



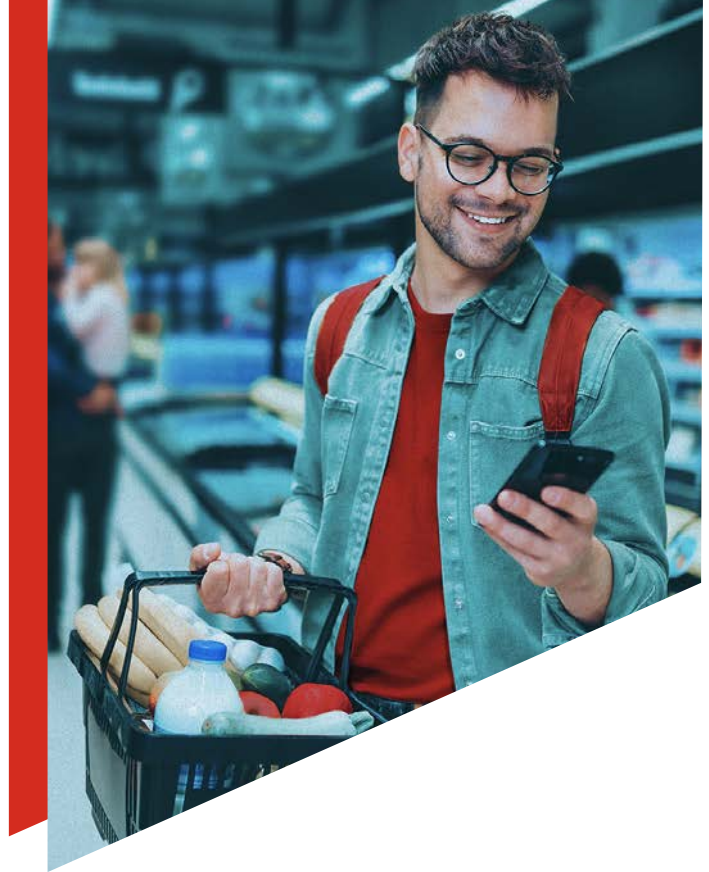
OMNICOMMERCE
liquid **HAVAS**

CREATIVE COMMERCE

**BUILDING BRANDS
WHILE BEING SHOPPABLE
ANYWHERE, ANYTIME**

What is **CREATIVE COMMERCE** and why is it changing the way we do retailing?

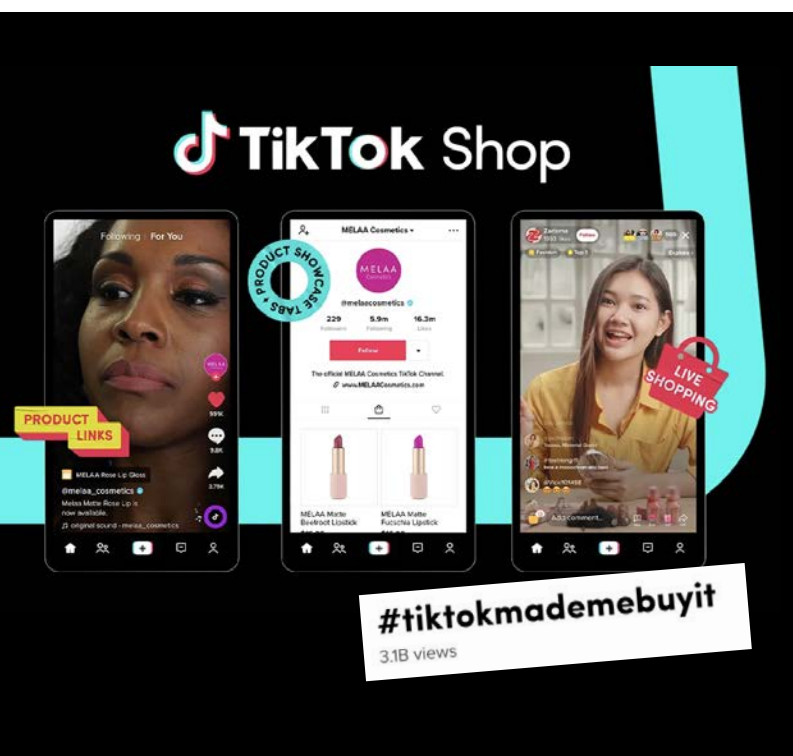
There isn't one clear definition of this disruption of commerce or the disruption of branding, whichever way you look at it. This is because they are both intrinsically connected – the first arguably healthy co-dependent relationship in a highly complex world of hyper consumerism.



Creative Commerce has been described in many ways by industry stalwarts.

It is the intersection of creativity, culture and technology or the collision of creativity and commerce or where commerce, content and culture meet.

It can be seen as simply consuming purposeful creative content in all possible and relevant channels that support or drive commerce to influence consideration and ultimately conversion.



Creative Commerce is all pervasive, it is everywhere.

It is branding, marketing, sales and fulfilment all rolled into one and all aimed at driving commerce i.e. converting shoppers to buyers, buyers to consumers and consumers to loyalists. Building brands is commerce and commerce is building brands. There is no defining line. The channels have merged. It's one massive multi-dimensional playground. And everyone is a willing participant – brands, shoppers and retailers.

A case in point is the tremendous growth of retail media. Last year was monumental for retail media as it established itself as a game-changing force with little sign of slowing down in 2024.

Figures from IAB Europe predict retail media spending will surpass traditional linear TV in Europe in under two years, reaching a massive €25 billion*.



A staggering 5.35 billion people are using the internet today, of which 96.5% are accessing it via their mobiles. Even while shopping offline, people are searching or researching online. It's a captive audience looking for relevant content to help make their buying decisions.

