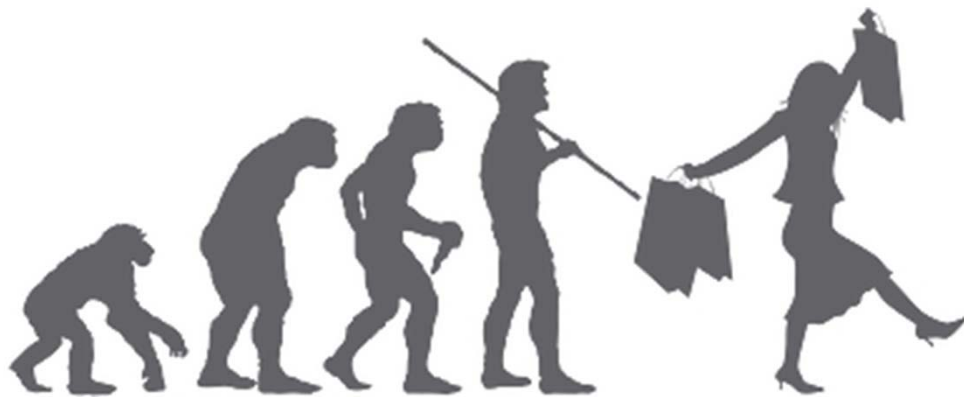




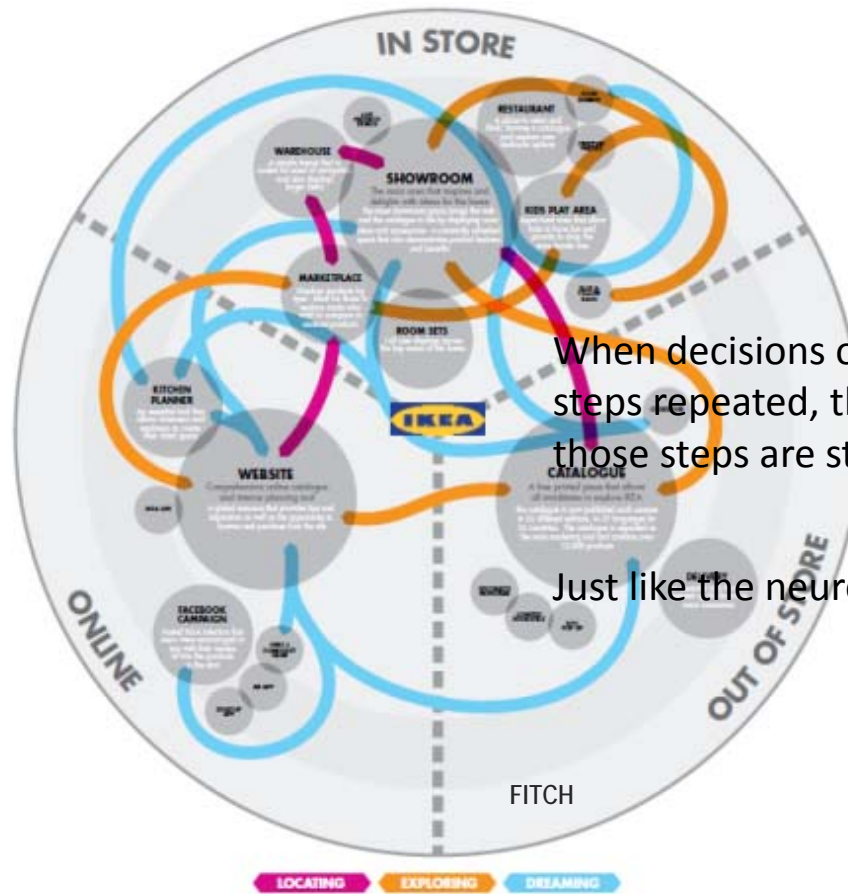
geometry global

■ **Phil White**

Planning Director and Practice Leader,
Shopper Marketing
Europe, Middle East & Africa



THE PURCHASE DECISION JOURNEY



When decisions or activities are learned and steps repeated, the connections between those steps are strengthened.

