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CREATIVE COMMERCE

BUILDING BRANDS WHILE BEING SHOPPABLE ANYWHERE, ANYTIME

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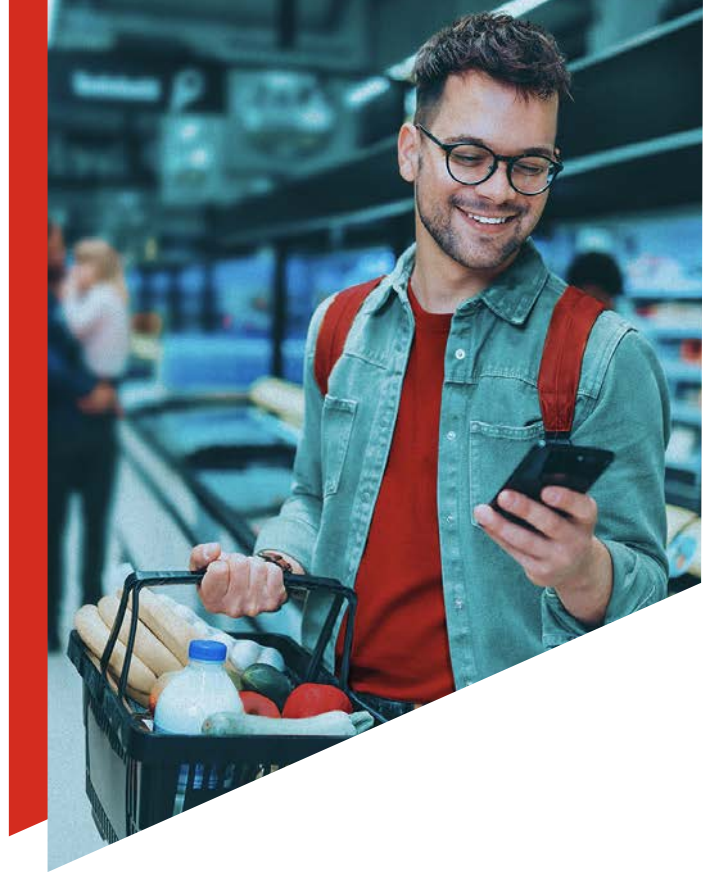
Creative Commerce has been described in many ways by industry stalwarts.

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.
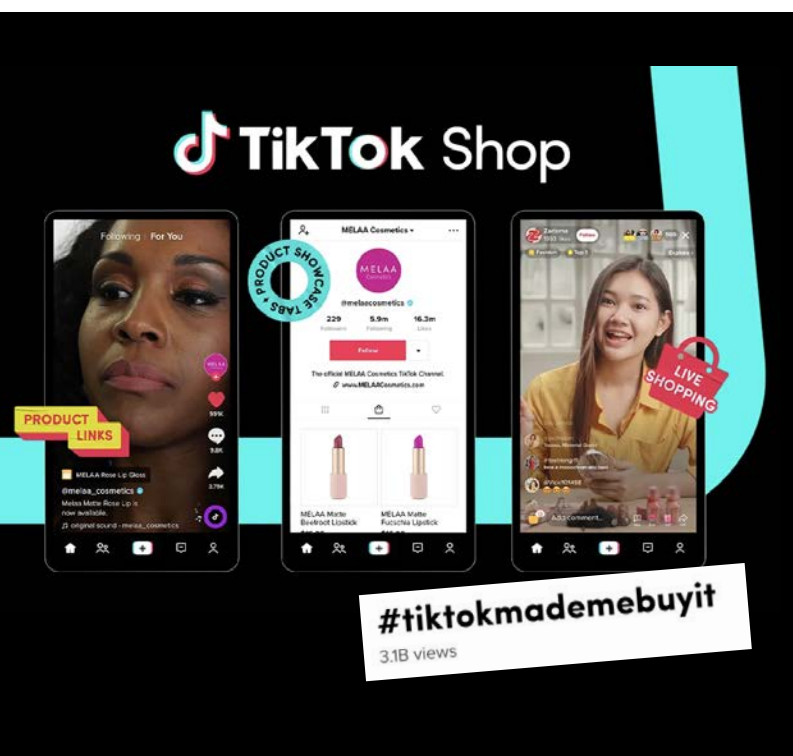
Creative Commerce is all pervasive, it is everywhere.
It is branding, marketing, sales and fulfilment all rolled into one and all aimed at driving commerce i.e. converting shoppers to buyers, buyers to consumers and consumers to loyalists. Building brands is commerce and commerce is building brands. 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.

