

DIGITAL IN THE RETAIL INDUSTRY? THE END OF THE BEGINNING ...

Dijital öldü.



ipz interaktif
pazarlama
zirvesi

Yaşasın dijital.

Tarih: 11 Eylül 2014
Yer: Swissotel the Bosphorus
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A polar bear is shown standing on a small, isolated ice floe in the middle of a dark blue sea. The bear is looking towards the camera with a slightly open mouth, appearing to call or breathe. The ice floe is melting, with water visible around its base. The background is a vast expanse of dark water under a clear sky.

**DIGITAL FOR
THE SHOPPER ...
IS IT OVER ?**



**NO, IT'S
INTEGRATED !**



FROM "NOWHERE"
TO "EVERYWHERE" !

boucherie



FLASH PROMO

3[€]₉₀

LONGE DE PORC SANS OS A ROTIR

Origine et Qualité Contrôlées
Origine France

Carrefour



EDDY JOUIN
BOUCHER

Carrefour

Viande bovine hachée

12.90 € / kg

Viande bovine Purc

Agneau	Veuve

来自倩碧实验室，你的卓效精华护肤方案

突破美白黄金标准，
亮白由内而外。

科学证实倩碧晶采嫩白精华露可以让肌肤
变得干干净净，新生的透亮，主宰你的肌肤。

如果肤色真的能更匀净，
你的肌肤看起来会怎样？

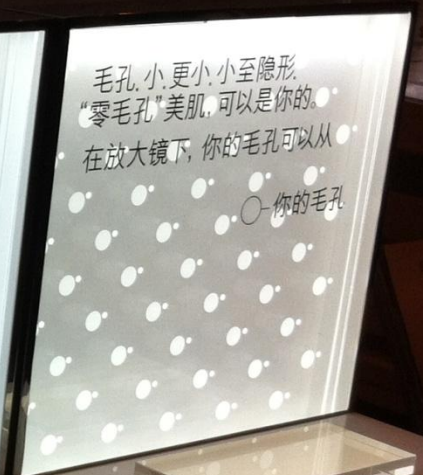
光采匀净。



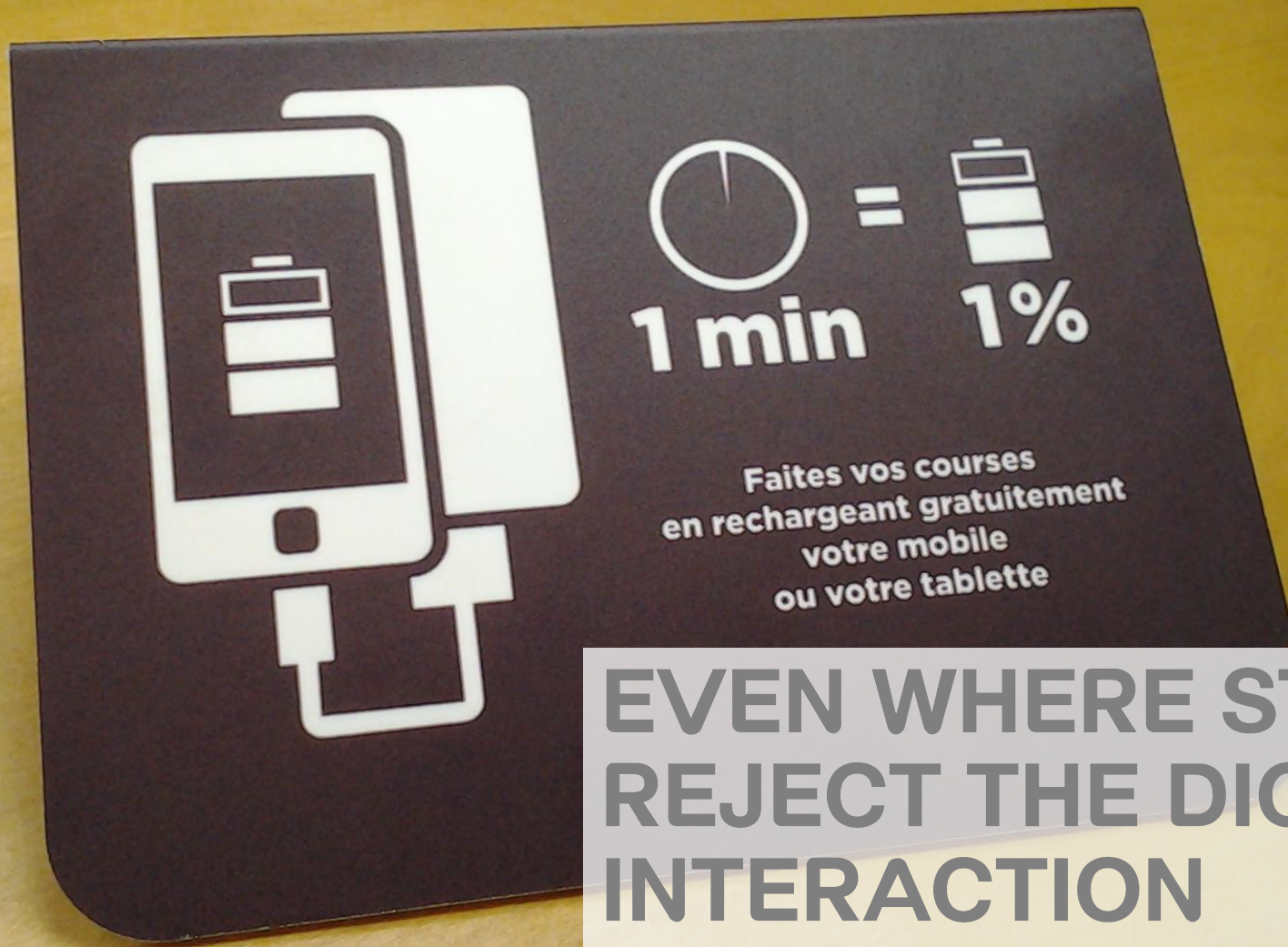
皮肤专家用激光美容唤回青春
倩碧建议光子小白瓶

毛孔小，更小，小至隐形。
“零毛孔”美肌，可以是你的。
在放大镜下，你的毛孔可以从

○ 你的毛孔



轻轻触碰，发现匀净透亮的效果



**EVEN WHERE STORES
REJECT THE DIGITAL
INTERACTION
... THEY FINALLY
ADOPT IT!**

DIGITAL IS BOOSTING THE TRADITIONAL RETAIL !



2012 ...



**MARCHE
MONTAGNE**

SPORT HOMME

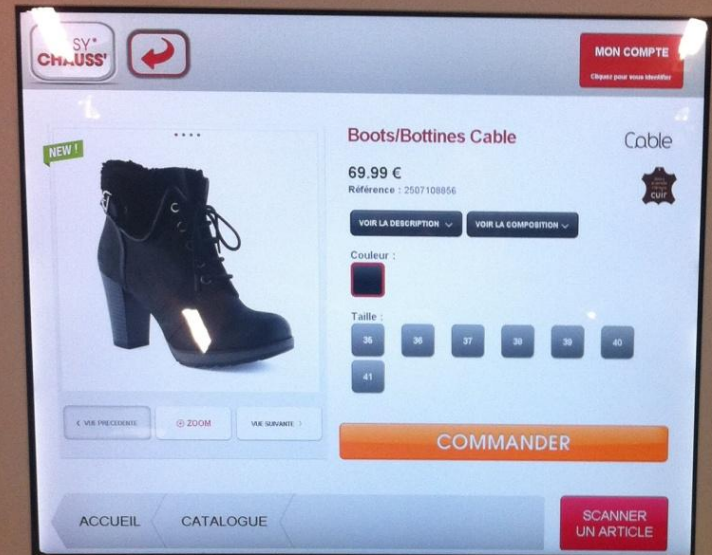




FULL SERVICES



easy*
CHAUSS



- 1 Je choisis un modèle
- 2 Je sélectionne ma pointure
- 3 Je valide ma commande
- 4 Je passe à la caisse

easy*
CHAUSS



REJOIGNEZ-NOUS
ET DEVENEZ FAN !



