

Robert Thorpe

Managing Director

dcactiv

How **retail technology** can improve shopper penetration, conversion & spend in Travel Retail

Shopper activation specialists



ESTÉE LAUDER



YOUR M&S

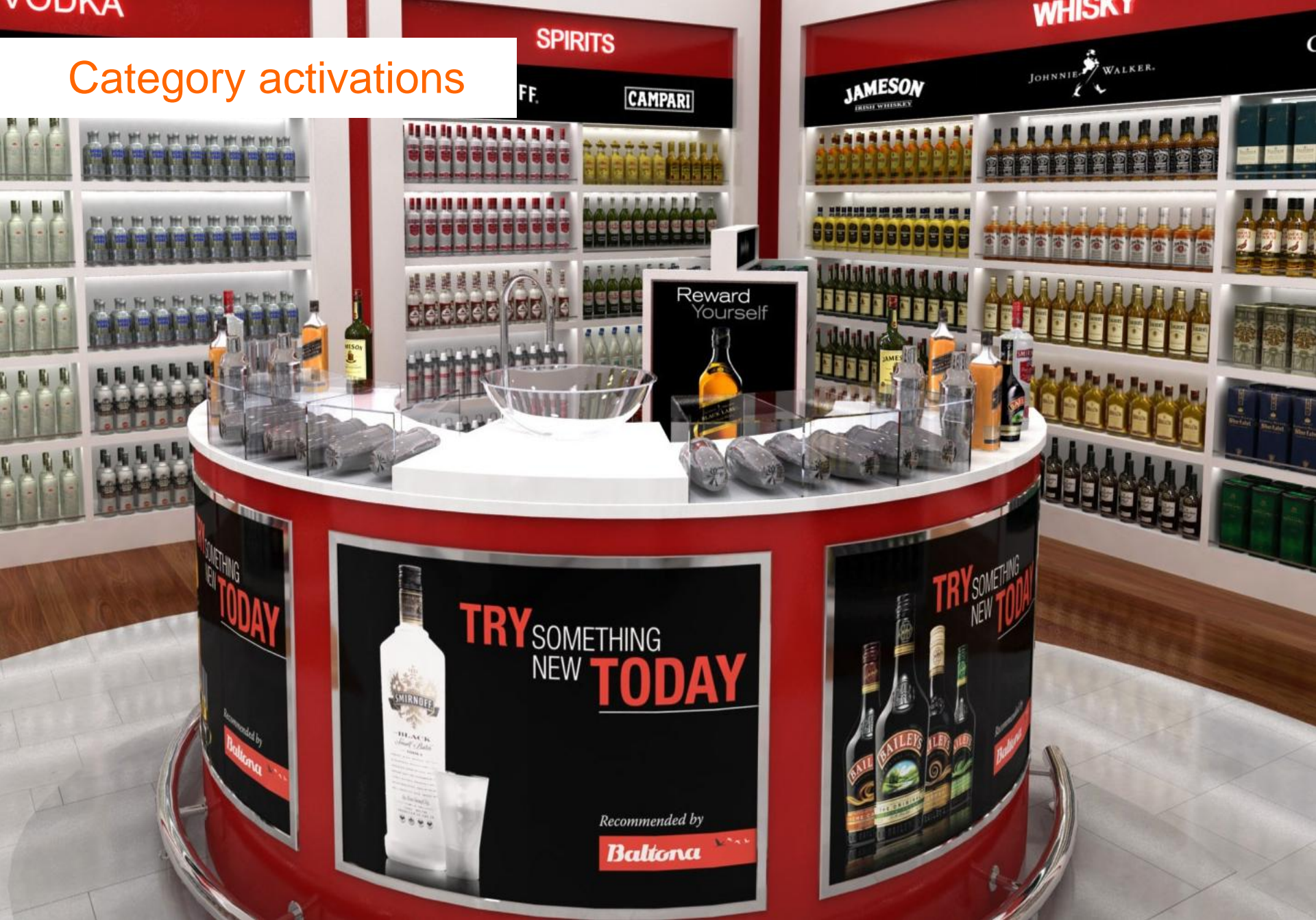
Store design & layout



Brand fixtures & displays



Category activations



Retail theatre



Future Store



“ It’s **not** retail...



