Irish Retail eCommerce: Overlooked and Undercooked, No More.

Thursday 23rd July, 2020

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V360° is an independent commercial marketing agency that believes in the power of customer-centric thinking to solve business challenges. As a team of experienced marketers, we can provide a breadth of specialist expertise.
We have partnered with Dublin based software firm Bionic to help our clients optimise digital advertising spend and drive commerce.
eCommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. eCommerce can describe any kind of commercial transaction that is facilitated through the internet.
PANDEMICS CHANGE HOW WE LIVE OUR LIVES
2003 SARS CRISIS WAS A CATALYST FOR THE BIRTH OF CHINESE eCOMMERCE.

JD.com started selling electronics on internet forums and chat groups to keep afloat during the SARS crisis. They later devoted the bulk of their resources to the online business, growing it to become China’s largest online retailer of electronic products.


Alibaba’s B2B eCommerce business thrived as foreign businesses, unable to travel to China began to use its platform. The experience partly led to the birth of Taobao, which quickly surpassed eBay, becoming China’s largest C2C marketplace.

Alibaba Group revenue c$72billion - March 2020.
OUR NEW VIRTUAL WORLD
DURING COVID-19 LOCKDOWN
Updated list of Essential Retail Outlets (27 March 2020)

From Department of Health; Department of Business, Enterprise and Innovation
Published at: 27 March 2020
Last updated 27 March 2020

1. Essential retail outlets
2. Businesses that can only offer emergency call-out or delivery services
3. Physical distancing measures that must be adhered to

The National Public Health Emergency Team has recommended that all non-essential retail outlets will close to members of the public and all other retail outlets are to implement physical distancing. You can see the full list of essential workers here.

To assist the public and business owners the following is an indicative list of what are considered essential retail outlets
Save delivery slots for those who need them.

We are experiencing high levels of demand for our service and to our helpdesk. We are working hard to open slots while looking after our communities. Our FAQs answer many of the most common questions about placing and amending Orders.

Club Together
SuperValu

Read FAQs

Every little helps
SHoppers flock online during lockdown.

- Household penetration for online grocery +3% points to 9.5% - Kantar
- Tesco.ie accounted for 15% of total Irish grocery checkouts.
- 1 in 3 of all online grocery shoppers, are new to online. - Empathy
- 22% of people shop food online versus 16% before the crisis - Nielsen
Irish take-home grocery sales rose by 25.4% during the 12 weeks to 17th May, the fastest rate of growth recorded in the past fifteen years. An extra €70.9 million was spent online during the last 12 weeks to 14th June 2020, which is a year-on-year increase of 114.3%. (Kantar)
Brown Thomas and Arnotts join retailers in suspending online operations

Argos takes Irish website offline, River Island suspends services while others warn of delays

Coronavirus boost for Irish virtual fashion business Skmmp

The virtual showroom is filling a need for luxury fashion giants in wake of crisis
Welcome to James Whelan Butchers...

Local Delivery Service

Introducing a new Local Delivery Service - for our customers or their loved ones who are "cocooning" and living 15km from one of our shops. Order anytime - day or night.

Click here for more details.

Sullivan's Brewing Company

- Fresh Craft Beer Alert

Sullivan's Red Ale Draught in our special edition 1Litre Growler, FREE with every case ordered this bank holiday weekend.

Order from today through Friday 2pm for same day delivery where we can 🍻

The Wine Buff

The Wine Buff shops are still open with free local delivery, usually next day. We have also extended FREE nationwide delivery.

Free Delivery

For all Local Orders & Online Orders of 3+ Bottles
FROM MARCH TO JUNE 2020 IRELAND HAS EXPERIENCED 4 YEARS eCOMMERCE REVENUE GROWTH IN 4 MONTHS.

Covid-19 has propelled the Irish online economy into the year 2024, with average revenue growth jumping from 21% to 91% (June 15th).

On The Money July 15th - The Online Economy Report – Wolfgang Digital
Grocery shopping has never been so easy

Buymie is a mobile app, where you can order groceries and have them delivered to your door in as little as 1 hour!

Your first delivery is FREE

Download the app and order now!
Click and Collection built to get small businesses trading online in a jiffy!