e-

**24/7 SOCIALIZED
CONNECTED !**

**SO ...
AND NOW ?**



1 / FACILITATOR OF SHOPPING ?

TOMORROW'S DIGITAL
TRADE IS SOMETHING
THE CLIENT WILL NOT
EVEN THINK ABOUT ...



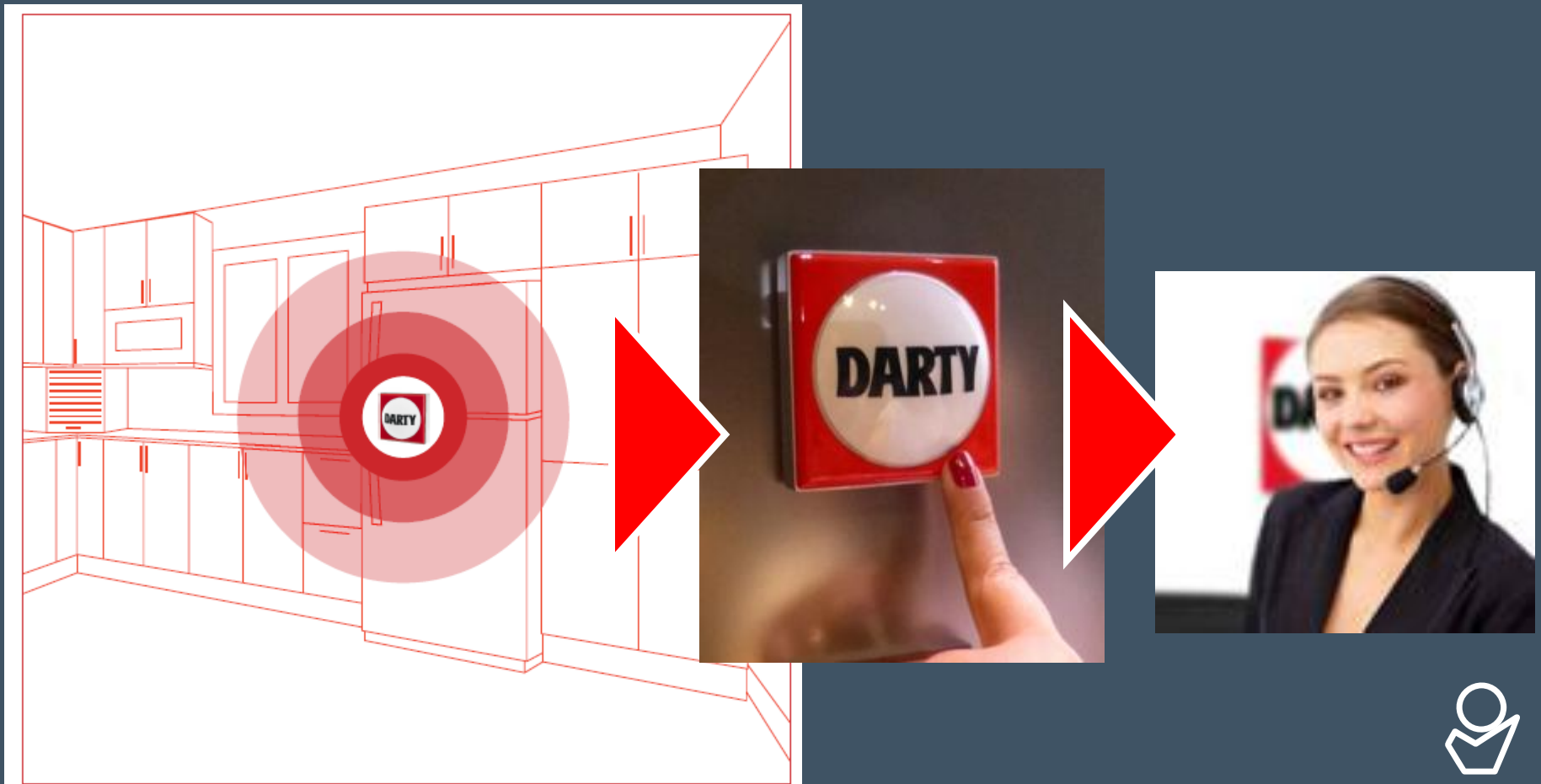
1_A /

AMAZON DASH ... A ZAPPER FOR RECURRING PURCHASES .

