QVC PRICE
\$63.50
5 Easy Payments
with your QCard®
S&H \$3.50
30 Day
Returns
Order from
Any Device
QVC.com



 *First Look*

|| Live Broadcast

LIVE





QVC

Channel



F-13475
 Lug
 Convertible
 RFID Crossbody
 and Belt Bag -
 Carousel 3

QVC Price
 \$39.92

Easy Returns
 \$19.96

Ship \$3.00

Order from
 Any Device
 QVC.com

9:00 AM EDT
 Lug - Travel & Handbags



Lug Convertible RFID
 Crossbody and Belt Bag...

QVC Price: \$39.92
 ★★★★★ (200)



Lug Cosmetic Case &
 Brush Holder Duo - Para...

Featured Price: \$33.72
 ★★★★★ (56)



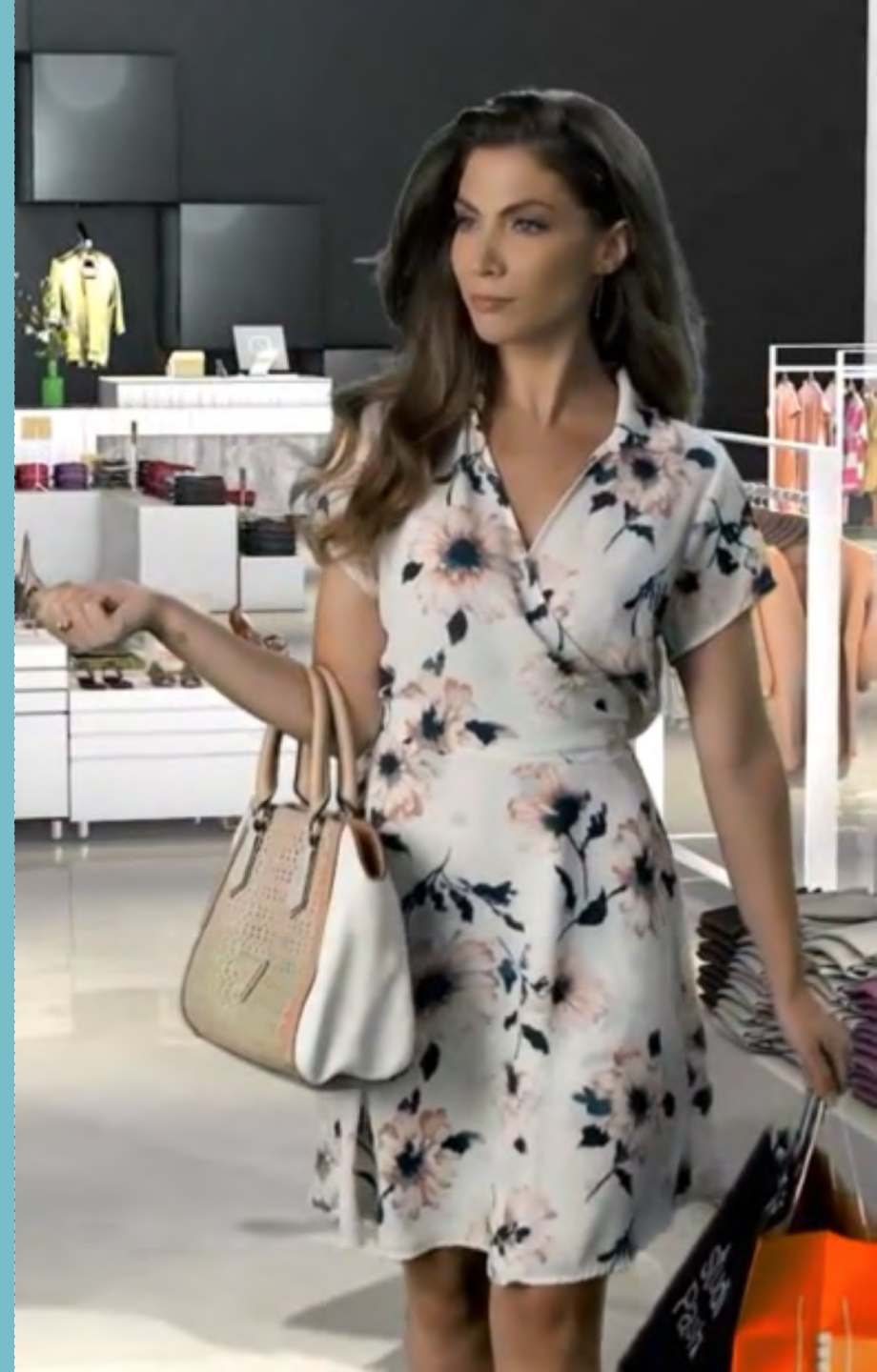
QVC

- Empower People
 - Understand your audience
- Remove Friction
 - Optimize to their needs
 - Create new solutions
- Consistent
 - Easy transition to new habits



MYSTORE-E

How can you refresh your
retail experience at the speed
of digital?