...it’s the **welcome home**”

Perfect Store™ | Providing insight to better understand the traveller



Nestlé | INTERNATIONAL
TRAVEL RETAIL

Retail technology

Sharon's Bridal
est. 1989
125 Haven St.

Heading
North on Haven St.
Heading left is 248

Current time:

Retail technology



Airstrike

Retail technology



RLX RACER PANT

PRICE \$498.00

ALUMINUM TURTLE NECK, CRAFTED WITH NANOSPHERE TECHNOLOGY FOR STAIN RESISTANCE AND AIRFLOW RESISTANCE.

CONTRAST COLOR WAIST, SLIM FIT, ZIP UP WITH RLX DESIGNED TWO SHAP CLOSURE.

BLACK STRAP UP WITH FULLY ARTICULATED ANGLE APPLIED LEATHER STRIPS DOWN THE OUTER BEAM AND LEANED KICK PATCH AT THE HEEL, DESIGNED WITH A ZIP-UP WITH INTERIOR ELASTIC GAITERS FOR EXTRA PROTECTION FROM THE ELEMENTS.

TRIMMED WITH CHANNEL QUALITY PADDING AT THE KNEE AND BACK WAIST AND A SHARP-FLAP PATCH POCKET AT THE LEFT HIP.

100% POLYESTER TRIM, 100% COTTON, MACHINE WASHABLE, IMPORTED.

CHOOSE COLOR

CHOOSE YOUR SIZE

QUANTITY

1

ADD TO SHOPPING BAG

PROCEED TO CHECKOUT

SHOW ALL

MEN

WOMEN

The future is clear



RiP Bricks & Mortar retail?

**do closing
down
sale
be quick!**

©2008 designersale

We're experiencing a paradigm shift in retail

Omni-channel retailing



Connected customers can purchase the same items from many different channels

Retail will become Metail



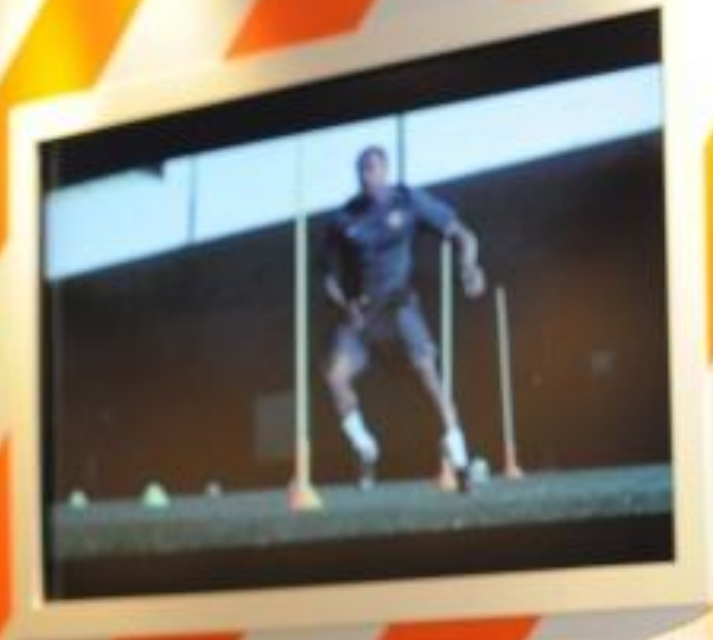
Personal data will drive the future shopping experience

Show-rooming



96% of Smart Phone users will compare prices in-store

High Streets will become Try Streets



More exciting and engaging on a sensory level

Brands will become retailers...



..and retailers will become brands



TESCO *Finest*[★]

PREMIUM GLOSSY INKJET PHOTO PAPER

★ Superior quality paper for the look and feel of professionally developed photos. A high gloss coating ensures outstanding image clarity.

Premium ★★★

50

6" x 4"
150 x 100mm

250

Captive audience



Sitters into shoppers



A symphony of activity



Coming together perfectly to deliver the ultimate shopping experience

Understanding shopper behaviour



The Trinity



Airports, retailers and brands working together.