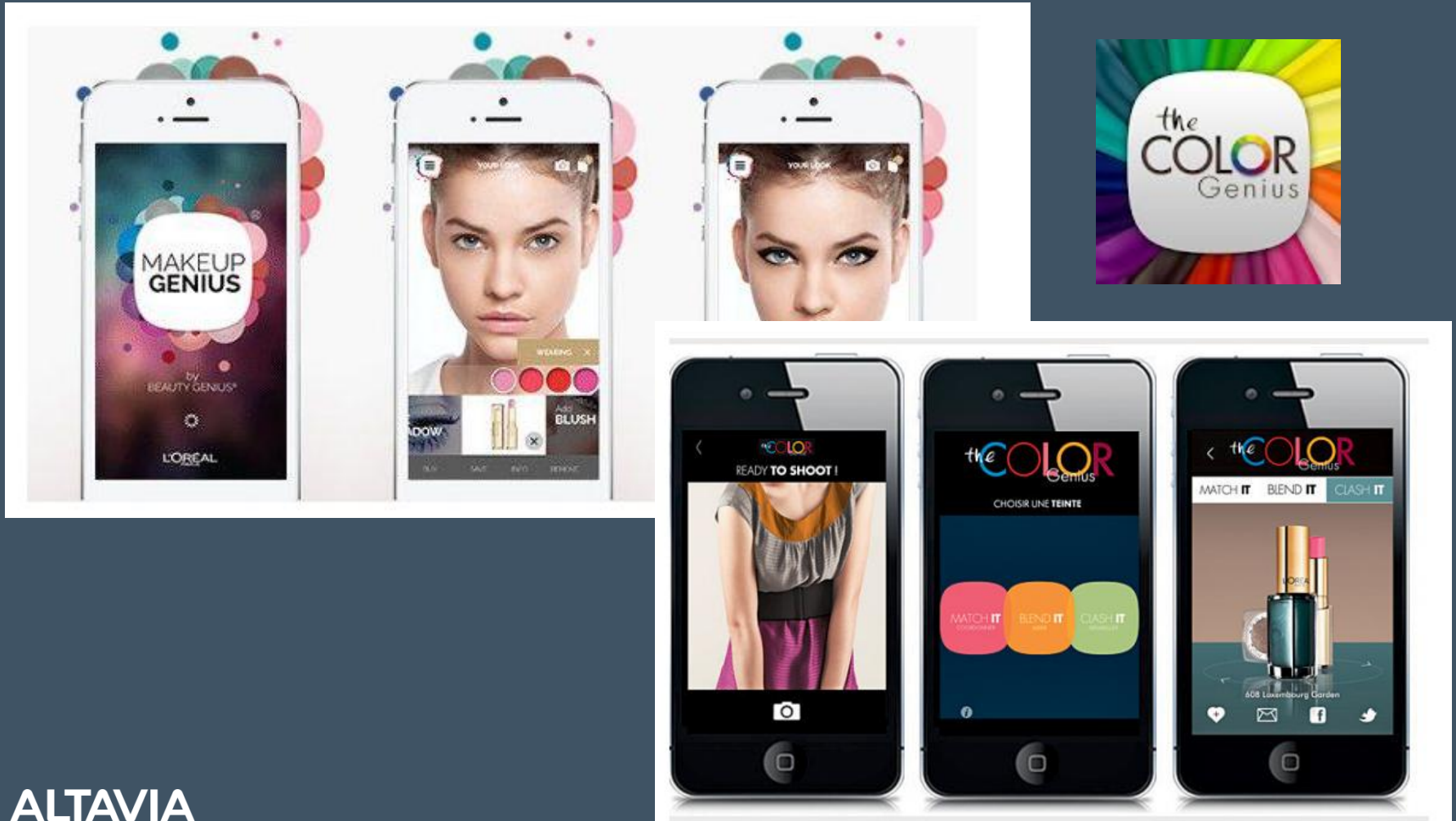


1_B /

A DIRECT LINK BETWEEN HOME AND MANUFACTURER / RETAILER



1c/ L'OREAL HELPS ME TO BE MORE BEAUTIFUL EASILY



1 D /

PARADOX ? AMAZON MAYDAY IS **HUMANIZED** THE DIGITAL !



kindle fire **HDX**
amazon



AND NOW



ALTAVIA

1 E / DIGITAL WILL INTEGRATE INTO OUR LIVE CONVERSATIONS.



2 THE DIGITAL FUTURE WILL BE INTUITIVE, EMOTIONAL, AND CONVERSATIONAL

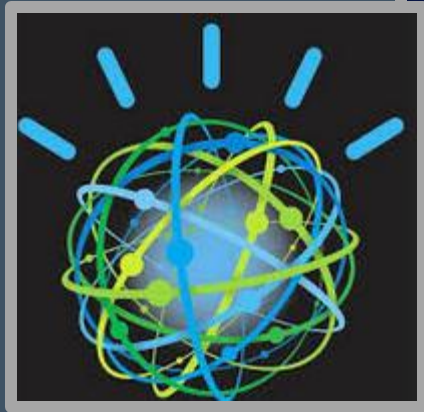


**... DIGITAL TECHNOLOGY
CAN HELP US
UNDERSTAND
CUSTOMERS'
UNEXPRESSED
NEEDS.**



2_A /

IBM WATSON : INTEGRATING THE NATURAL THINKING PROCESS :



WATSON vs. HUMANS			
Round	Watson	Rutter	Jennings
1 (Mon.)	\$5000	\$5000	\$200
2 (Tues.)	\$35,734	\$10,800	\$4,800
3 (Wed.)	\$77,147	\$21,600	\$24,000
Final prize	\$1,000,000	\$200,000	\$300,000





COMPASS
Gear Guide

FLUID OPS
Powered by
WATSON



EXPEDITION
TENTS



COLD
WEATHER
SLEEPING
BAGS



TECHNICAL
PACKS



*"We can imagine our **customers** using the **technology** to tell **Watson** about their next **adventure**: where they are going, when, and what they are planning on doing,"*
Cal Bouchard, director of ecommerce for The North Face.

“ We train Watson to be able to **think and understand content and expertise** as we go”

*“Rather than forcing people to conform to systems, the idea is to **create systems that conform to the ways people natural process** information and ask questions.*

“What gear do I need for running in Vermont in October?”

John Gordon, VP-IBM Watson Solutions.



2_B / IN STORE CUSTOMERS IMPORT THEIR ONLINE HABITS...



HI PEPPER !



TO MORROW'S GREAT !



"I was sitting in a cafe with my iPad, and it got a girl interested in me. Now that's what I call a magical device!"

– email Steve Jobs

Thank Steve !



TESEKKÜR EDERİM !
ALTAVIA TÜRKİYE

ALTAVIA

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