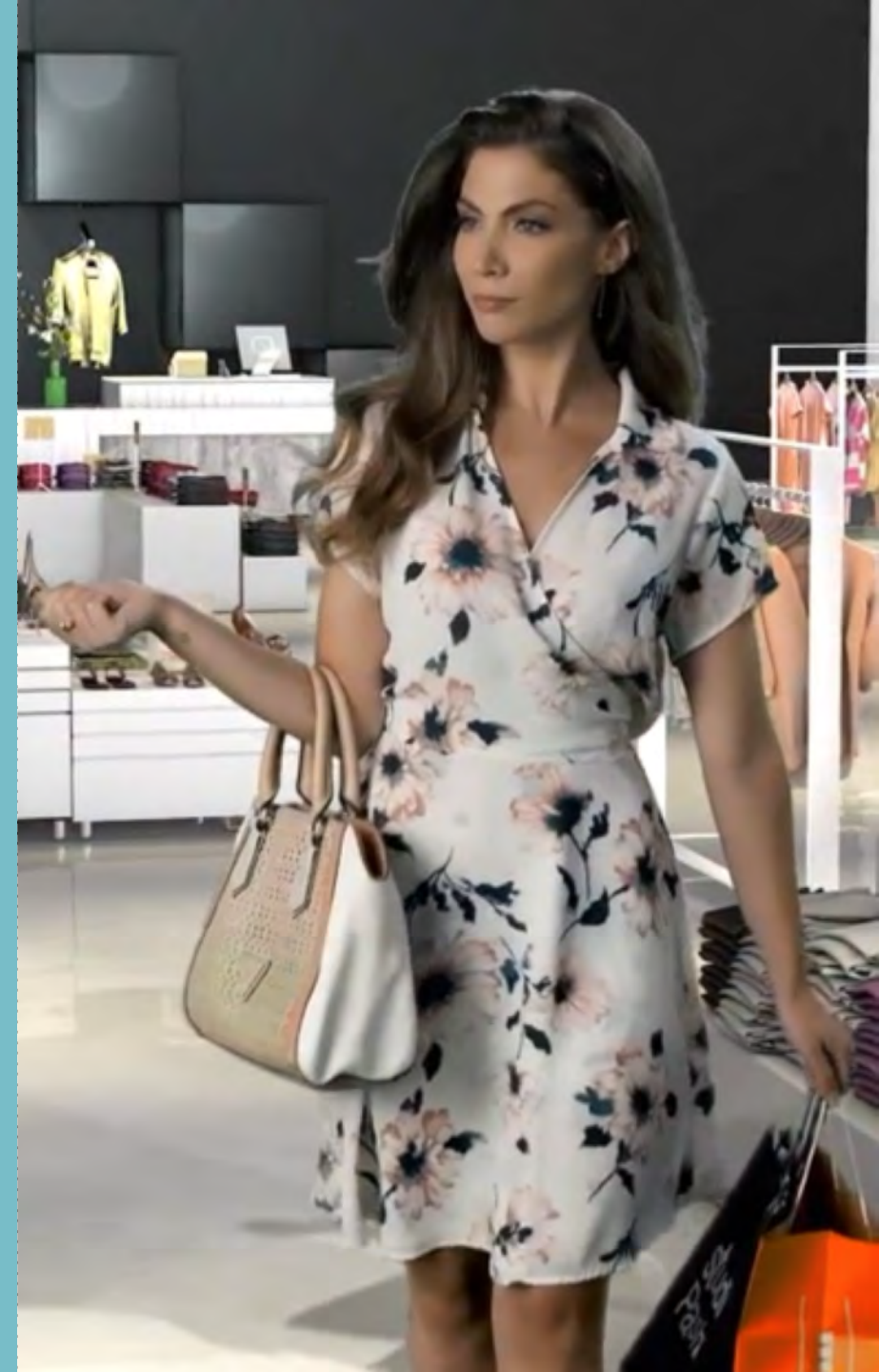






MYSTORE-E

- **Smart Technology**
 - Real-time decisioning
- **Remove Friction**
 - Empower your associates
- **Consistent**
 - Store experience





B8TA

The Market @ Macy's

Are you allowing people to
interact with your product on
their terms?





B8TA

The Market @ Macy's

- **Empower People**
 - Allow people to shop how they want
- **Remove Friction**
 - Encourage research & discovery

DIRTY LEMON

Is your communication & eCommerce experience ready for tomorrow?



UNIVERSAL
CITY



FOX5NY.COM

FOX5

5:15 68°

DIRTY LEMON

- **Smart Technology**
 - Meet your customers where they are
- **Empower People**
 - Understand your audience
- **Remove Friction**
 - Personable customer service
- **Consistent**
 - Build retention





HERO

How are your physical and digital experiences strengthening one another?