Just like the neurones in your brain



You Tube
Verizon FiOS

BlackBerry



Wii



XBOX 360



amazon.com

NETFLIX

foursquare

Spotify

GROUPON
Collective Buying Power

P
PANDORA



DEVICES USED TO ACCESS INTERNET OVER PAST 6 MONTHS

(Index)



**WEB
WATCHERS**



**FUNCTIONA-
LISTS**



**VALUE
VULTURES**



**L-
PLATERS**



**GEEK
CHIC**



**COGNOS-
CENTI**

Home desktop	97,4%	99,2%	99,6%	98,3%	103,5%	103,5%
My personal laptop	94,8%	85,2%	105,3%	97,7%	100,9%	111,0%
Office desktop	62,4%	80,9%	105,5%	94,4%	113,6%	124,3%
Smartphone	66,1%	48,2%	108,1%	93,8%	133,1%	144,3%
Mobile Phone (non-smartphone)	92,1%	45,0%	81,7%	124,6%	135,6%	125,2%
My work laptop	64,3%	67,7%	126,8%	81,3%	129,3%	124,0%
Game console	70,3%	38,5%	90,1%	101,0%	173,9%	152,6%
TV	96,3%	60,0%	78,4%	94,6%	252,1%	130,5%
Tablet	59,1%	43,0%	98,0%	93,8%	187,1%	148,9%
iPod	69,0%	36,5%	83,0%	100,6%	255,4%	141,6%
Other (please specify)	74,4%	74,1%	142,3%	75,9%	132,5%	103,1%

Avg # devices

2,01

1,86

2,45

2,35

2,85

2,86

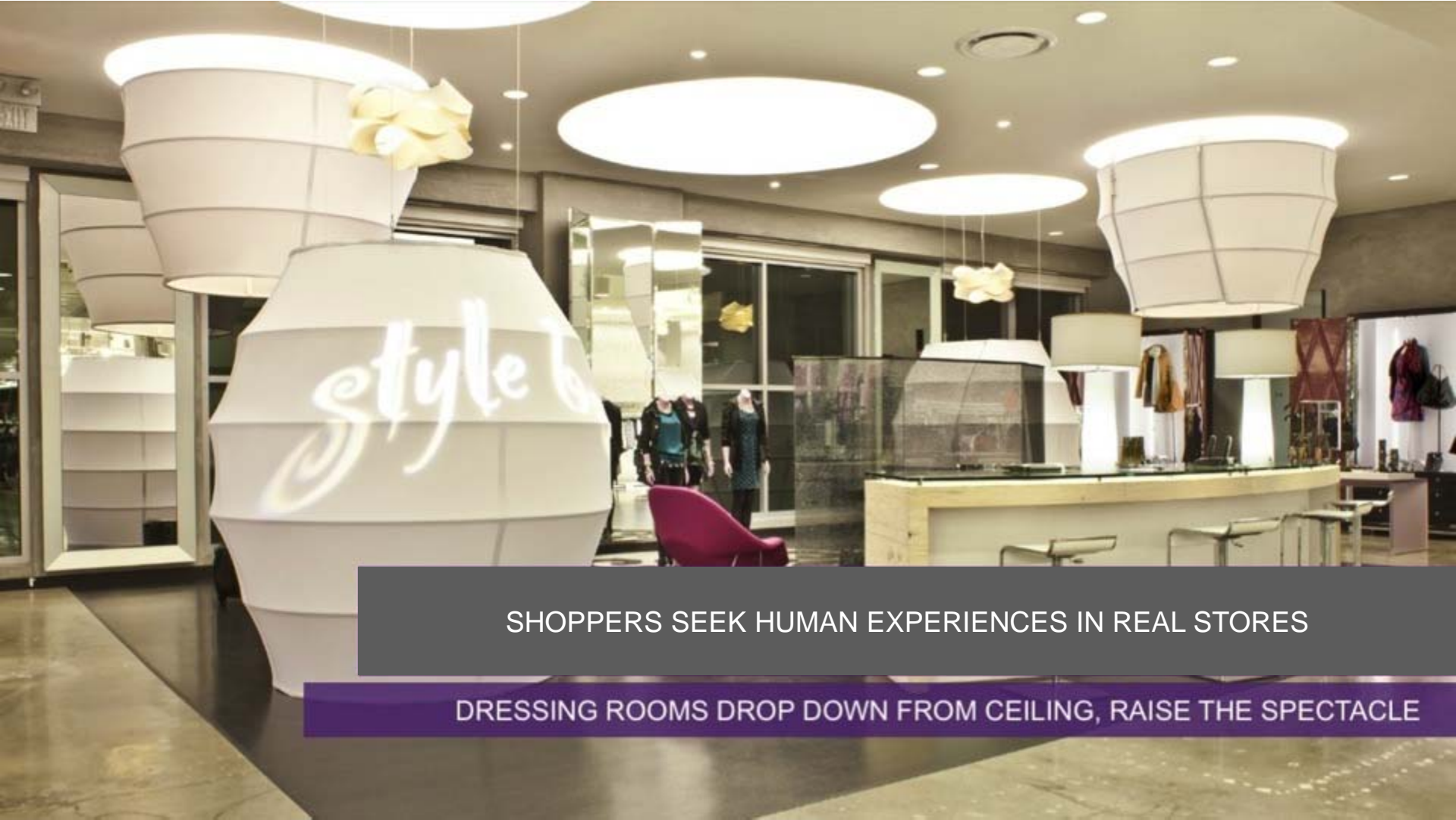
amazon.com[®]