Working together

LOUIS VUITTON



Working together





BEST

INSPIRE ME

Experiences
& Events



BETTER

GUIDE ME

Navigation / Education /
Communication /
Promotions / Staff Training



GOOD

**BRILLIANT
BASICS**

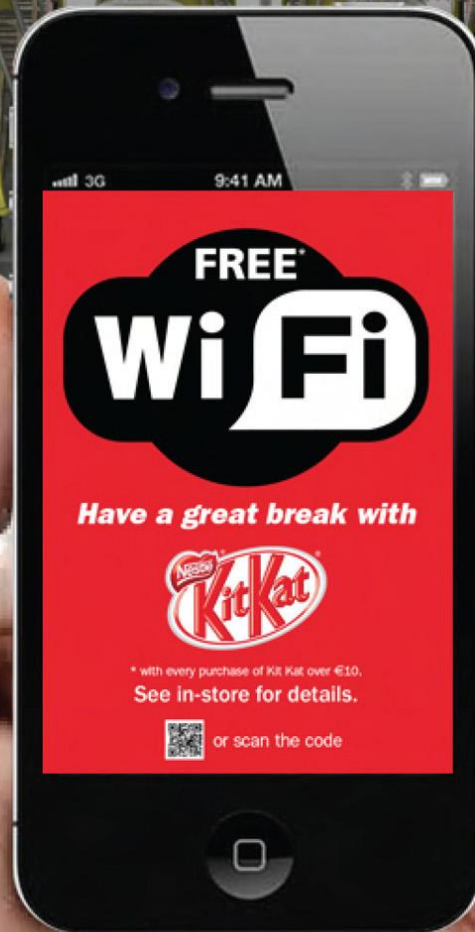
Wi-Fi / LAGs / Duty Free v Duty Paid / Allowances /
Currency / Availability / Pricing

CATEGORY GROWTH & SHOPPER SATISFACTION

Brilliant basics...

Wi-Fi | Staff Training | LAGs / Duty Free v Duty Paid
Allowances | Currency | Availability | Pricing

Brilliant basics



FREE Wi-Fi throughout the airport

Brilliant basics



Understand the barriers to purchase

Brilliant basics

GAULOISES
BLONDES BLUE FILTER

Price for 200

€ 34.90

Equivalent price per pack of 20

€ 3.49

£ 2.83

¥ 28.59

GAULOISES
Blondes

Smoking causes ageing of the skin

Brilliant basics



Understanding your allowances

Entiendo sus derechos de viaje

了解你的津贴

Select your language

English

Select your destination

Spain

Your tobacco allowance

800 cigarettes
or
400 cigarillos
or
200 cigars
or
1 kg of smoking tobacco

Brilliant basics



SCAN THIS
CODE FOR THE
PERFECT GIFT
扫描此代码以
获取最佳礼
品详情



- 100% Swiss Chocolate
瑞士巧克力
- Unique Recipes
独特配方



Guide me..

Navigation | Education | Communication
Promotions | Staff Training

Guide me



Touchscreen store guide

Guide me



Westfield shopping centre - LONDON

Guide me



Equip your floor staff as though they're a Concierge

Guide me



iPad in action for Citroën

Guide me

VICHY
LABORATOIRES

Customer reviews

Read comments from other customers that purchased this product.



Our advice

Our health experts advise will leave you with healthier looking and more beautiful skin.



Application demo

Watch a video on the application and use of this product.



Related products

View other products that work with or compliment this product.



VICHY Laboratories

Pureté Thermale 3 in 1

Who is this for?

For women with sensitive skin. One-step 3-in-1 cleanser: milk, lotion and eye make-up remover.

The Pureté Thermale One Step Cleanser combine milk + lotion + eye make-up remover in a single product.

The combination of ultra-effective, ultra-gentle cleansing agents in a very fresh milk-gel offers you ultra-fast, ultra-easy cleansing and make-up removal that removes all traces of make-up while being gentle to your sensitive skin. Perfectly cleansed, skin feels fresh, soft and soothed.

