

8 - 9 June, 2021

Digital Commerce Conference

Take charge of your digital future

2020 was the year that everything we should have known about digital commerce became obvious to even the most skeptical business leaders. But if 2021 is the year we can genuinely say that hindsight is 20/20, it immediately begs the question: What are the nonobvious things we should know about digital commerce now to fuel our planning for the next several years?

To answer this question, we have brought together the best of Kantar thinking and client experience to help you future-proof your brand growth through digital commerce.

Our program uses the same interactive virtual campus as last year's event, and covers the macro, shopper, and retail outlooks for 2021-2025.



Agenda highlights include:

- Your digital transformation checklist – from AI and blockchain to going direct and getting social
- Digital technology trends
- Next-level ecommerce strategy and planning
- Omni retail landscape and planning for a post-pandemic world
- New commerce models

Registration

Register today by emailing events@kantarc consulting.com or visiting [our event page](#)

Who should attend?

Everyone who has an ecommerce or digital commerce KPI. Plus, our 2021 conference will dive deep into data-driven marketing and creative strategies, so it's more appropriate than ever for your brand and marketing colleagues to attend. This event is perfect for:

- Chief marketing officers
- Chief digital officers
- Heads of ecommerce and digital marketing
- Sales and commercial directors
- Global, European, and country customer leads
- Insights managers
- Key account managers
- Channel development managers
- Marketing and brand managers
- Shopper marketers
- Experience managers (CX, UX)
- Digital specialists (SEO, on-site media)

Virtual Event

Listen live or consume later

Guest Speakers

Announcing guest speakers from:

Kroger

Google

Walgreens

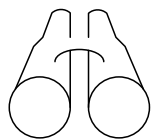
Johnson & Johnson

CommercelQ

Stackline

ClearCut Analytics

DoorDash



Take control
of your digital
future

11:00-11:20 AM ET

Welcome and setting the stage

Rachel Dalton, Director, Ecommerce & Digital

11:20-11:45 AM ET

The courage to grow: Leaning into the marketplace

J. Walker Smith, Consulting Knowledge Lead

Growth is rarely hostage to the marketplace. Far more often than not, the impediments to growth sit within a company, not in the marketplace. Even the biggest growth opportunities are out of reach if a company lacks the structure, skills, and competencies that it takes to grow. In this presentation drawing upon Kantar's wealth of experience and research, J. Walker Smith, Consulting Knowledge Lead, will share:

- 10 proven steps across 5 critical imperatives
- How to build and sustain growth for every company in every kind of market

11:45 AM-12:15 PM ET

Digital transformation checklist for 2021 success

Malcolm Pinkerton, Director of Strategic Insights

- Understand how the pandemic has impacted the acceleration of digital commerce.
- Discover the implications of new digitally enabled routes to consumer that have emerged from it.
- Define the new expertise, tools, and capabilities required to become omnipresent for shoppers.

12:15-12:50 PM ET

Panel: Emerging technologies: What brands should focus on to drive growth

Malcolm Pinkerton,

Director of Strategic Insights

David Marcotte

Senior Vice President, Cross-Border Retail,
Cross-Industry Processes

Amar Singh

Senior Director, Health and wellness, Canada

Tim Campbell

Director

- Understand how the pandemic has impacted the acceleration of digital commerce.
- Discover the implications of new digitally enabled routes to consumer that have emerged from it.
- Define the new expertise, tools, and capabilities required to become omnipresent for shoppers.

12:50-1:20 PM ET | BREAK



Next-level
ecommerce:
People, data,
technology

1:20-1:35 PM ET

Elevating ecommerce: People, data, technology

Todd Szahun, Senior Vice President

In 2020, many found that their plans for accelerating ecommerce were quickly outpaced by the rate of change that COVID thrust upon them. As five-year plans quickly became obsolete, manufacturers and retailers began to fundamentally reshape their ecommerce and omnichannel capabilities, quickly realizing the deep interdependencies among people, data, and process as the critical elements of success in executing ecommerce effectively. In this session we will cover:

- Learn how the evolution of the online selling marketplace has impacted organizations.
- Discover why people, data, and process are the critical elements of ecommerce enablement and why synchronizing their planning and budgeting is essential.
- Get tactics for building the business case and enlist the support from key stakeholders to develop and sell the plan inside your organization.

1:35-2:05 PM ET

Building a winning ecommerce organization

Mark Visser, Managing Partner, Kantar

2:05-2:35 PM ET

Mastering a single view of data to drive decisions

Adil Pereira, Partner, Kantar

2:35-3:00 PM ET

Panel: People, data, process

Rohan Mazumdar

Head of Performance and Analytics

Reid Greenberg

Executive Vice President

Adil Pereira

Partner

Todd Szahun

Senior Vice President

Mark Visser

Managing Partner

3:00-3:30 PM ET | BREAK

3:30-4:00 PM ET

Leveraging technology and automation to unlock ecommerce growth

Guru Hariharan, Founder and CEO, CommerceIQ

4:00-4:30 PM ET

Retail media evolution

Gregory Aston, Global Chief Research Officer, Kantar Media

4:30-5:00 PM ET

Building measurable ad impact with Kroger Precision Marketing

Cara Pratt, Senior Vice President, Kroger Precision Marketing

Fireside Chat moderated by Tory Gundelach, SVP

- Understand how the retail media landscape and ecommerce ecosystem have evolved and changed the way consumers shop.
- Discover how Kroger's first-party data and advanced targeting capabilities identify the most qualified audience for each campaign.
- Discuss the increased expectations for performance outcomes in media advertising and the unparalleled ability for Kroger Precision Marketing to drive and measure real business outcomes.