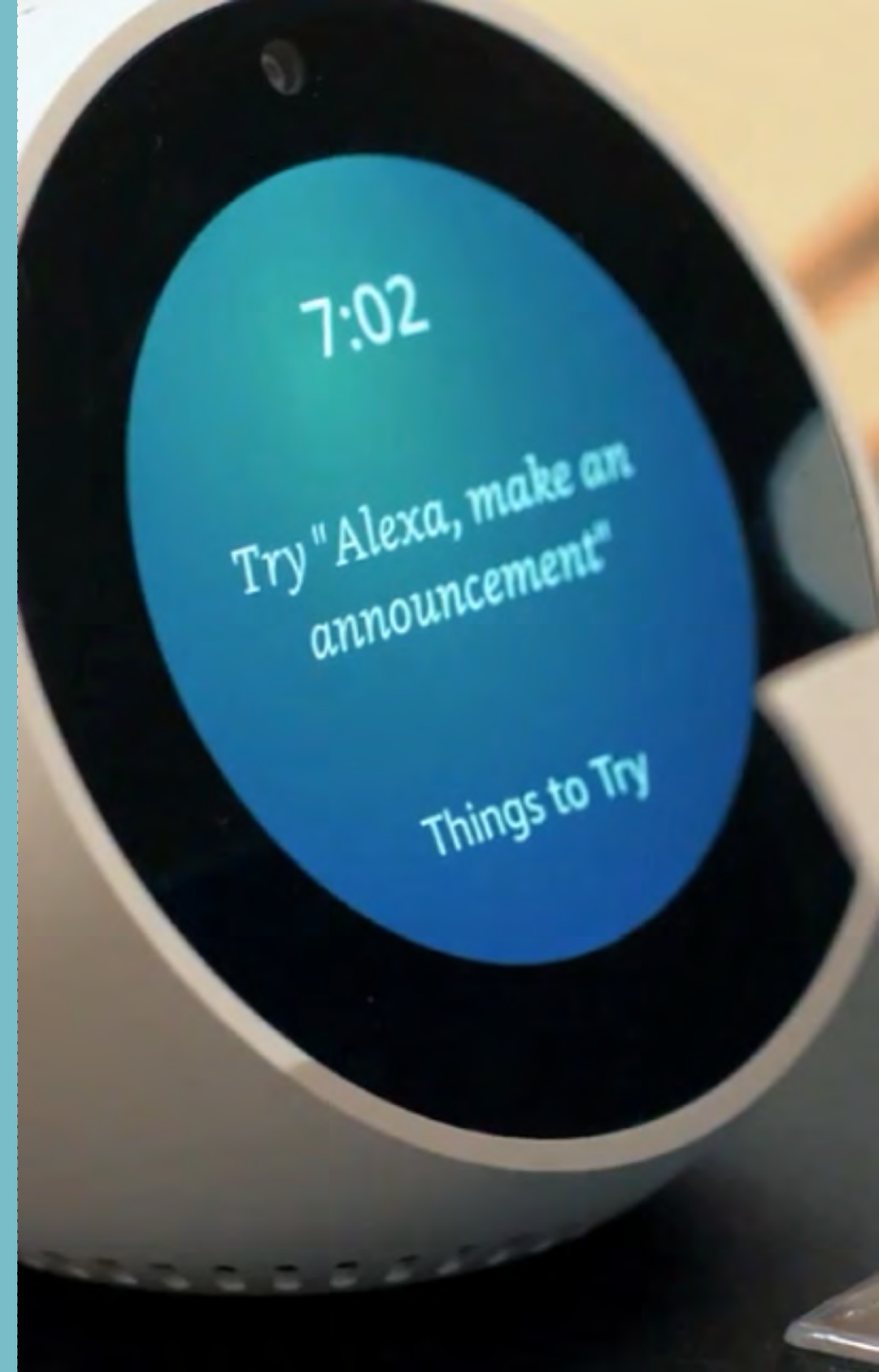
HERO

- **Empower People**
 - Allow people to interact with your brand on their terms
- **Remove Friction**
 - Ease of use fosters retention
- **Consistent**
 - Relationship building



Amazon 4-Star

How are you creating
new experiences in the
customer journey?



