



Now, Next and Future of Retail

Quantum eBook - 2022

Foreword

Despite the hurdles of a global pandemic, economic and political uncertainty hindering long-term planning, supply chain concerns and staff shortages, it really is an exciting time to be a Fast Moving Consumer Goods (FMCG) brand. I've seen first hand how these events have impacted the industry and the pace of change as a result is astounding.

At Quantum, we focus on turning strategy into action in the moments that really matter and creating brand experiences that change behaviour. We've learned a lot in a short period of time, about how the future of retail is shaping up. From the proliferation of technology across even the smallest of activities, through to the need for human connections and community, the sector is becoming more innovative and interconnected than ever before. Understanding the retail landscape is imperative for brands who want to retain customers, market share and advocacy. But with so much moving so quickly, keeping up with the pace of can be difficult.

This eBook sets out the now, next and future of retail, exploring the macro factors that impact FMCG brands, the pillars of innovation we see in the market, and what the future might hold for activations and shopper marketing. We've gazed into our crystal ball and explored the trends that have already taken the industry by storm and those which are just beyond the horizon. We've looked for the best examples of brands already embracing change and we're showing you how they did it.



Debbie Wheeler
Founder & MD

**The future of retail
is no longer the stuff
of science fiction.
Your brand needs to
innovate to succeed
and Quantum is here
to help.**



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Introduction

The retail landscape has changed significantly since the COVID pandemic and lockdowns. As the world temporarily closed down, individual connections were limited, personal enjoyment, joy and awe restricted. It's no wonder then, that since a return to normality, brands and retailers have increasingly found a responsibility to rebuild connections with people, elicit emotional responses and create engaging memories in relation to their brands.

Retail has experienced a global digital overhaul which seems unmatched by other industries. As brands are forced to react and adapt to shifting consumer demand and expectation, is anyone ready for what the future holds?

The speed of change means that many feel unsure how to leverage industry trends and innovation to help their brands win at the point of purchase, encourage customer loyalty and inspire meaningful connections with their customers. This eBook has been created to help you win in the moments that matter most, by highlighting the key shifts in the now, next and future of retail, brand activation and experiential marketing.



The Now & Next





It's fair to say that the retail world of today is significantly different to that of five years ago. Brexit has caused problems with supply chains & staff shortages, economic and political uncertainty has hindered retailers ability to plan for the long-term, and COVID saw swathes of brands pivot from in person activation to online offerings.

But now that the dust has settled a little, what does the retail landscape look like for brands competing in this new normal environment?

Macro trends

Even before the year that shall not be named (2020), there were familiar macro trends emerging in the world of FMCG brands, and these have now been cemented into consumer behaviour.

Top macro trends that should be on any retail brand's radar include:

-  **Digital dependency**
-  **Gen Z coming of age**
-  **Sustainability, circularity and traceability**
-  **Convenience and speed of access**

Did you know

Of those consumers who continue to work from home since the pandemic, **over 50%** say they now shop more online.

Digital Dependency

The pandemic has permanently disrupted the ways in which consumers conduct their shopping activities. Brands and retailers alike were in effect forced to adopt digital avenues and channels to maintain relationships with their customers. And while previous shopping habits are making a comeback, a significant proportion of consumers continue to browse, research and purchase online.

The rise of 'everywhere commerce' means that brands need to create new opportunities for transactions in new physical and digital spaces. They need to meet their audience where they are already consuming content and establish more sophisticated and creative marketing strategies (think gamification, hyper personalisation, AI and Machine Learning enhancing experiences etc.) resulting in increased sales.

Gen Z Coming of Age

As consumers born between 1997 and 2012 (AKA Gen Z) join the workforce, another step change in consumer behaviour has arisen. Gen Z consists of savvy shoppers who have taken social media and mobile technology as a safe space. They have never known a world without smartphones or social media (don't we feel old) and so have an affinity with branded identity; if a business doesn't ring true to its perceived or promoted brand identity and values, these emerging consumers are less likely to buy.

Gen Z approaches retail in a different way to millennials or Gen X. They value social proof, convenience and authenticity over a good deal. Brands who are able to harness these values in their offering have a greater chance of persuading this new generation of consumers to purchase. Couple this with a Gen Z preference for social media shopping through branded influencer marketing and in-built shopping experiences (think Instagram shopping) and suddenly the rule book needs to be rewritten!



