

NRF[®] 2021

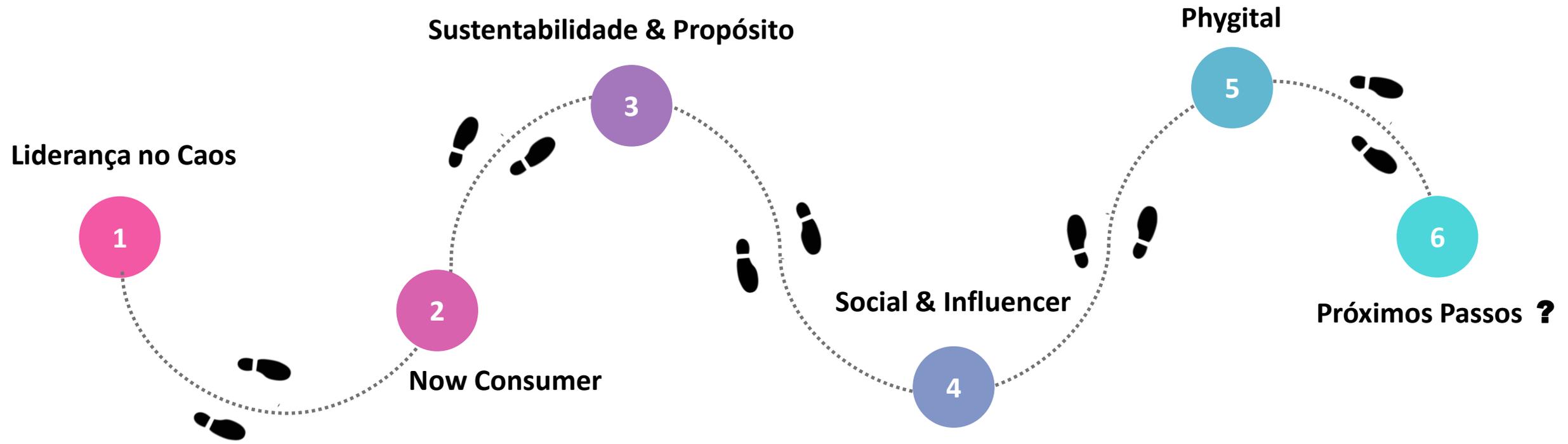
CHAPTER ONE
VIRTUAL | JANUARY

RETAIL'S BIG SHOW

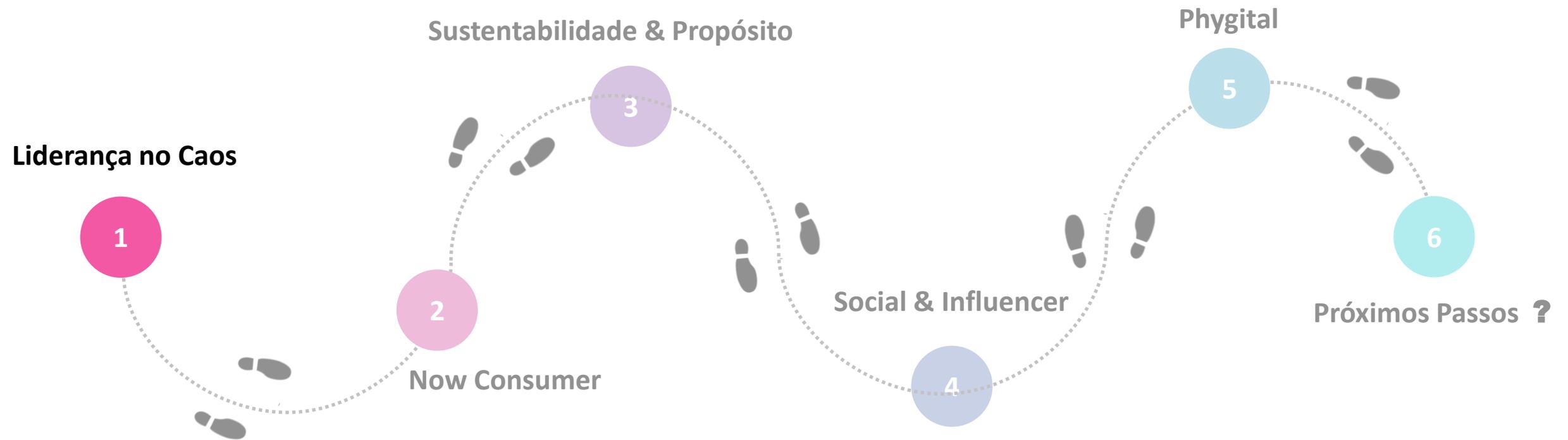
5 trilhas da NRF

NRF 2021

CHAPTER ONE VIRTUAL | JANUARY



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Saúde Mental

Burnout

&