Next-level
ecommerce:
People, data,
technology

5:00-5:30 PM ET

Leadership in the age of AI: Unlocking the consciousness paradigm

Kiran Mani, Managing Director, Google

For thousands of years, humans relied on instincts to survive and thrive. The industrial revolution dimmed instincts and honed the intellect. Now AI is dimming our intellect. And this is ushering in an era where we are beginning to decode the mystical and underexplored world of intuition, or the consciousness paradigm. This session will explore:

- How the interplay between intelligence and consciousness is shaping leadership across four vectors: health, skills, community, and enterprise
- Examples, best practices, and learnings that are shaping the future of retail around the consciousness paradigm

5:30-5:35 PM ET

Day 1 wrap-up

Rachel Dalton, Director, Ecommerce & Digital



Create a winning omnichannel strategy

11:00-11:10 AM ET

Welcome and setting the stage

Rachel Dalton, Director, Ecommerce & Digital

11:10-11:40 AM ET

Omni retail acceleration and the post-pandemic outlook

Rachel Dalton, Director, Ecommerce & Digital

- Evaluate the macro shifts in the omnichannel retail landscape.
- Consider key trends to watch to inform planning.
- Get insights and implications for a post-pandemic environment.

11:40 AM-12:10 PM ET

How macro trends are affecting digital

Doug Hermanson, Principal Economist, Kantar

- Survey how the economy and policy will affect digital shoppers.
- Weigh the positives and negatives of the post-COVID economy on online retailers.
- Review our five-year online category forecasts.

12:10-12:40 PM ET

What shoppers want: What a difference a year makes

Mary Brett Whitfield, Senior Vice President

- Get details on how shoppers are engaging with the omnifulfillment ecosystem today.
- Explore online grocery shopping's new role in routines.
- Learn how today's online shopping behaviors set the baseline for tomorrow.

12:40-1:10 PM ET | BREAK

1:10-1:40 PM ET

Amazon category trends: Vitamins, minerals, and supplements

Kate McGee, Senior Vice President, Category Insights

The vitamins, minerals, and supplements (VMS) category has grown steadily thanks to health and wellness tailwinds, and it picked up even more momentum as shoppers turned to self-care during COVID-19. This session covers:

- Key category sales, share, and segment trends on Amazon and what's driving category growth
- VMS brands and product attributes that are winning/losing and implications for suppliers
- How COVID-19 has impacted this critical health and wellness category and our 2021 category predictions

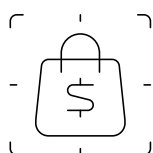
1:40-2:00 PM

Making clear decisions with data analytics

Daniel Harari, Vice President, ClearCut Analytics

In today's omnichannel retail landscape, data is power for CPG brands. Ecommerce data, in particular, is more critical than ever, filled with a treasure trove of insights for strategically growing your business. Through this session, you will learn:

- Why ecommerce data reveals product and consumer trends approximately 24 months before brick-and-mortar data does
- The applications of Amazon sales analytics for CPG brands, including optimizing product innovation, go-to-market strategy, and retailer storytelling
- A step-by-step process to leverage ecommerce data for developing new products that align with consumer and market demands



New commerce platforms



New commerce platforms

2:00-2:45 PM ET

Strategies and capabilities to win with top omnichannel retailers

Lei Duran, Senior Vice President

Tory Gundelach, Senior Vice President

Amar Singh, Senior Director

- Learn how omnichannel leaders are expanding their media strategy and engaging shoppers through digital touchpoints.
- Understand each retailer's key competencies and business challenges.
- Discover the retailers' strategic initiatives and priorities for 2021 and beyond.

2:45-3:10 PM ET

Strategies and capabilities to win with Amazon

Rachel Dalton, Director, Ecommerce & Digital

- Review Amazon's business fundamentals and projections.
- Evaluate the importance of Amazon's retail strategic pillars for brands.
- Consider the evolution of Amazon's ecosystem and future impact.

3:10-3:30 PM ET

Strategies to measure and grow brand awareness and loyalty in the ecommerce channel

Michael Lagoni, CEO of Stackline

- Learn how leading brands are increasing brand awareness and loyalty across Amazon, Walmart, and other ecommerce platforms.
- Analyze case studies and strategies featuring brands with the fastest-growing brand awareness and market share.
- Evaluate emerging techniques to successfully defend against private label and other new entrants.

3:30-3:45 PM ET | BREAK

3:45-4:30 PM ET

Omnichannel fulfillment: Latest trends and fireside chat

Rachel Dalton presentation and panel lead

Stefanie Kruse, VP Digital Commerce, Walgreens

Mike Goldblatt, head of new verticals partnerships, DoorDash

Tony Crecca, Director Ecommerce Sales & Digital Experience, Johnson &

Johnson

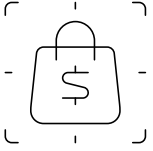
- Explore the fast-evolving growth opportunities in product fulfillment.
- Evaluate established and up-and-coming last-mile providers.
- Consider what's next for click-and-collect and subscription-based fulfillment.

4:30-5:00 PM ET

New routes to the consumer for growth

Rachel Dalton, Director, Ecommerce & Digital

Taylor Galland, Senior Analyst



New commerce
platforms

5:00-5:15 PM ET

Event wrap-up

Rachel Dalton, Director, Ecommerce/Digital

- Review the state of social commerce and the future of social selling.
- Evaluate best-in-class direct-to-consumer brands and strategies.
- Discover the evolving role of marketplaces and their impact on traditional retail.