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int is the tremendous growth of retail media. Last year was
al for retail media as it established itself as a game-changing force
gn of slowing down in 2024.

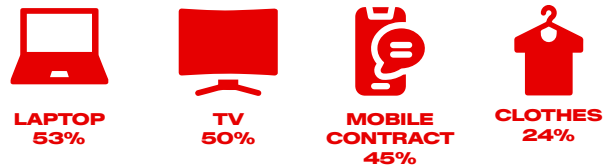IAB Europe predict retail media spending will surpass traditional
Europe in under two years, reaching a massive €25 billion*.

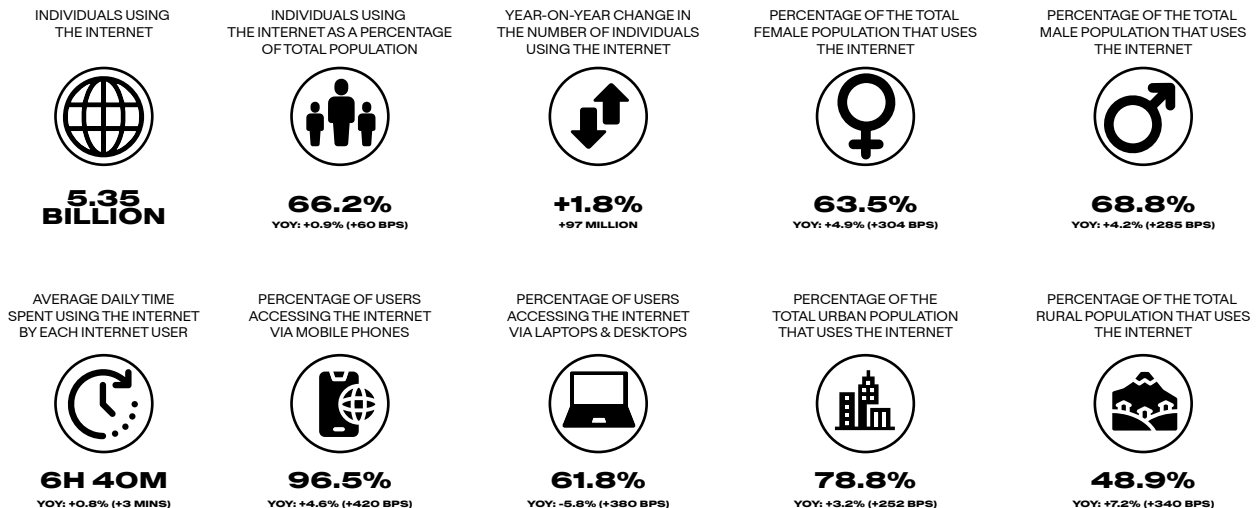Shoppers are becoming increasingly accustomed to encountering brands across channels and environments.

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

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.

% 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)

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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.

	LAPTOP	TV	MOBILE CONTRACT	CLOTHES
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%
	81%	81%	84%	64%
Mixed research/no search +Offline Purchase	33%	41%	52%	43%

AVERAGE TOUCHPOINTS USED
(ONLINE AND OFFLINE)

LAPTOP 3.4   TV 3.3   MOBILE CONTRACT 2.9   CLOTHES 1.7

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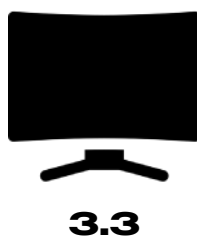
This is also evident from the way in which almost all retail channels, whether offline or online, have been rapidly evolving to support and drive Creative Commerce.

Offline Retail

Phygital store experiences and optimization of offline retail media are enhancing brand visibility along with delivering shopper engagement, information and inspiration in-store.

eCommerce

eCommerce platforms are breaking the screen barrier with AR visualization and AI-driven personalization, delivering a richer shopping experience that creatively educates & boosts conversion.

Social Commerce

With shoppable features, AR try-ons, and influencer endorsements, social media is transforming commerce by enhancing browsing & offering interactive in-app shopping capabilities directly.

Livestreaming

Through real-time product demos, interactive Q&A and direct shopper engagement, livestreaming has revolutionized commerce, fostering authenticity & driving sales with immediacy.

Metaverse

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

Commerce channels have extended in all directions, making it possible to shop anytime and anywhere.

Experiential

Experience has become channel agnostic. Shoppers can interact with brands and products throughout the shopping journey.

Expressiveness

Brands are encouraging and driving expression through retail. Commerce will be transformational in enabling shoppers to communicate and connect while shopping.

Personalization

From targeted content, to personalized trials to special-editions, shoppers will increasingly patronize tailor-made solutions.

Efficiency

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.

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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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