Depressão



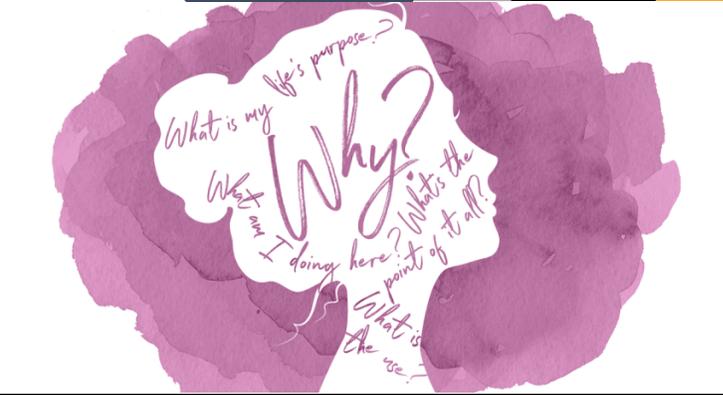
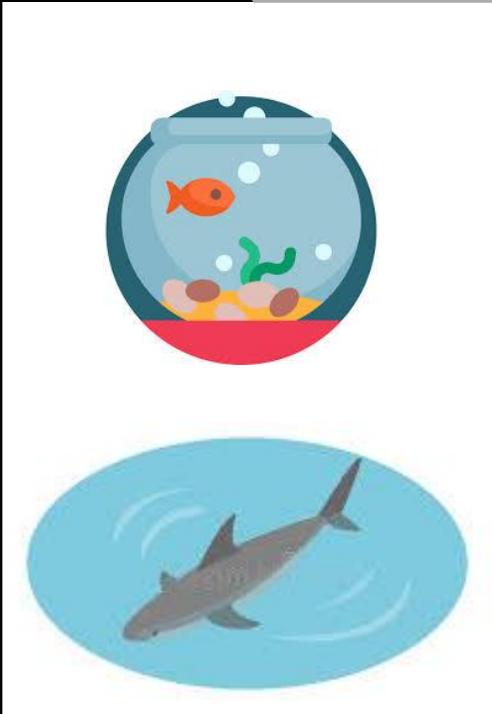
70%

dos colaboradores diz que 2020 foi o ano mais estressante de suas carreiras



50% -42% +25%

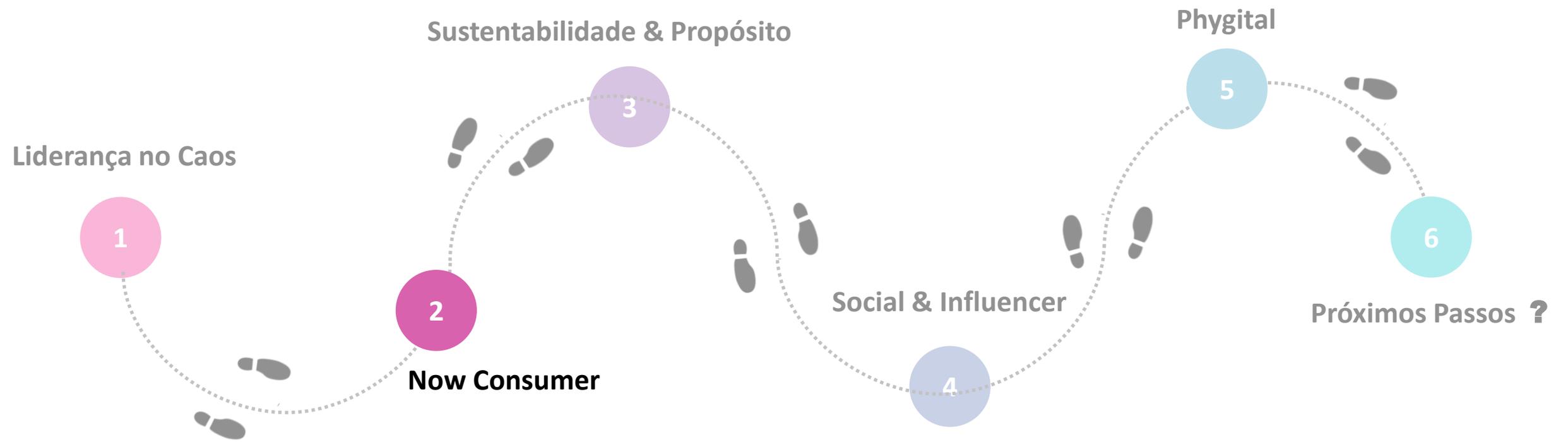
Alimentação equilibrada, - Exercício e
-+ Vícios!