Sustainability, Circularity and Traceability

Linked closely to the emergence of Gen Z as avid consumers, shoppers now value sustainable circular processes for the purchases they make. Knowing that they are putting their money into a sustainable system that eliminates waste, reduces pollution and ensures the continuity of resources is of great importance to many consumers. Brands need to understand that purchases have become more deliberate.

Customers want to access a depth of product information, including the source of materials, how the product can be recycled and insights into its lifecycle. Harnessing circular opportunities could bring incredible gains to those in the FMCG sector as they reduce material waste and expenditure. Eventually, industry leaders predict that sustainability will be the deciding factor for a brand's financial survival.

Convenience & Ease of Access

The average consumer has an attention span of 8 seconds, so brands need to be quick to make an impact. Removing barriers to create simplified purchasing, delivery, returns and refund processes is key to keeping consumers happy and loyal.

Consumers are now demanding a frictionless, and often contactless retail experience regardless of the fact that social distancing orders have ceased. This is evidenced by the 38% increase in annual revenue made by Amazon in 2020 (a total of \$386 billion) and 2021 (a total of \$469 billion). Ensuring consumers can access ultra-fast, autonomous delivery or flexible options for their shopping (such as click and collect, same day delivery etc.) is now vital in the battle for loyalty.

Did you know

Resale is growing **25 times** faster than the retail market and is projected to double the size of 'fast fashion' by 2030.



How do you make your brand stand out in the now and next of retail?

The retail market is busier than ever before, so how do you make your brand stand out from the rest?

Brand activation and experiential marketing is now commonplace for FMCG brands, but the emergence of new technologies has made it exponentially easier to communicate with more consumers over disparate platforms and locations.

Harnessing the power of brand activation in line with the macro trends outlined before, will ensure that your brand wins at the point of sale, but like the more general trends in consumer behaviour, brand activations must also shift.

The 4 innovation pillars of brand activation & experiential marketing



Gamification



A touch of digital



Embracing new channels



Recycle, reuse, repurpose

Did you know

85% of customers believe they are more inclined to buy after engaging in a brand activation event.



Gamification

Experiential marketing and brand activation hinges on engaging the target audience with the brand activity to help inform, educate and inspire. It exists to get products into the minds of consumers at the moments that matter; when they are about to trial or buy. This can be done to a greater extent through the use of gamification elements which boosts interaction and allows for a deeper level of engagement and dwell time.

Research published in the Journal of Brand Management and Electronic Commerce Research has shown that gamification has an ability to create new levels of information retention, as well as brand affiliation and love. Not to mention making shopping more competitive and fun. Somewhere down the line, the average shopping trip became a real-life video game, and the ubiquity of the smartphone, increased data speeds and cost reductions mean that we're all playing it.

“Gamification is a really important consideration for brands looking to engage with consumers now and in to the future. As technology progresses and the metaverse plays a bigger role, I expect this to increase even further”

Jisu Pang - Digital Marketing Manager,
Campari Group

Brands using gamification to their advantage

Jim Beam - Always Welcome →

Jim Beam and Quantum produced an interactive web app to provide an immersive digital experience for customers through gamified modules.

These included:

- Highball at home, which allowed consumers to drink their favourite bourbon 'any way they Damn well please,' by providing a one-arm-bandit-esque game to select a bourbon and mixer.
- Virtual bars, letting drinkers meet with friends virtually and enjoy drinks in bespoke environments using AR technology.
- Welcome Sessions, where consumers could stream live music and bespoke content from leading artists and creatives.