Shoppers are becoming increasingly accustomed to encountering brands across channels and environments.

Shopping is no longer a 'destination' based activity – it's now always on. And it's a mobile-first world.

% OF CONSUMERS WHO USED MOBILE WHILE IN-STORE



LAPTOP
53%



TV
50%



MOBILE CONTRACT
45%



CLOTHES
24%

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

JANUARY 2024

INDIVIDUALS USING THE INTERNET



5.35 BILLION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



66.2%
YOY: +0.9% (+60 BPS)

YEAR-ON-YEAR CHANGE IN THE NUMBER OF INDIVIDUALS USING THE INTERNET



+1.8%
+97 MILLION

PERCENTAGE OF THE TOTAL FEMALE POPULATION THAT USES THE INTERNET



63.5%
YOY: +4.9% (+304 BPS)

PERCENTAGE OF THE TOTAL MALE POPULATION THAT USES THE INTERNET



68.8%
YOY: +4.2% (+285 BPS)

AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER



6H 40M
YOY: +0.8% (+3 MINS)

PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE PHONES



96.5%
YOY: +4.6% (+420 BPS)

PERCENTAGE OF USERS ACCESSING THE INTERNET VIA LAPTOPS & DESKTOPS



61.8%
YOY: -5.8% (+380 BPS)

PERCENTAGE OF THE TOTAL URBAN POPULATION THAT USES THE INTERNET



78.8%
YOY: +3.2% (+252 BPS)

PERCENTAGE OF THE TOTAL RURAL POPULATION THAT USES THE INTERNET



48.9%
YOY: +7.2% (+340 BPS)

*DIGIDAY 2024 Retail media's evolution: How retailers are finding a way to break in and stand out

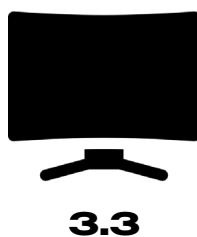
Whether shopping in a physical store or online, shoppers don't necessarily or deliberately make the distinction between channels anymore.

Recent studies reveal that the average shopper is using 5.3 channels. And new data from a study carried out by Google CEE and IPSOS found that over 80% of survey respondents opted to research online and purchase offline or research offline and purchase online, with only 11% of consumers treated as strictly 'online customers' and 12% earmarked as strictly 'offline consumers'. There is no clear distinction between online and brick and mortar worlds.



Online path only + Online purchase	14%	11%	6%	12%
Offline path only + Offline purchase	5%	8%	10%	23%
Mixed research/no search + Online Purchase	48%	40%	32%	21%
Mixed research/no search + Offline Purchase	33%	41%	52%	43%
	81%	81%	84%	64%

AVERAGE TOUCHPOINTS USED
(ONLINE AND OFFLINE)



This is also evident from the way in which almost all retail channels, whether offline or online, have been rapidly evolving to support and drive Creative Commerce.

Offline Retail	eCommerce	Social Commerce	Livestreaming	Metaverse
Phygital store experiences and optimization of offline retail media are enhancing brand visibility along with delivering shopper engagement, information and inspiration in-store.	eCommerce platforms are breaking the screen barrier with AR visualization and AI-driven personalization, delivering a richer shopping experience that creatively educates & boosts conversion.	With shoppable features, AR try-ons, and influencer endorsements, social media is transforming commerce by enhancing browsing & offering interactive in-app shopping capabilities directly.	Through real-time product demos, interactive Q&A and direct shopper engagement, livestreaming has revolutionized commerce, fostering authenticity & driving sales with immediacy.	From limited-edition digital collectibles to exclusive events and real-world discounts, the Metaverse has evolved into an innovative platform for brands to engage with and impact shoppers in immersive environments.

The question really is this – are all stakeholders evolving as fast as the concept itself? Are retailers and brands delivering a truly engaging and seamless experience to shoppers?

If brands are being built for Creative Commerce, certain key facets need to be kept in mind.

Connectedness	Experiential	Expressiveness	Personalization	Efficiency
Commerce channels have extended in all directions, making it possible to shop anytime and anywhere.	Experience has become channel agnostic. Shoppers can interact with brands and products throughout the shopping journey.	Brands are encouraging and driving expression through retail. Commerce will be transformational in enabling shoppers to communicate and connect while shopping.	From targeted content, to personalized trials to special-editions, shoppers will increasingly patronize tailor-made solutions.	Reach is a given. What's really changed the playing field is speed. Retailers have recognized that a key differentiator is going to be express fulfillment.

With brands, retailers and shoppers pushing the limits of what is possible in the realm of retail in 2024, this is just the start. It truly will be a seamless, frictionless, hyperconnected shopping journey fueled by creativity. It will be an all-encompassing, all-pervasive phenomenon.



Scale is important
but so is exclusivity.
Create more bespoke
products and
experiences.
**It's simple. Brands
need to get creative
at commerce.**

So, how can both brands and retailers win at Creative Commerce?

Be shoppable anywhere, anytime
– in physical retail and e-channels, on
social media, in gaming rooms, during
live streaming, on blogs.

Create culturally relevant content that
resonates and develop solutions to
drive easy and intuitive navigation,
compelling education and buying
inspiration. Invite self-expression
rather than dictating it.

Activate technology and videos but
keep it simple because attention
spans are short. Use AI to your
advantage in order to drive
enhancement of original creative
content. Augment capabilities,
functionalities and services to achieve
maximum reach and efficiency.
Enable improved virtual browsing and
product discovery through dynamic
content and real time feedback.
Leverage geo-targeting and location
data to deliver differentiated
messages and products.

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