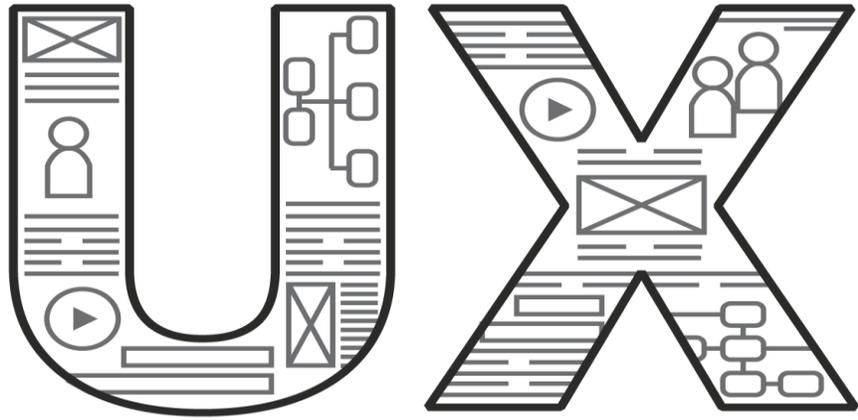


Liderança Upfront



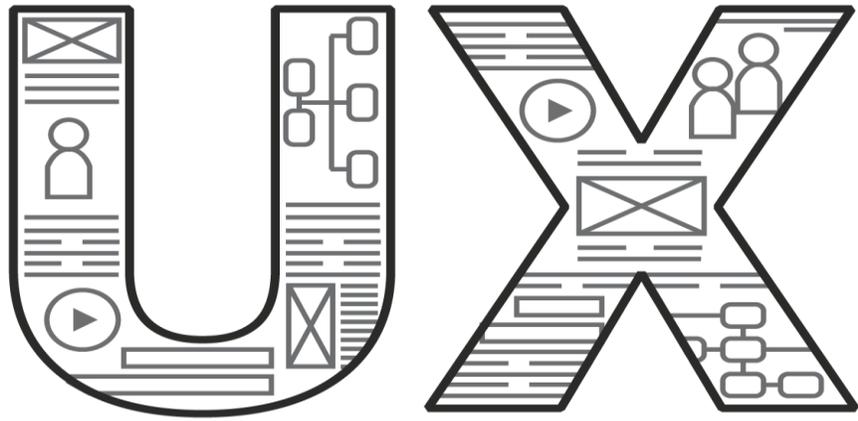
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now
CUSTOMER





now
CUSTOMER

Em 2020, o ecomm global atinge 21,3% de share
Em 2020, os imigrantes digitais invadem as redes!
Em 2023 Chatbots serão responsáveis por vender US11



You Had Me At Hello



ULTA
BEAUTY

88% dos consumidores estão dispostos a pagar pelo same day ou por um faster delivery!

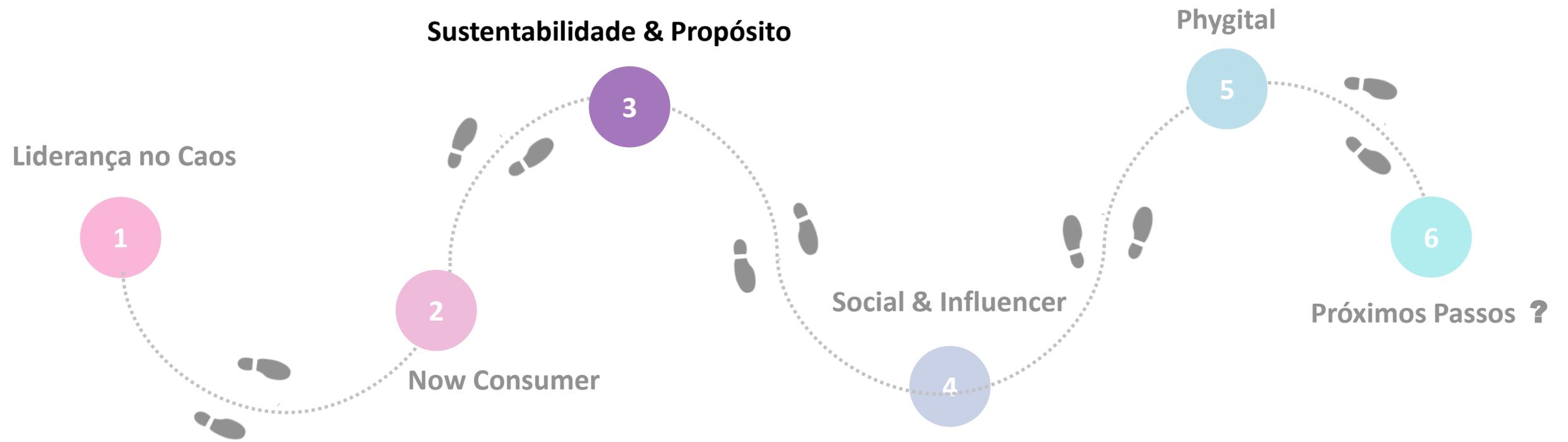


MAIS RÁÁÁPPPIIDDDDOO!