SHOPPERS ARE BETTER INFORMED THAN SALES STAFF

APP ALLOWS CUSTOMERS TO PROVIDE SALES CERKS WITH DATA



SHOPPERS SEEK HUMAN EXPERIENCES IN REAL STORES

DRESSING ROOMS DROP DOWN FROM CEILING, RAISE THE SPECTACLE



SHOPPERS NEED HELP EDITING CHOICE

USER GUIDES ACCESSED VIA QR CODES ON P.O.S. MATERIALS



SAVING MONEY IS A MUTIPLAYER GAME

APP DISPLAYS LOCAL LIMITED TIME DEALS



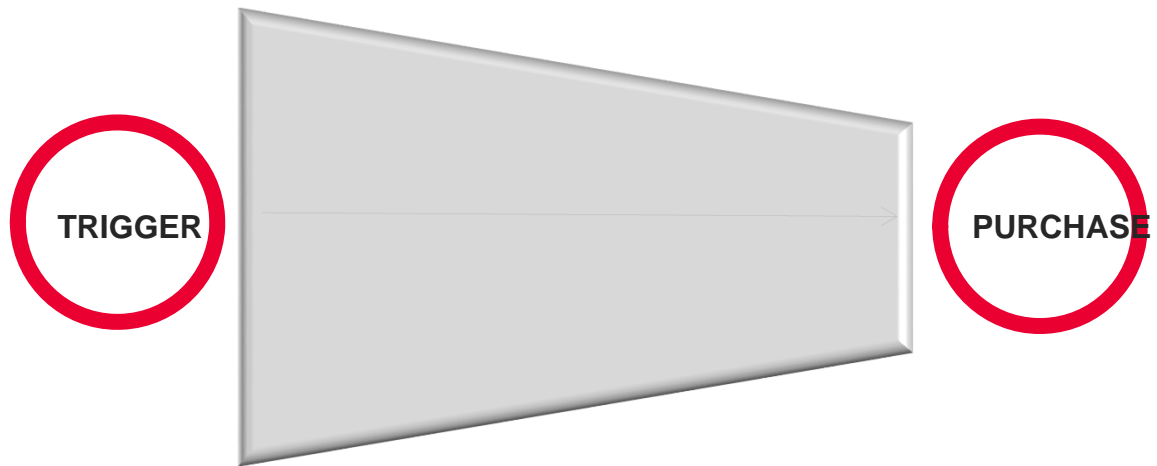
RETAILERS NEED TO GREAT AT DOING SOMETHING SPECIFIC

