




OMNIGEDDON

**2024 COMMERCE EXPECTATIONS
FOR BOOMSDAY PREPPERS**



**WE START
DREAMING
IN OMNI**



**They say that when you're fluent
in another language,
you start to dream in it.**

**The shopper is dreaming omni.
And we can no longer manage a
multichannel go-to-market strategy
to stay relevant and competitive.**

**Walmart and Target ignited
the evolution with their
Enterprise Merchant approach,
but they're just the beginning.**

**First movers will be omni
storytellers... thinking omni,
engaging omni, activating omni
and measuring omni
OR fall behind those who do.**

A large, bright yellow question mark is centered in the background, partially obscured by the text. The background is a fiery, orange and red nebula or galaxy with a dark, starry space background.

**“FULL-FUNNEL”
STOPS BEING A
4-LETTER WORD...**



Historically, consumer media and shopper marketing were managed and measured in inefficient silos.

The rapid growth and sophistication of retail media capabilities, especially targeting and measurement across the “full funnel” makes an integrated approach from planning to activation a critical imperative.

First movers will break down these silos and re-align resources, processes and KPIs despite lingering organizational or individual sensitivities to engage the right audiences at the right times in the right places and maximize ROI against chosen growth objectives.

A large, bold, yellow number '3' is centered in the background, partially obscured by the text.

**TIKTOK MAKES
YOU BUY IT**



Social commerce continues to drive digital commerce globally, in large part to a) Gen Z consumer behavior, b) the rise of micro influencers, c) retail media partnerships, d) emerging platforms like TikTok and e) mega retail event livestreaming expansion.

Social commerce lowers the barrier to entry for challenger brands and serves as a powerful “sandbox” for testing innovation with consumers.

First movers will embrace social commerce within their full-funnel activation, but also prepare for a world where social commerce performance earns store placement.

The background is a vibrant, fiery cosmic scene with swirling orange and yellow light trails against a dark space filled with stars. A large, semi-transparent yellow number '4' is centered in the background, serving as a backdrop for the main text.


AGENCIES OF RECORD BREAK RECORDS



Publicis' acquisition of Profitero and most recently, Omnicom's acquisition of Flywheel signal an increasing prioritization and valuation of proprietary commerce technology and data by major media conglomerates.

This will pose some competitive challenges to agencies of record (AORs) who don't have their own capabilities and/or can now no longer leverage acquired technologies.

First movers will be ready to advocate for AOR partnerships and capabilities that enable long-term commerce leadership.

A large, bold, yellow number '5' is centered in the background, partially overlapping the text.

**THE DAWN OF
CATMAN 2.0**




Before eCommerce, brands and retailers alike designed their in-store capabilities around specific incremental growth strategies, like household penetration or buy rate.

But with eCommerce, the focus shifted primarily to omni capabilities like digital shelf content and retail media, because they do work in the short-term. However, they become competitive advantages when designed around incrementality.

First movers will re-engage their Category Managers, the prime candidates to lead this process and teach them eCommerce best practices so they can help drive incremental omni growth strategies.

The background is a complex, fiery, and metallic structure that resembles a large, glowing ring or a tunnel. The structure is composed of many thin, curved metallic bands that are illuminated from within, creating a bright orange and yellow glow. The overall effect is one of intense heat and energy. In the center of this structure is a large, bright yellow number '6' with a thick black outline. The number is positioned in the middle of the frame, and the text 'THE DEVIL IN THE DETAILS' is superimposed over it.

**THE DEVIL IN
THE DETAILS**



Having the right omni capabilities is only as effective as the process ensuring superior execution.

The rapid rise of AI is exposing the catastrophic effects of not being able to manage the details in real-time.

For example, not being able to update content seasonally could cost a brand significant growth. Or a lack of product substitution fields in your PIM could result in a shopper buying toilet paper from a retailer, but receiving bubble wrap instead.

Details are not sexy capabilities, but first movers who manage them while implementing proper workflows will outperform everyone else.

A large, bold, yellow number '7' is centered on the page. Overlaid on the bottom half of the '7' is the text 'HOLY DATA!' in a white, bold, sans-serif font. The background is a dynamic, fiery orange and yellow abstract pattern with glowing lines and a dark, starry space background.



As Peter Drucker aptly stated, “You can’t manage what you can’t measure.” In the past, we didn’t have any or many reliable sources of omnichannel data, like online sales and share data, digital shelf metrics and/or retail media KPIs.

But we’re starting to get enough of this data that the quote is better stated “You can’t manage what you don’t measure.”

First movers who effectively bridge lagging category sales and share metrics with leading digital shelf retail media metrics will have the edge over competition and more meaningful JBP relationships with their key retailers.

A large, bright yellow smiley face is centered in the image. It consists of a large yellow circle with a smaller black circle in the center, and a larger black circle below it, forming the eyes and mouth. The smiley face is superimposed over a background of a glowing, fiery ring of light.

**COMMERCIALIZING
SUSTAINABILITY**



All omnichannel models have their own unique impacts to retail financial and environmental sustainability.

Major retailers, like Amazon and Tesco, are tying SKU distribution to profitability. In addition, retailers like Amazon and Target are prioritizing and elevating brands to shoppers based on sustainability efforts.