- Amazon Prime 2 dias
- Amazon Next Day
- Amazon Same day
- Target e Walmart 2 horas!
- Amazon Air! (drones)



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Experiência



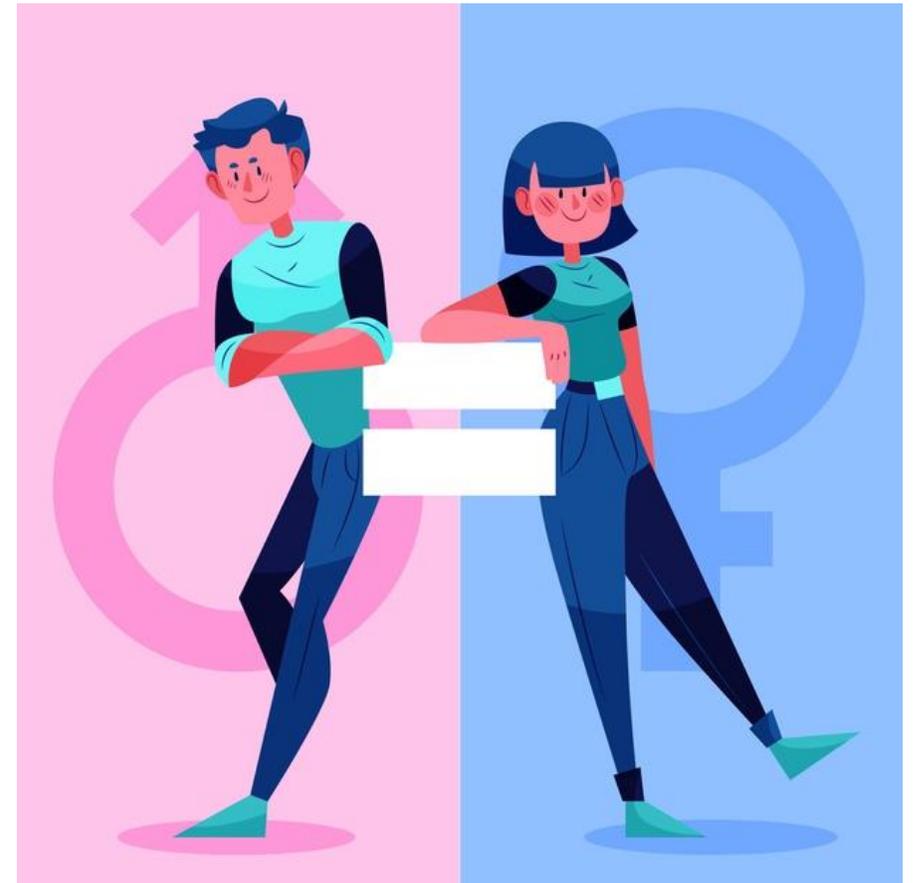
Propósito

WOMEN MEN ACCESSORIES COMMUNITY MIRROR

All Powered Up Bra

Why we made this

Get ready to get sweaty. This technical bra keeps you powered up with support for medium-impact workouts like cycling, cardio, and HIIT.

A woman is shown from the back, wearing a light grey sports bra with a cutout back and blue leggings. The background is a plain, light color.

Jululemon POP UP



UNIQUE FIBER SOLES

WE CALL IT EARTHKEEPERS.