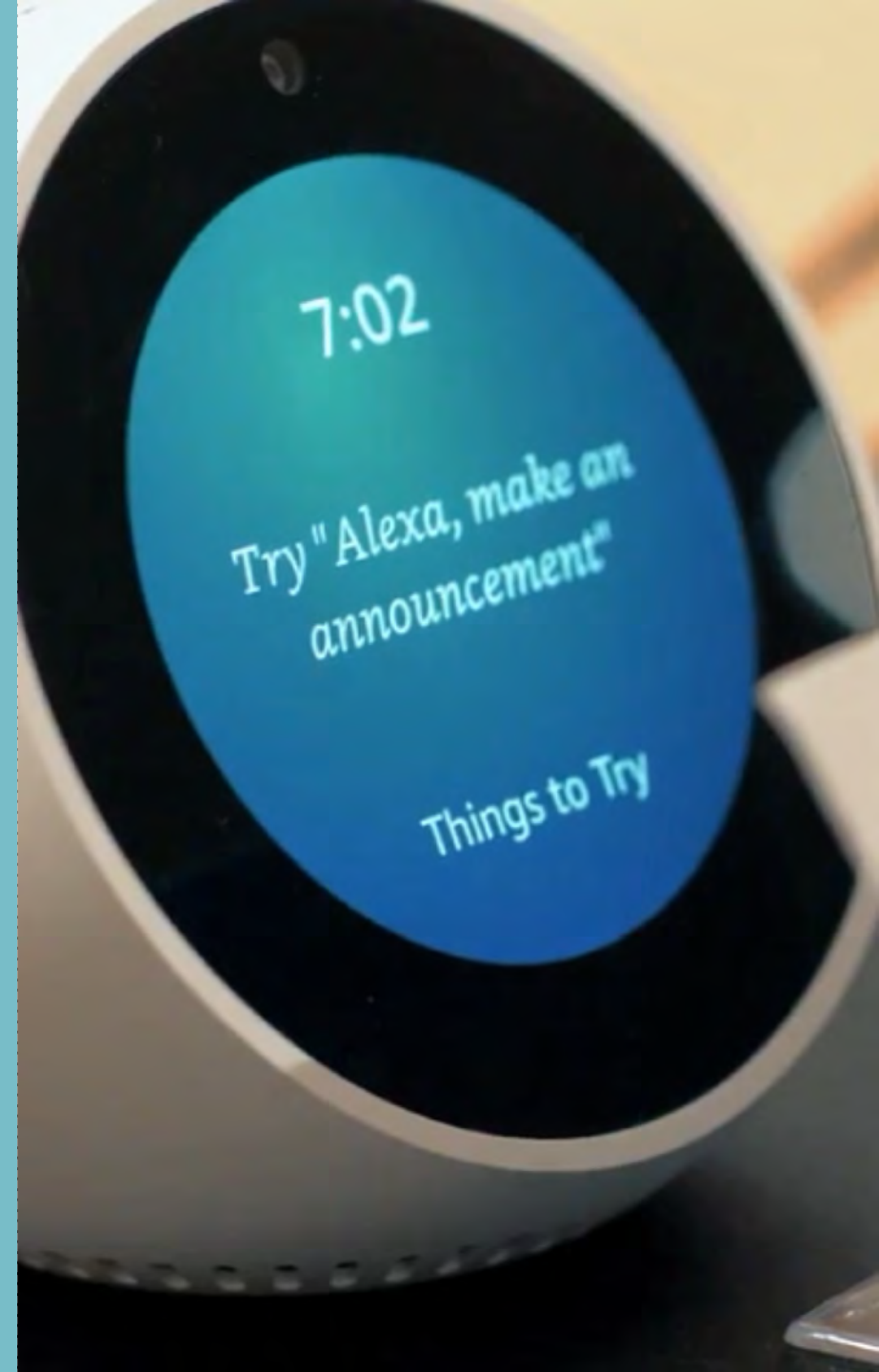


amazon 4-star

Nasdaq

Amazon 4-Star

- **Personalize/Customize**
 - Establish trust
- **Remove Friction**
 - Create a destination that allows for research & discovery



ABOVE THE REST.



APPLE

Is your brand building a share-of-life ecosystem experience?



Marisa Robertson

Apple Card

Apple tv+

Apple News+

Apple Arcade

APPLE



- **Smart Technology**
 - Removes pain points & builds trust
- **Personalize/Customize**
 - Integrates into your life
- **Empower People**
 - Security & transparency
- **Remove Friction**
 - Simplicity for ultimate ease of use
- **Consistent**
 - Ecosystem

NIKE BY MELROSE

Your brand has a community, but are you leveraging it to help optimize their experience (and your brand)?





NIKE BY MELROSE

- Smart Technology
 - Swoosh Text
- Personalize/Customize
 - Segmentation
- Empower People
 - Listen and learn. #NikeUnlockBox
- Remove Friction
 - Shop your way