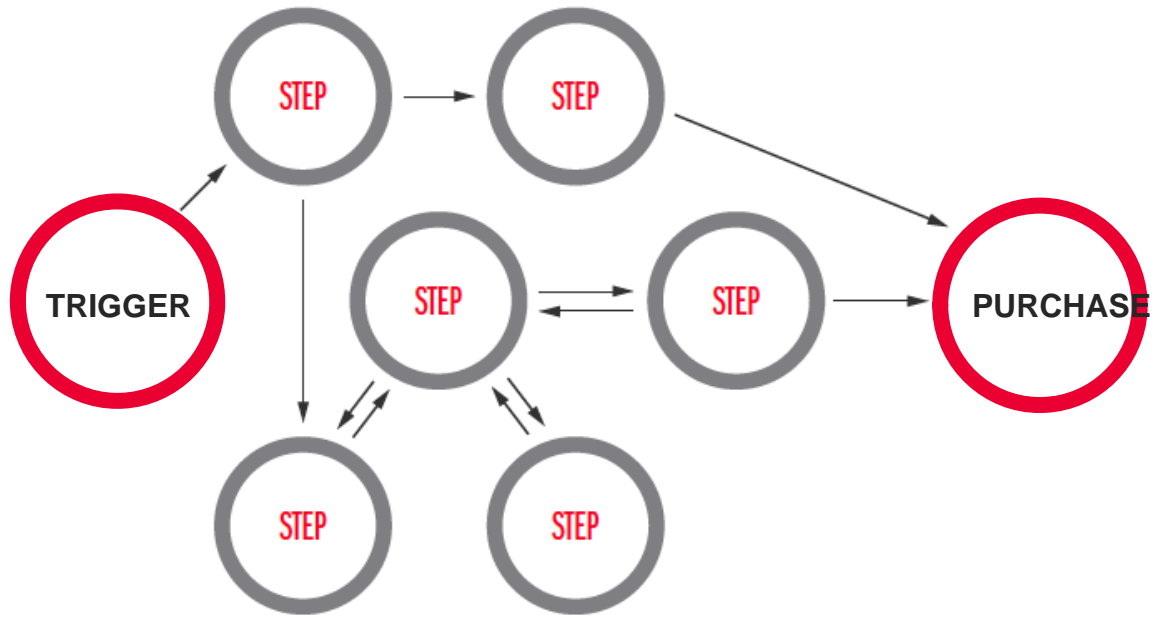
MIRROR LETS KIDS TRY ON VIRTUAL OUTFITS

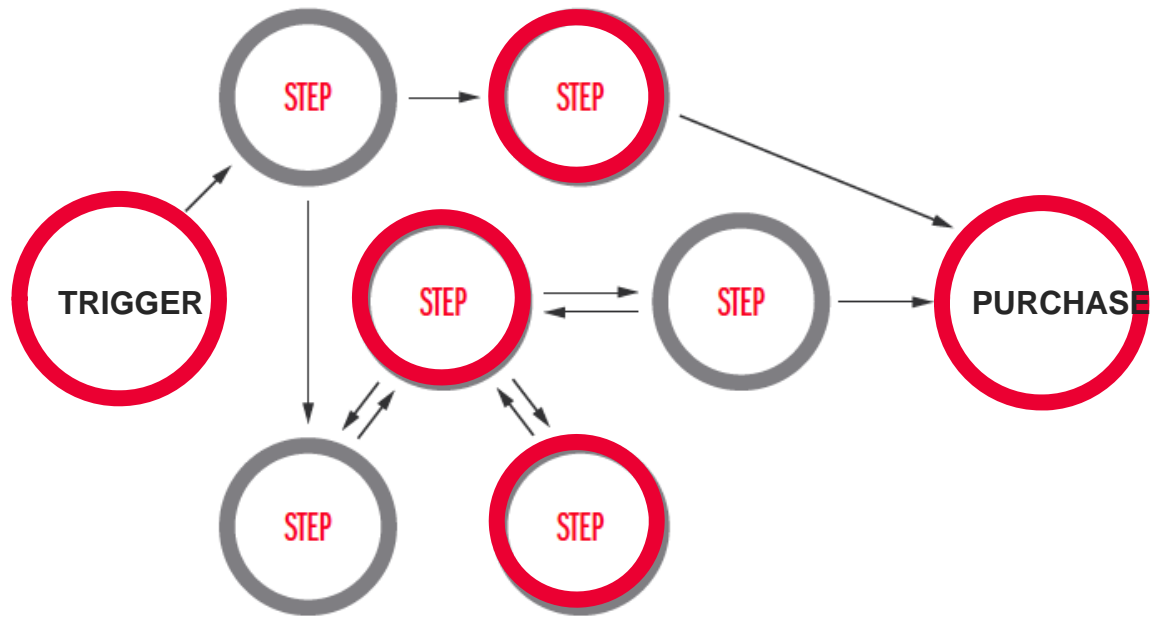


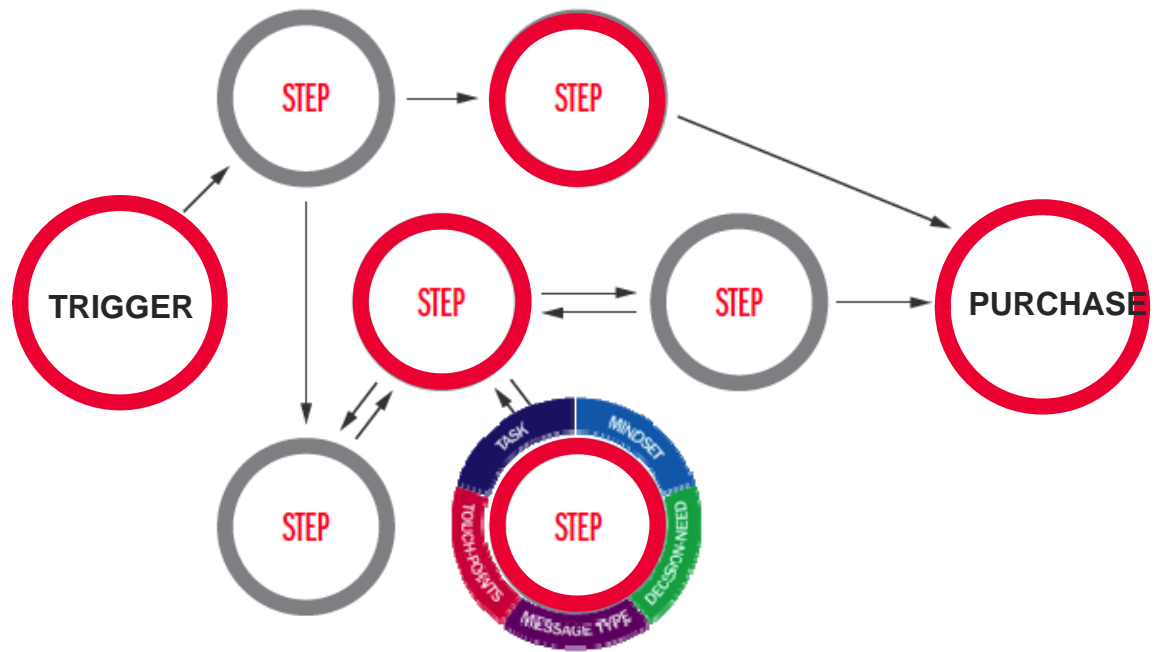
OPEN

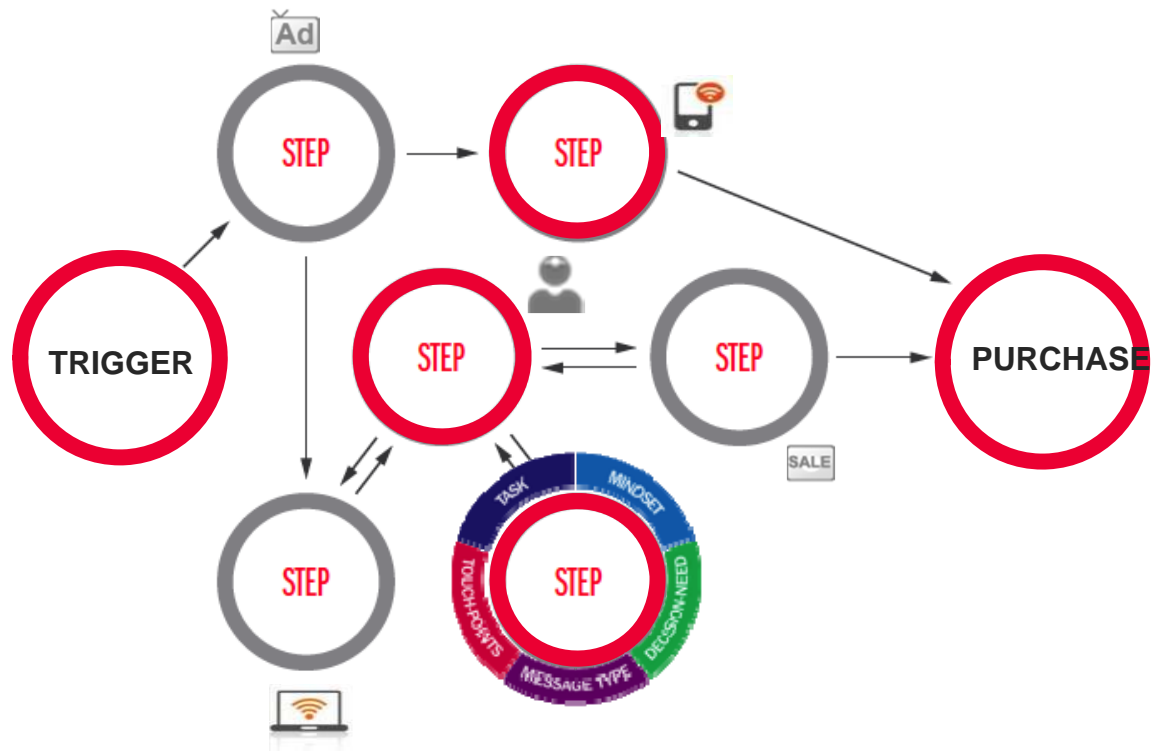