RECYCLED MATERIALS

Pop Ups

Experimentos

Tendências

Consciencia

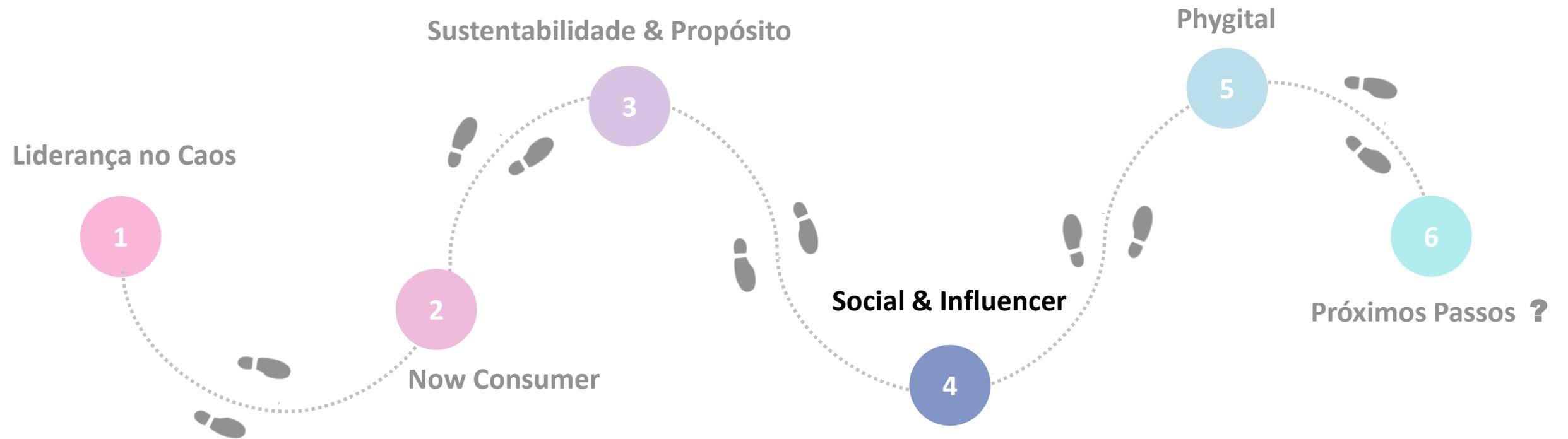
ESG

IKEA

H&M



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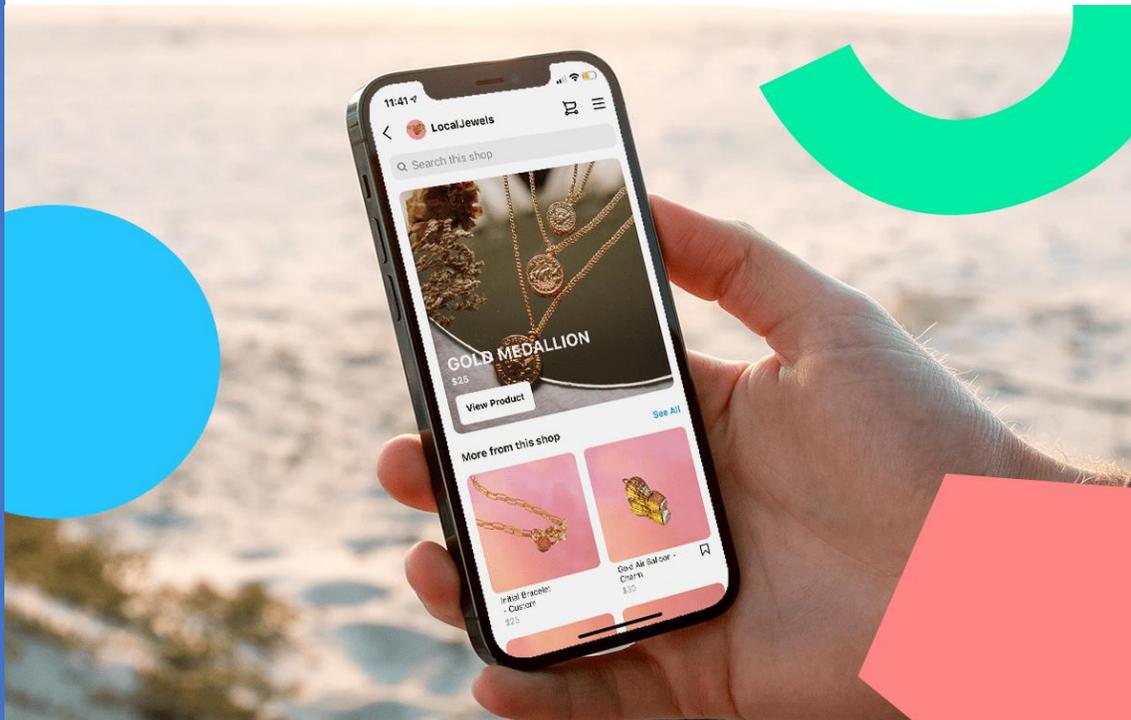
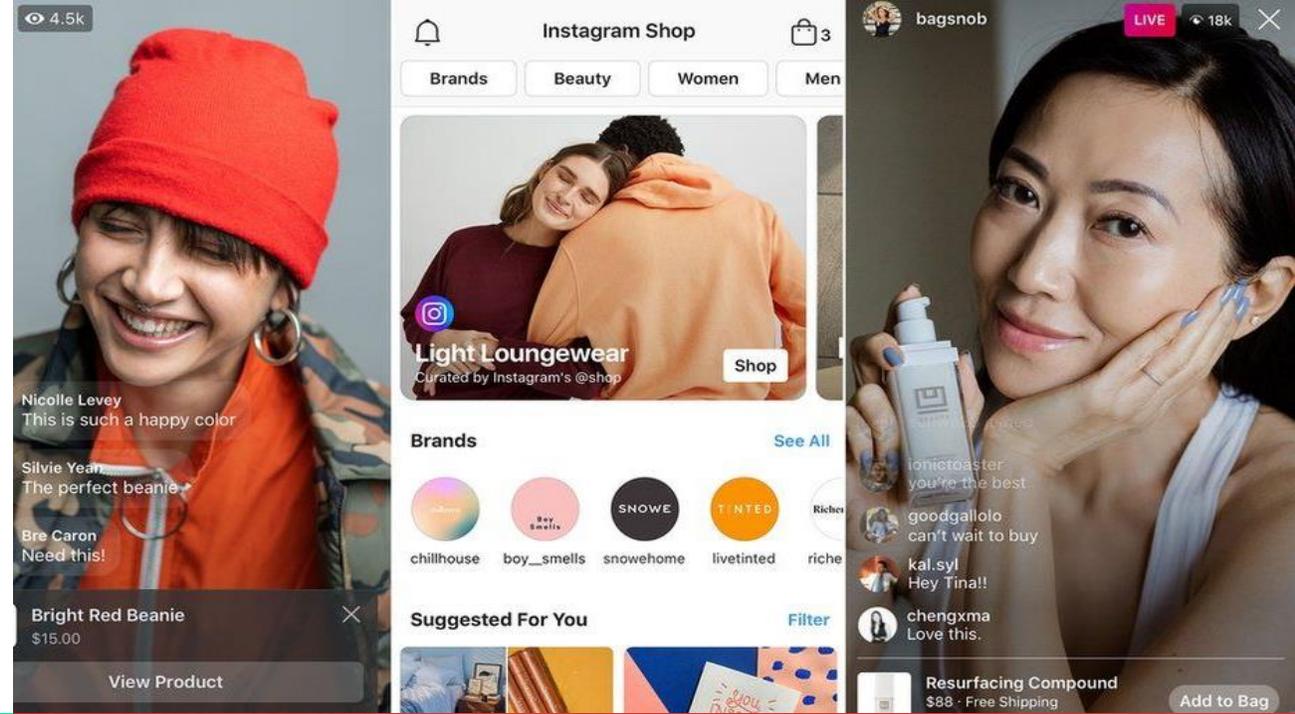