Sustainability on all fronts will be commercialized by first movers as an integral part of the innovation and portfolio management process, despite historic bias against “SKU proliferation,” so to protect shopper accessibility and relevance.

A large yellow smiley face graphic is centered in the image. It has a solid black circle for a nose and a thick, curved yellow line for a mouth. The text 'THE "AI" IN TEAM' is overlaid on the smiley face in a bold, white, sans-serif font.

**THE "AI"
IN TEAM**



AI is not necessarily going to take all of our jobs.

A human who knows how to use AI is going to take our jobs.

AI has so many applications in our everyday roles and responsibilities as both leaders and practitioners.

First movers will embrace AI as part of their own team, actively test it and learn from it while challenging leadership and the broader organization to adopt it in the most efficient and timely manner.

A large, bold yellow number '10' is centered in the image. The '1' is a simple vertical bar, and the '0' is a solid circle. The background is a dark, fiery, and abstract space scene with glowing orange and yellow streaks and particles.

**NOT SO SECRET
AGENT AI**




AI has exposed us to the power of more personalized and relevant content creation prompts, whether it be information from ChatGPT or imagery from MidJourney.

However, AI no longer just tells us what and how to do what we ask, but is graduating to be able to DO what we ask through the emergence of trained AI agents. We are on the verge of having the software version of Rosey the Robot from The Jetsons that we always wanted.

First movers will be ready to pivot as AI impacts the shopper journey and challenges the role of retail paid search, media and merch.

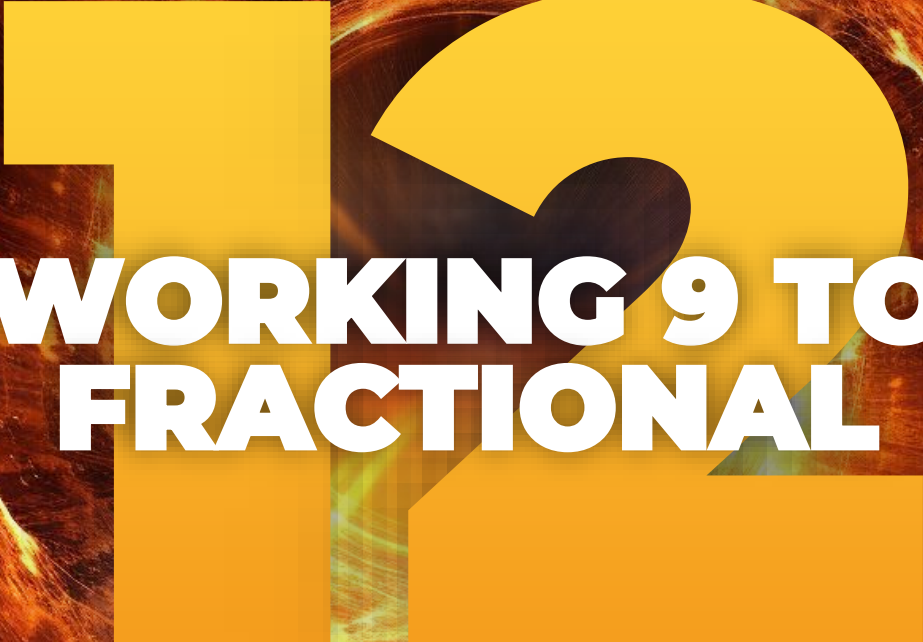
A large, bold, yellow letter 'T' is centered in the background. The text 'THERE'S AN APP AI DEVICE FOR THAT' is overlaid on the 'T'.

**THERE'S AN ~~APP~~ AI
DEVICE FOR THAT**



The mobile interface is growing stale, and apps are no longer saving time. The promise of AI is action, not just information. Consumers are expecting more from their smartphones, but like before the iPhone, don't know exactly what they want until it is shown to them.

First movers will plan for a post-app world and the consumer and shopper impact from a rise of post-cellphone wearable AI tech devices like Rabbit R1, Humane AI Pin, Meta Glasses (with the 2.0 modality update), Tab AI, Rewind Pendant and similar emerging innovation.

A large, bold, yellow number '12' is centered in the image. The '1' is a simple vertical bar, and the '2' has a curved top and a horizontal base. The number is set against a background of a fiery, orange and red nebula or galaxy with glowing filaments and a dark space filled with stars.

**WORKING 9 TO
FRACTIONAL**



With so much corporate bureaucracy, it can feel at times as leaders like we spend 60% of our time simply defending our corporate existence, 20% of our time managing internal politics and stroking egos and only 20%, if we're lucky, actually accomplishing the work we started our careers so passionately to do.

In the age of rapid AI acceleration and gig economy 2.0, many roles and responsibilities will be eliminated or substantially evolved.

First movers will reevaluate the value we can bring and how it can be distributed to multiple "employers"...



TOGETHER, WE GO FURTH R

We would be honored to support you and your organizations in any way we can from omni trainings and certifications, playbooks, advisory support or temporary talent and project execution.



Oskar Kaszubski
CHIEF GROWTH
OFFICER
oskar@firstmovr.com



Chris Perry
CHIEF LEARNING
OFFICER
chris@firstmovr.com



Amanda Wolff
BOARD MEMBER
& CONTRIBUTOR
amanda@firstmovr.com