24 HOURS

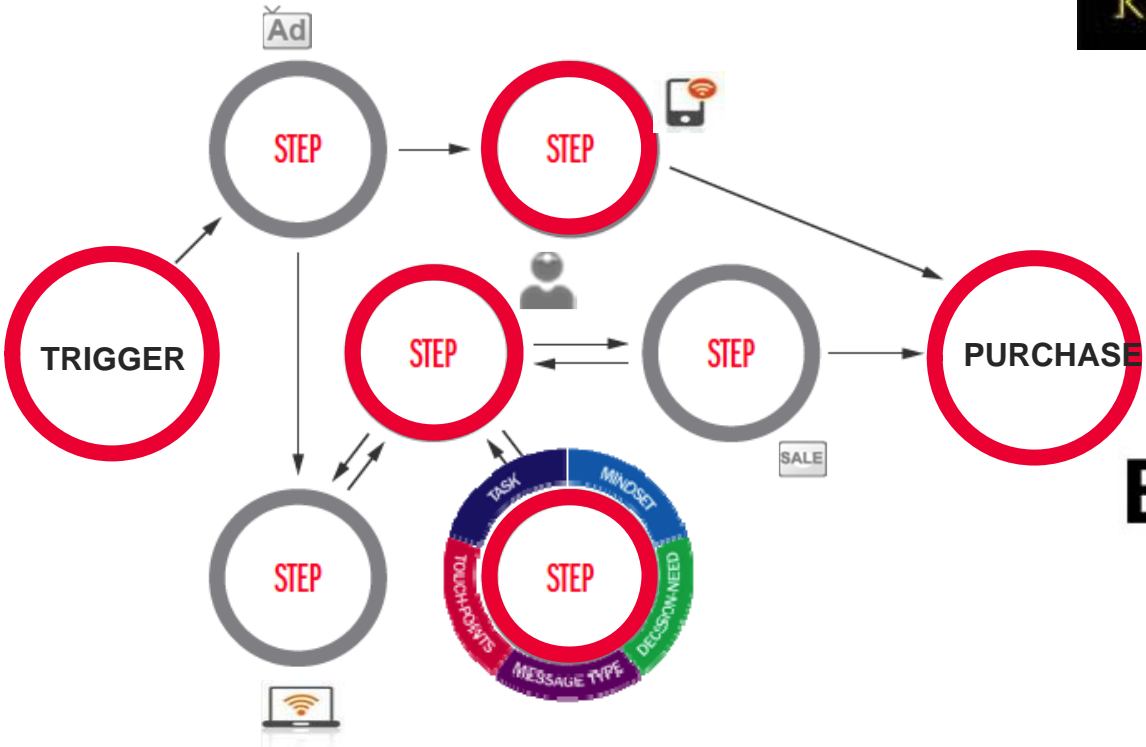












Dial investment up and down across the purchase decision journey



Cross fade experiences seamlessly across channels

Punch messages and media in and out at every step