2020

INSTAGRAM AND FACEBOOK SHOPS



Influencer Marketing! Live Commerce, Live Streaming e Plataformas



Influencer & Instagram TV

União da Indústria e do Varejo a uma Comunidade

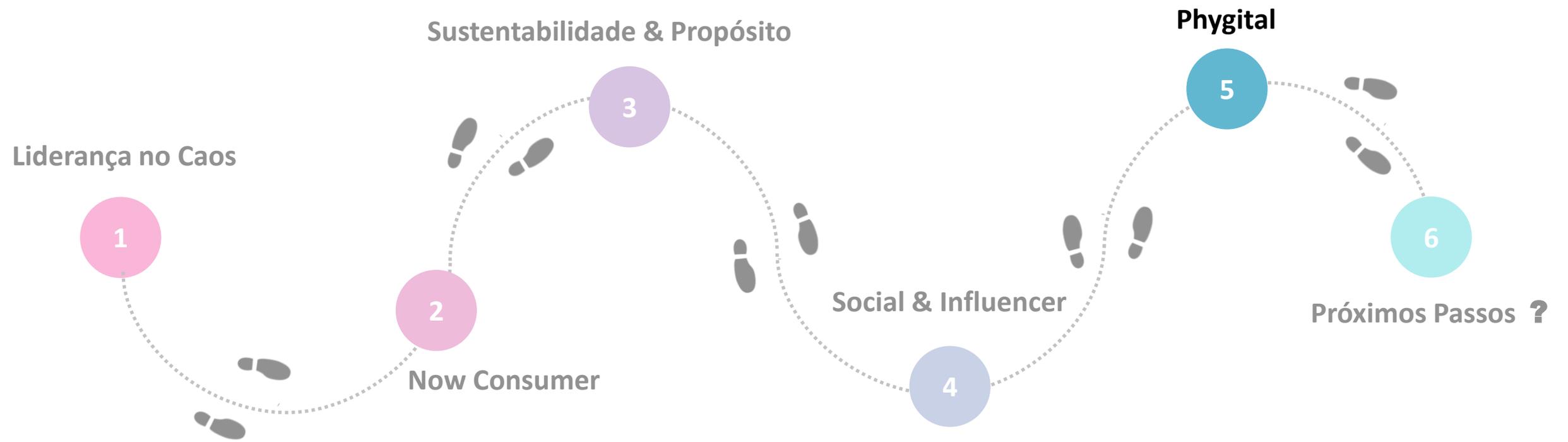
Conteúdos Verdadeiros para Marcas



- + IDEALNA PRZYSWAJALNOŚĆ
- + SKUTECZNE SUBSTANCJE
- + CZYSTOŚĆ FARMACEUTYCZNA
- + OPTYMALNE DAWKI
- + STWORZONE PRZEZ SPECJALISTÓW
- + OPATENTOWANE FORMUŁY



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Físico & Digital: lojas online em espaços off-line!