Sign Up Your Business  Learn More

14-day Free Trial. No credit card required.
Irish Grocery eCommerce

November, 2019.
LEARNING OBJECTIVES

- Finding opportunity by removing friction and delivering reward on the Irish grocery eCommerce customer journey.

- What are the key barriers and triggers for the Irish economy grocery online journey, from planning, to shopping and delivery?

- What are the perceptions & experiences of Irish retailers’ online services?

NOV’2019
WHO? WENT SHOPPING WITH US, WHERE? AND HOW?

**WHO?**
Household grocery shoppers who are non-rejectors of Online shopping

<table>
<thead>
<tr>
<th>LAPSED</th>
<th>Shoppers who did buy groceries but find they do so less now.</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIGHTS</td>
<td>Occasionally buying groceries online + ROSI shoppers (Research Online, Shop Instore).</td>
</tr>
<tr>
<td>REGULARS</td>
<td>Buying groceries online once every 2 weeks.</td>
</tr>
</tbody>
</table>

**HOW?**

**WHERE?**
- TESCO: 7
- SuperValu: 6
- buymie: 2
Going forward, the fundamental needs of online shoppers remain constant but their expectations as to how those needs are met has hugely changed. Remove the FRICTION and add REWARD.

HELP ME FIND WHAT I’M LOOKING FOR

- Just as in store, the importance of customers being able to intuitively see and find what they are looking for is fundamental.
- Better yet, tell me or at least suggest what I might require – but don’t be a stalker.

MAKE IT EASY FOR ME

- If your customer wants to purchase your product, make it as easy as possible, whether it’s the main landing page, banner ad, recipe suggestion or digital display ads.
- Remove the friction in the delivery – timely and accurate are paramount.

INSPIRE ME

- Give me some simple and easy to prepare meal and snack solutions, whether it’s meal bundle offers, or twists and cheats to easily prepare simple tasty meals for me and my loved ones.
- Especially relevant at this moment in time.
DON’T LEAVE HOME WITHOUT IT

- c€600m contactless payments in May 2020.
- 92% adults have used contactless payments.
- One-third of adults using contactless as their preferred method of payment in cafes.
- Over a quarter preferring contactless when grocery shopping.

Banking And Payment Federation of Ireland
June 2020
PayPal rolls out QR code payments in Ireland for a touch free way to buy and sell in-person.
VIRTUAL TRY ON

TRY YOUR SHADE ON
loréal-paris.co.uk

OPEN YOUR CAMERA & POINT AT QR CODE

85% of 171 agree up to 100% coverage. Temporary grey coverage. To verify: https://www.loreal-paris.co.uk/magic1

VIRTUAL TRY ON

Whether you're changing up your hair colour or trying out a new lipstick, our
eCOMMERCE IS INCREASINGLY JUST COMMERCE.
eCOMMERCE HAS EVOLVED FROM CHEAPER TO BETTER

- eCommerce continues to evolve from a primary focus on Availability, Value and Convenience.
- To increasingly delivering a more emotional engaging experience that enabling Discovery, often in a Serendipitous way.

How people decide what to buy lies in the “messy middle” of the purchase journey - Think With Google  July 2020
eCommerce is evolving, the phoney war between virtual and physical is over. The physical and digital channels are blurring and blending to create phygital.
WALKERS SENSATIONS

- 25% of exposed households bought into the category V control during the campaign.
- 35% incremental households added the product to their ‘Tesco Favourites’.
- Young adults and families accounted for over 47% of sales.
- Of those who bought the featured product after being served the ads, 70% bought online, 30% in-store.
- Return on ad-spend 5:1.
AR ENHANCING THE CONSUMER JOURNEY.
SOCIAL SHOPPING

Sleep is vital for a baby's growth & development, a new baby can sleep up to 16 hours a day, so choosing the right mattress is important. Your Baby's Mattress Matters. So Make It ClevaMama 😍

CLEVAMAMA.COM
Clevamama
Shop for ClevaMama baby products and see exactly what...

Dunnes Stores
Top of the crops. These popular crops make light work of everyday styling.