€20.54 40ml



SCAN PRODUCT HERE



Everything you'd find online – and more

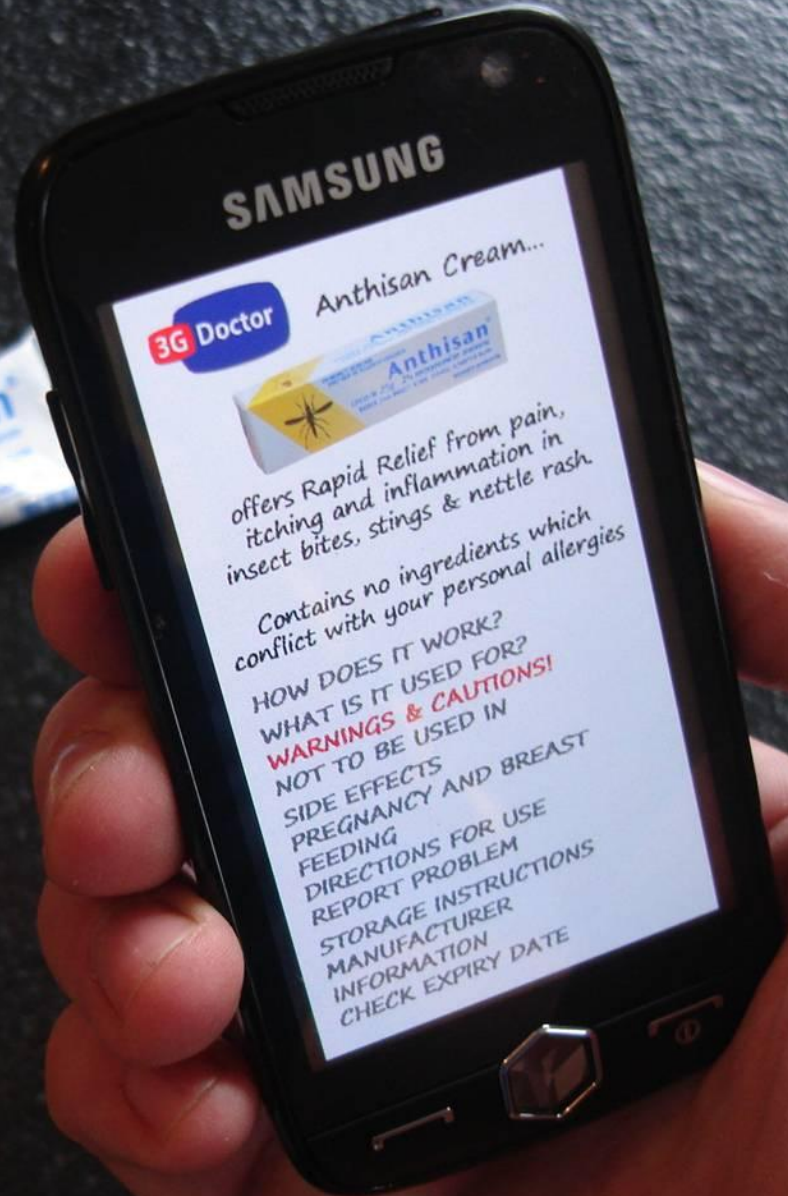
Guide me

世界

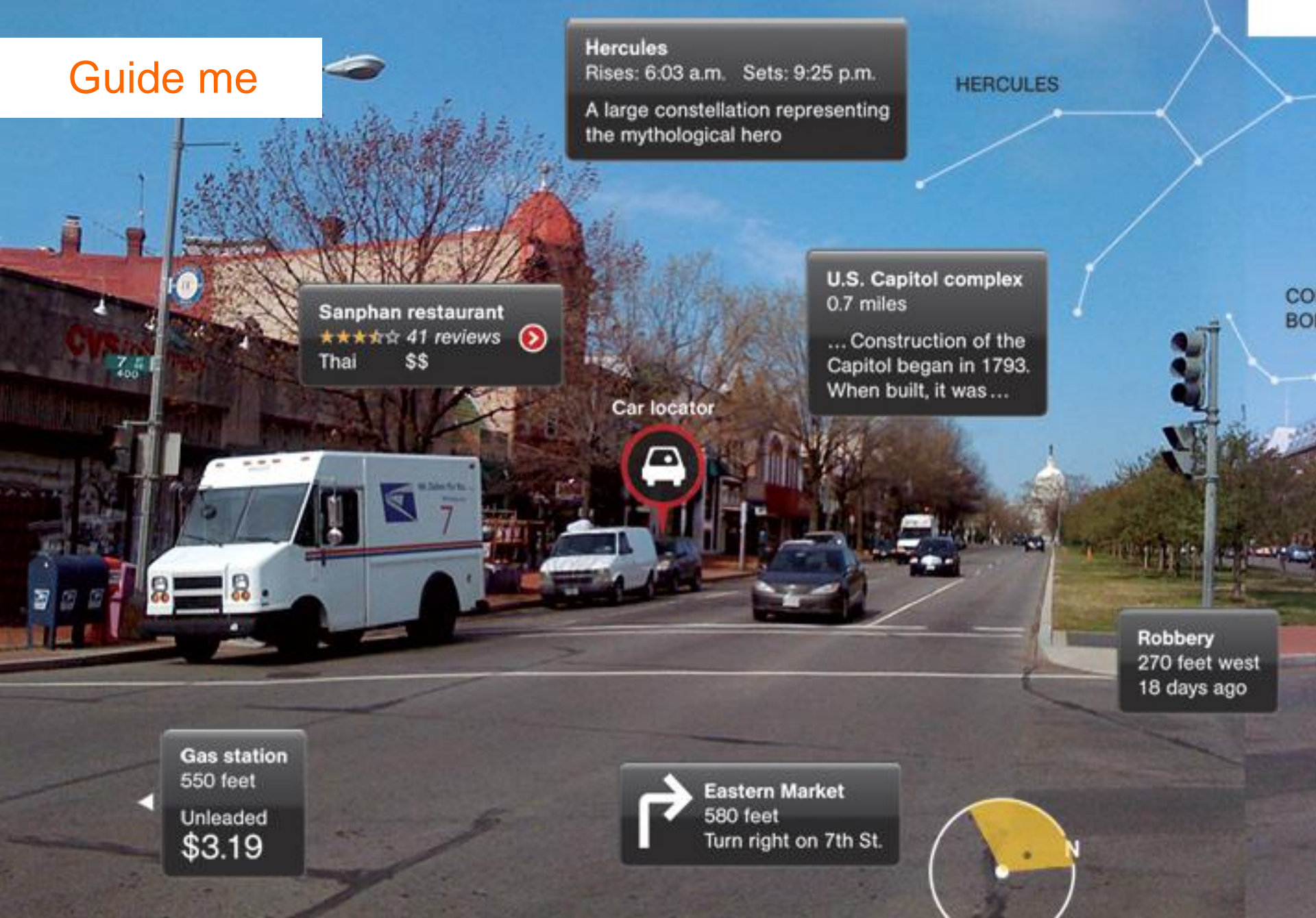


Motion sensitive displays that trigger animated clips

Guide me



Guide me



Hercules
Rises: 6:03 a.m. Sets: 9:25 p.m.
A large constellation representing the mythological hero

HERCULES

Sanphan restaurant
★★★★☆ 41 reviews
Thai \$\$

U.S. Capitol complex
0.7 miles
... Construction of the Capitol began in 1793. When built, it was ...