Halo Effect



20h +

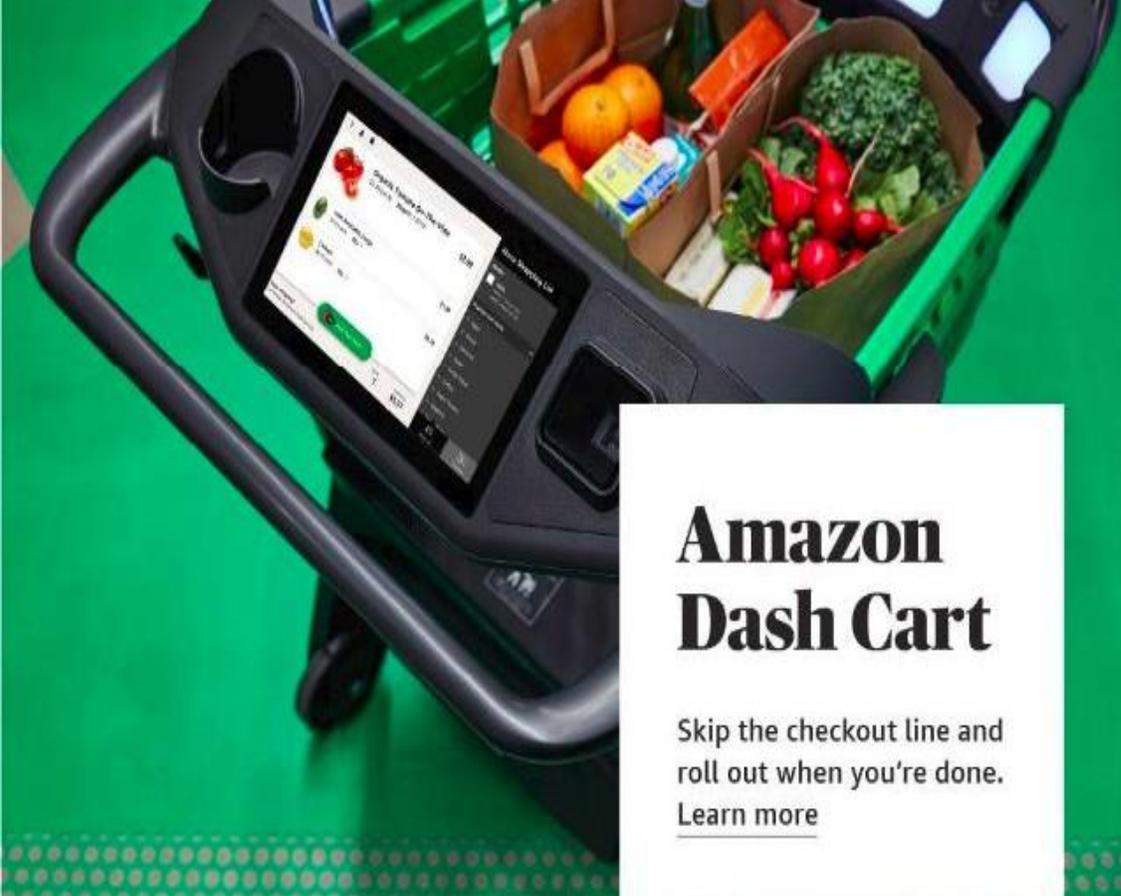


Frete Caro

Tratamento Pouco Humanizado

Baixa Conversão Online

Poucas Opções de Pagamento

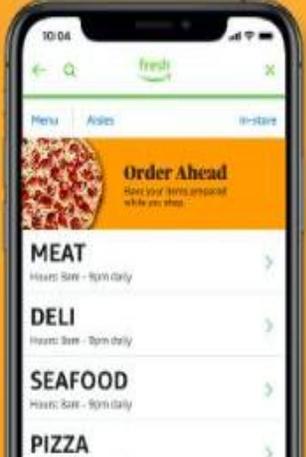


Amazon Dash Cart

Skip the checkout line and roll out when you're done. [Learn more](#)

Order Ahead

Why wait at the deli counter? Have your items prepared while you shop using the Order Ahead feature in the Amazon app.

A smartphone displaying the Amazon Fresh app's 'Order Ahead' menu. The menu lists categories: MEAT, DELI, SEAFOOD, and PIZZA, each with a 'Hours: Sat - 9pm daily' and a right-pointing arrow.

Facilidade e Acessibilidade do Online para o Offline!