NEW LOWER PRICES
NEW LOWER PRICES

60
4 comments 5 shares
WE MAKE-UP
FACEBOOK AUGMENTED
REALITY ADS

- Italian make-up brand We Make-Up leveraged Facebook Augmented Reality Ads to try on different shades of liquid lipstick through a face filter.

- Result in a 28 point lift in purchase compared to video ads.
In Q1 2020, fashion brand Burberry partnered with Google to incorporate an AR experience within mobile search.

Burberry’s also used AR to help launch a major new store in Tokyo’s luxury-focused Ginza district.

During the opening event, guests were able to scan QR codes to launch virtual experiences and use a separate AR lens to discover virtual deer on the streets around the store.
Barbour Instagram Shopping

- Pairing shopping tags with product flat lays, Barbour makes it easy for people to pinpoint and buy the perfect item for their own unique style, cutting down on the customer journey.

"Since we started to use the feature, our sales from Instagram have increased by 42% and traffic to our website from Instagram is up 98%." Laura Dover, Global Digital Communication Manager, Barbour.
Using Snapchat’s AR Lens format, Ralph Lauren created an engaging brand experience that was both engaging and memorable.

The campaign’s creative also had an impact on sales: users exposed to both the Lens and Snap Ads generated a 19% uplift in sales on Ralph Lauren’s website*
LEVERAGING STAFF TO DRIVE SALES

- Chinese cosmetics company Lin Qingxuan was forced to close 40% of its stores during the Covid-19 crisis, including all of its locations in Wuhan.
- They rapidly redeployed sales efforts to new channels both in B2C and B2B enterprises.
- Deploying 100+ beauty advisors from those stores to become online influencers who leveraged digital tools, such as WeChat, to engage customers virtually and drive online sales.
- Sales in Wuhan achieved 200% growth compared to the prior year’s sales.
JOHN LEWIS IS NOW OFFERING FREE VIRTUAL PERSONAL STYLING SERVICES.

- In April 2020, John Lewis & Partners, determined to carry on providing their expert guidance to their customers, for big budget spending or styling solutions, launched a new free virtual service.

- Simply call on some of John Lewis’ expert interiors and styling partners to provide their advice and knowledge in a 1-2-1 environment – all via video call, of course.
PERSONALISED VIDEO DEMONSTRATIONS
of any car of your choosing

OVER 1,200 USED CARS
in stock to choose from

JOE DUFFY GROUP DEALERSHIP EVOLVED
ONLINE CUSTOMER OFFERING.

ONLINE SERVICE BOOKING
via our website

VALUE YOUR TRADE IN REMOTELY
on our self-appraisal system
PEOPLE’S FUNDAMENTAL NEEDS WILL REMAIN CONSTANT
One thing I love about customers is that they are divinely discontent. Their expectations are never static – they go up. It’s human nature. We didn’t ascend from our hunter-gatherer days by being satisfied. People have a voracious appetite for a better way, and yesterday’s ‘wow’ quickly becomes today’s ‘ordinary’.

Amazon Shareholders Letter, 2017
Jeff Bezos
ULTIMATELY, PEOPLE ARE BUYING SOLUTIONS TO GET THE JOB DONE
WHICH COMES FIRST, HUMAN NEEDS OR TECHNOLOGY?

Ellen DeGeneres
@TheEllenShow

If only Bradley's arm was longer. Best photo ever. #oscars

7:06 PM - 2 Mar 2014
New Retail is really a term coined by Alibaba.
JEFF IS COMING – WHAT’S YOUR MOVE?
Will Irish retail operators be able to invest and scale up their eCommerce offering? Especially in both the front end shopper interface, which most new shoppers struggle with, as well as delivery / collection options?

Similarly will businesses that have pivoted to eCommerce solutions to survive the impact of Covid-19, continue to integrate eCommerce to their business and create a seamless symbiotic Phygital offering for their customers?

Amazon WILL disrupt the retail landscape in Ireland.
TOP TIPS

• **Customer centricity** – people are buying solutions to get the job done. Always start with the customer and figure out what the job to be done really is.

• Invest in understanding your **customer’s purchase decision journey**, figuring out how you can minimise unnecessary friction and deliver reward.

• Just start – **don’t wait for perfect.**