Car locator



Robbery
270 feet west
18 days ago

Gas station
550 feet
Unleaded
\$3.19

 **Eastern Market**
580 feet
Turn right on 7th St.



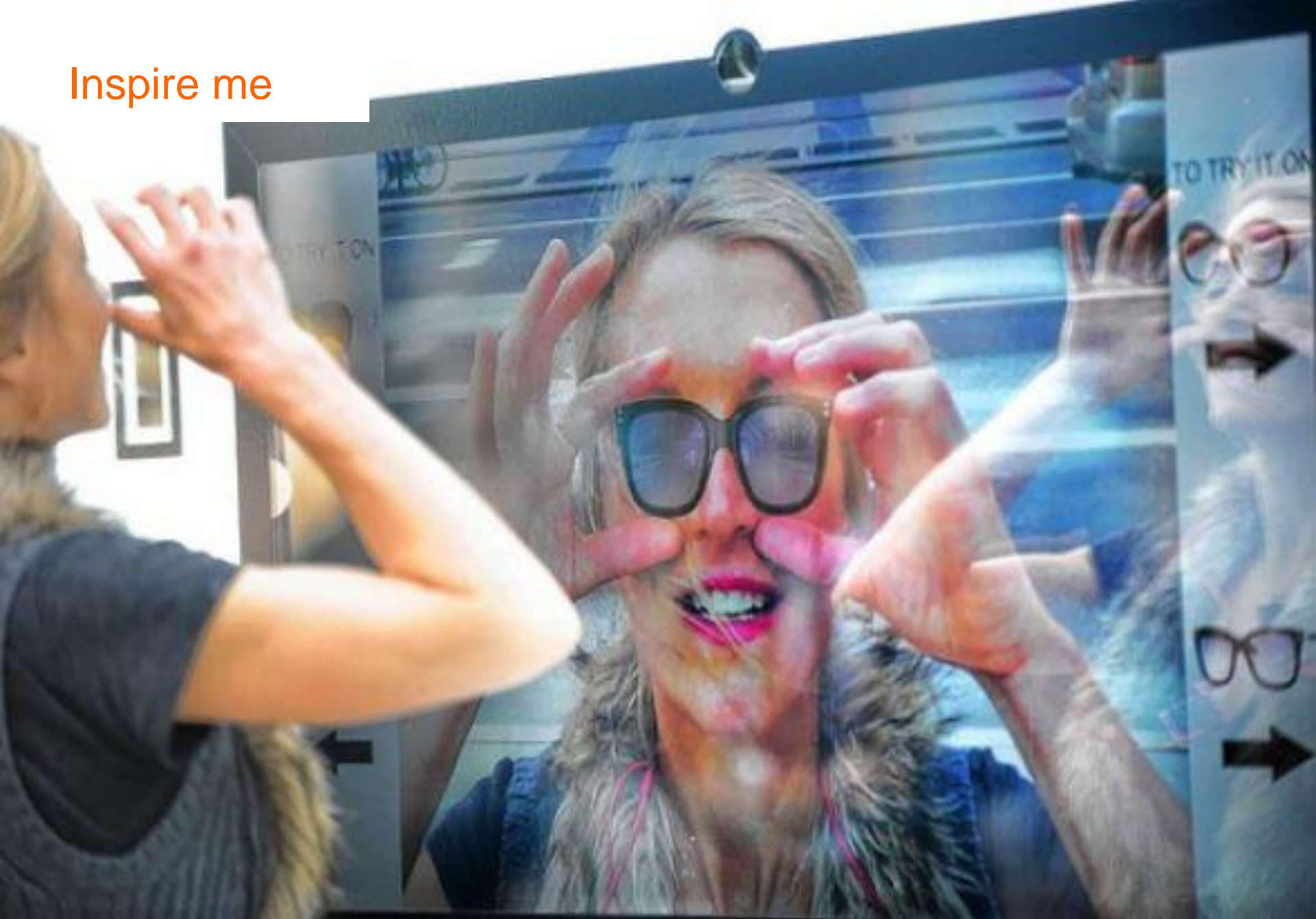
Inspire me..

Experiences & Events



Motion sensitive shop window

Inspire me



Virtual shop window allows you to try

Inspire me



Touch screen shop window

Inspire me



Incorporating image recognition technology to monitor who's looking

Inspire me



Flat or wall mounted multi-touch HD displays

Inspire me



3d posters without glasses

Inspire me



Virtual Tesco Store – SEOUL.

Inspire me



Come home
to a full fr

tesco.com

Virtual Tesco store – GATWICK AIRPORT

Inspire me



Apple's Easy Pay system

Does it work?

Absolutely it
does.

Thank you.