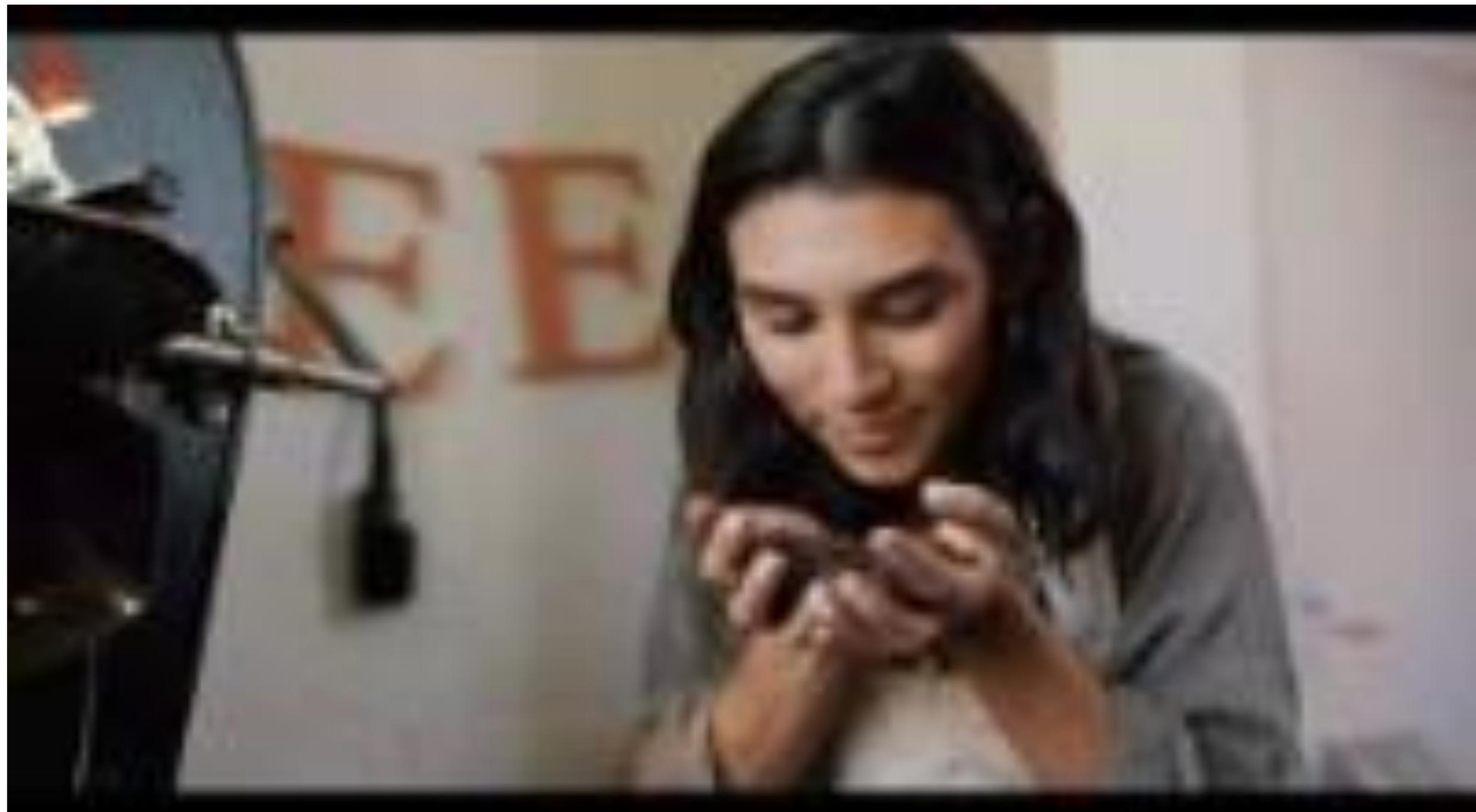
DATA DRIVEN



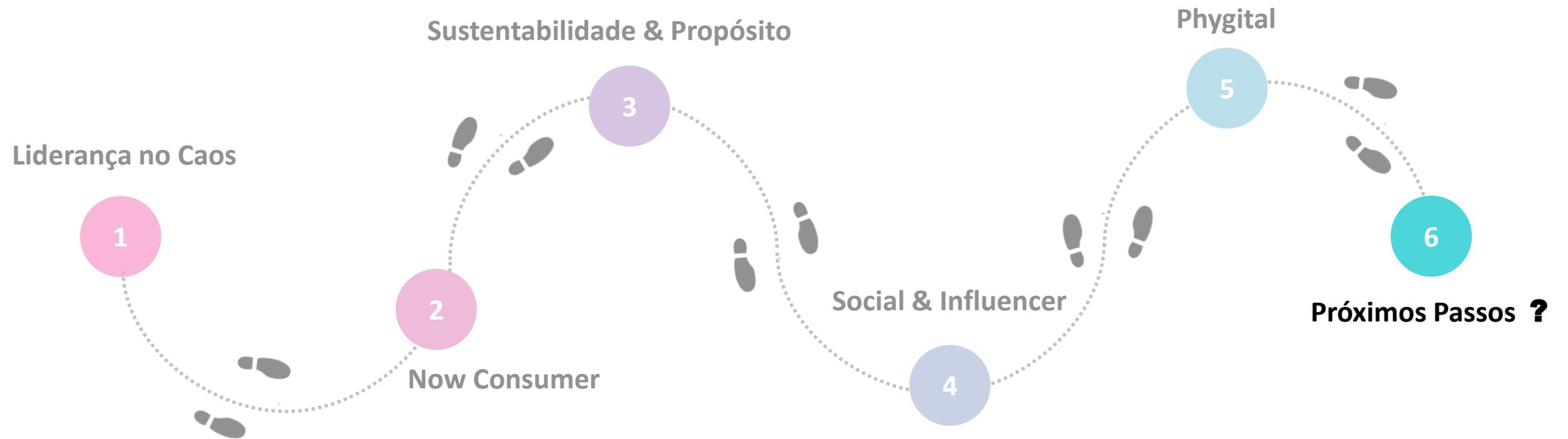
Até 2025, 85 milhões de americanos terão um smart speaker – um mercado de US\$35,5Bi







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Cuide-se!

Plataformize-se!

Apoie o seu
time!

Entenda o seu
cliente!

Continue sonhando!

