
AMAZON
CAN'T DO
THAT

WD is a customer experience expert for global food and retail brands.

46 years | 8 offices worldwide | 350+ people



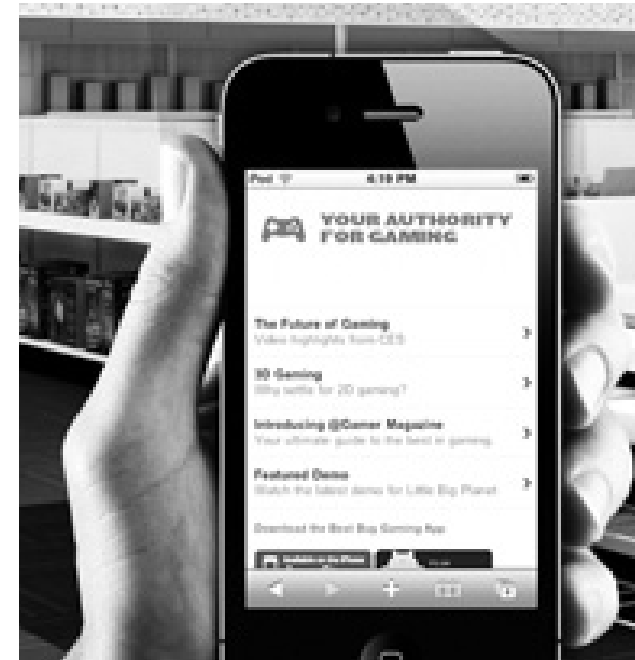
What we do



insights & strategies



design & brand



digital services



visual merchandising



architecture & engineering



program management





The Fundamentals of Aisle Attraction



The Continuum of Cool



Retail's Next Generation



Wiring the Customer Experience



Supermarket Showdown



Amazon Can't Do That

Research

wd

Our partners

FOODSERVICE



GROCERY



CPG



SPECIALTY RETAIL



Abercrombie & Fitch



VICTORIA'S
SECRET

BIG BOX



CONVENIENCE



ExxonMobil



Retail was simple.



Until one day it changed...

BUY!

Buy
online
'96



wd

The top 2 features for
physical shopping beat
all online features.



Influence on purchase rankings



In-store features are in **orange**. **Online** features are in **blue**. **Shared** features are in **gray**.

FOR NOW,
EMOTIONAL BENEFITS
TRUMP FUNCTIONAL.

But not for long

The Millennial erosion

STORES MUST EVOLVE
AND ACTUALLY BE
SOMETHING MORE IN THE
MINDS OF SHOPPERS.

THE ADVANTAGE FOR BRICK AND MORTAR STORES IS SHRINKING FAST, ESPECIALLY FOR BRANDS EAGER TO CAPTURE THE LOYALTY OF MILLENNIALS IN STORE.

Be...

The Store of the Future



Be social

wd



Be open

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Be captivating

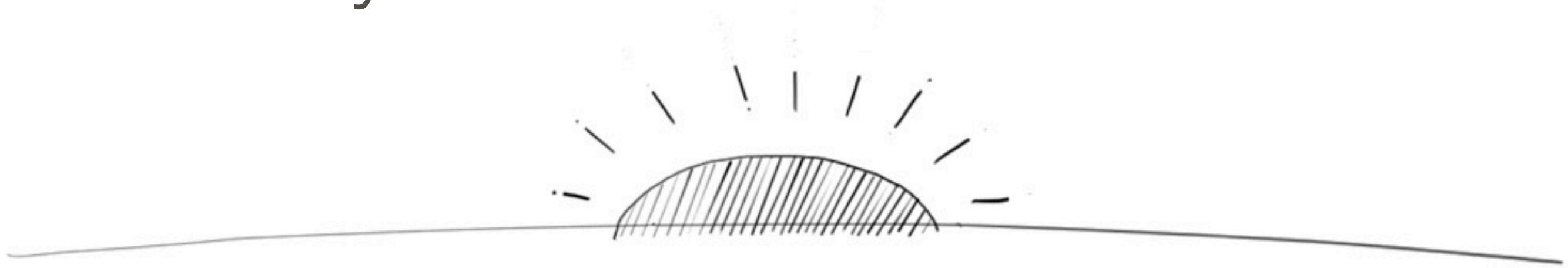
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Thank you...



The End.