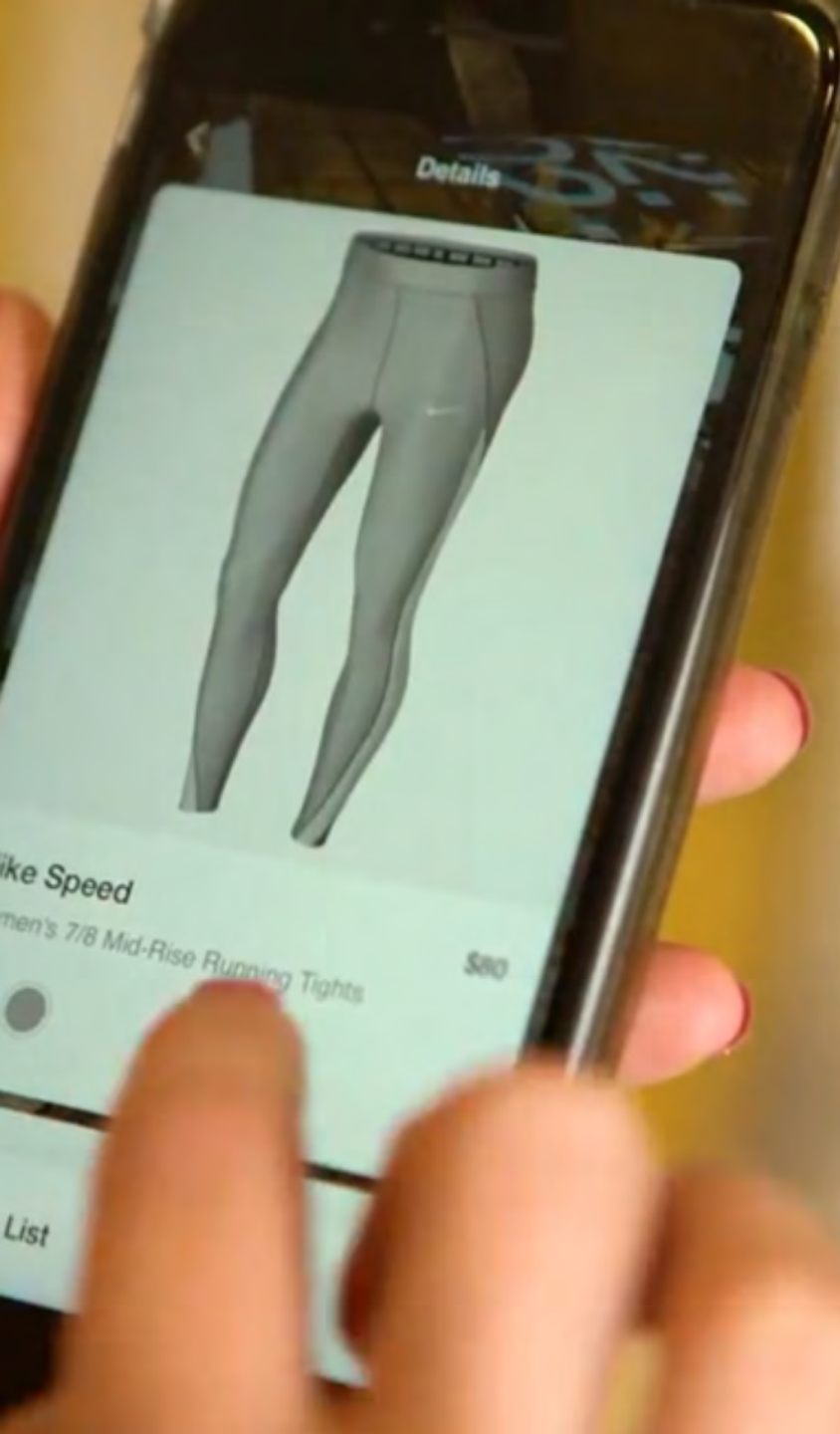




NIKE HOUSE OF INNOVATION

How integrated are
your experiences?





NIKE

- **Smart Technology**
 - Create a more seamless experience
- **Personalize/Customize**
 - Choose your own experience
- **Empower People**
 - Put more control in the hands of your customers
- **Remove Friction**
 - Shop and pay – your way
- **Consistent**
 - Platforms and media

DOMINO'S EASY ORDER

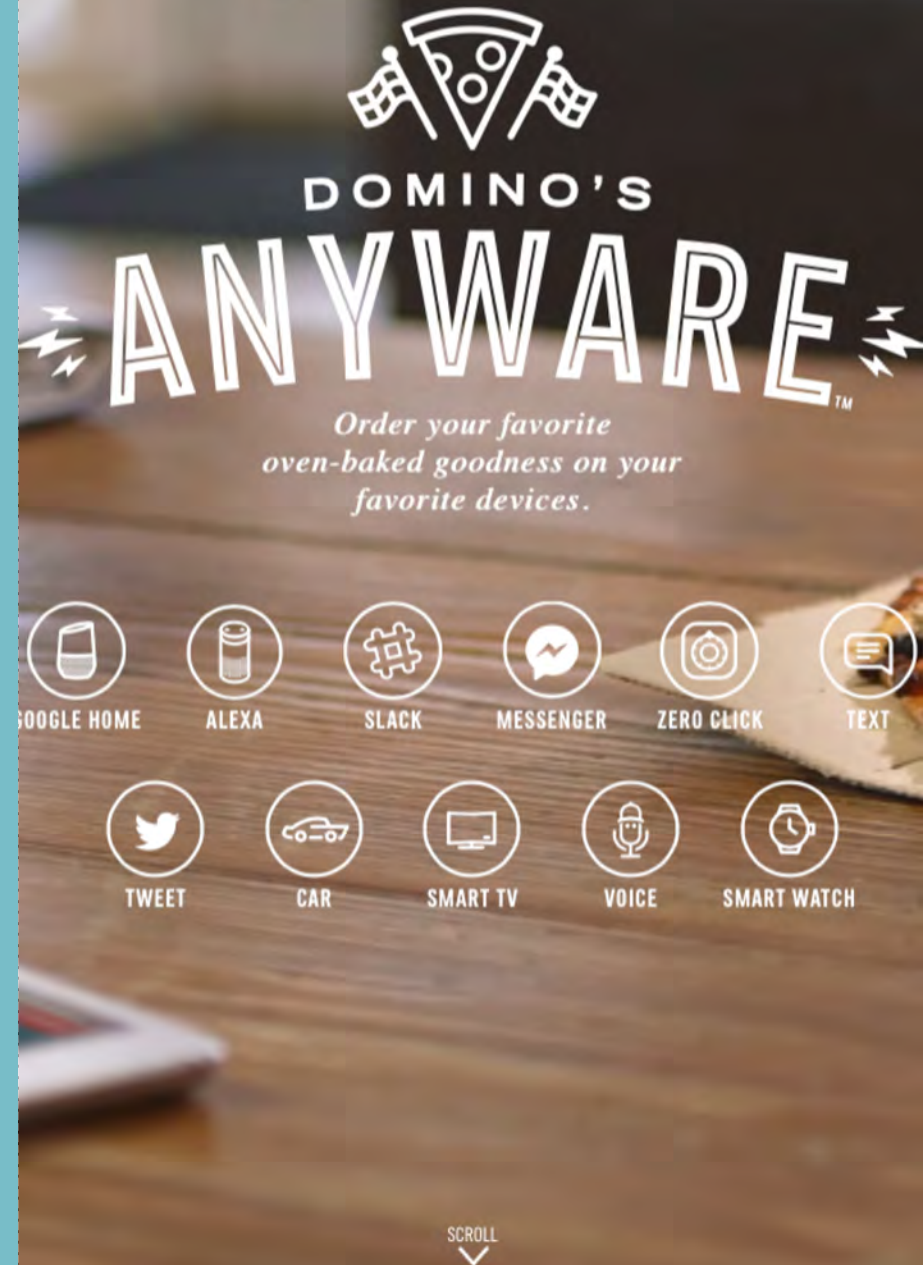
How are you making it easier for your customers to engage with your brand?





DOMINO'S EASY ORDER

- **Smart Technology**
 - Removing pain points
- **Personalize/Customize**
 - Order your way and pick up anywhere*
- **Empower People**
 - Engage on their terms
- **Remove Friction**
 - Before they're noticed
- **Consistent**
 - Ordering experience





DOMINO'S POINTS

Are you using data to
evolve your program on
a consistent basis?





DOMINO'S POINTS

- **Smart Technology**
 - Leverage data
- **Empower People**
 - Own the category
- **Remove Friction**
 - Increase the opportunities
- **Consistent**
 - Expect the unexpected



THANK YOU!

Rob McCormick, Executive Creative Director
Elliott Whiteside, Associate Creative Director

Q&A