Subway - Sink a Sub

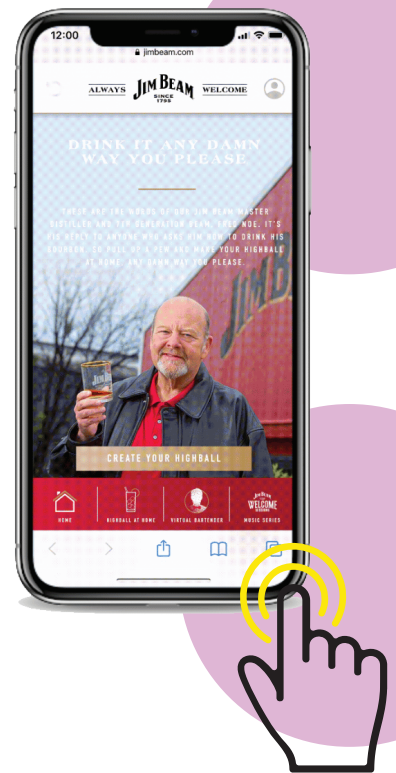
Subway Australia launched its first gamified experience in 2020. Consumers who purchased a sandwich and a drink in one of their stores were given a code to access the Sink a Sub game. The game invited customers to sink a submarine sandwich on a digital game board with meatball cannons, mirroring the classic battleships game.

Every player was guaranteed a prize including free subway cookies, drinks and meal upgrades which encouraged repeat custom and purchases to Subway's physical stores.

Jamesons Tap the Cap

Jameson launched half a million digital connected bottles utilising Non-Fungible Tokens (NFTs) to remove barriers and help shoppers get more from their bottle.

The platform provided a range of experiences completely unique to the Jameson Connects programme and tailored to the community, all changed on a monthly basis. This included gigs, competitions for money-can't-buy-trips, complimentary distillery tours, drinks from across the Jameson family, one-of-a-kind experiences and platform exclusive content.



Did you know

An **NFT is a digital asset** that represents a real-world object and are often found in games and videos. NFTs cannot be exchanged for anything else, and they are not always of equal value.

A touch of digital

FMCG brands rely on in-store activations to attract the attention of shoppers at the point of purchase, but with the proliferation of technology in today's environment, these interactions can be enhanced in ways previously unheard of. Embracing tech can also help brands integrate with the digital dependency macro factor that is proliferating the now and next of retail.

Increased access and reduced costs, combined with an increase in data processing and computer power, means brands can harness retail tech in smarter ways. Added to this, quality and functionality are improving, meaning there is more scope for brands to employ interactive elements to their activations.

“VR/AR is a really interesting opportunity but it’s a question of timings and its role. It’s very newsworthy right now and getting a lot of attention. However, if you’re looking to shift the needle on sales more directly, the cost of the technology needs to come down, the quality needs to improve and it needs to be scalable.”

Chris Tarquini - Senior Category Lead,
Brown Forman Beverages

There are now a myriad of retail technologies available that consumers are becoming more aware of, including:



Virtual Reality (VR)

allows brands to immerse their customers into a “phygital” (that’s physical and digital combined) reality.



Augmented Reality (AR)

which uses virtual elements within a real environment, encouraging consumers to interact with virtual content in the real world.



Robotic POP

displays which allow brands to make the products themselves do the promoting by making them talk, dance and sing.



iBeacons

which utilise an “internal GPS” to send promotional messages to customers who are already in the store.



Gesture Recognition

which uses algorithms to interpret human behaviour and could replace interactive screens in a post pandemic world.

Brands using digital tech to their advantage

Johnson & Johnson robotic POP →

Johnson & Johnson wanted to make their new product “Shiny Drops” stand out in supermarkets in Portugal. Using robotic POP they were able to do this literally, with sound, motion and light to draw shopper attention and generate engagement. Using digital technology enriches the consumer experience and enabled Johnson & Johnson to communicate their story in an innovative way, directly at the point of sale.

Mountain Dew VR Skate Experience →

To celebrate 10 years of the Dew Tour, Mountain Dew devised and launched a VR experience that let consumers skateboard with some of the world’s best. They used live-action, 3D, 360°, binaural audio-branded technology (easy for us to say) which allowed consumers to skate around Las Vegas. They were then able to take home a split-screen video of their experience afterwards to share on social media.

Douwe Egberts Gesture Recognition coffee campaign →

Douwe Egberts set up a facial recognition technology vending machine at a South African airport which dispensed coffee only when a customer yawned.



Embracing new channels

As shopper behaviour has changed, so too have the channels available. Brands who wish to succeed need to understand how they can adapt to this brave new world. With the physical and digital experiences merging, innovation has been seen in a number of areas to support key elements of the customer journey from social selling to purchasing experiences in the metaverse (more on that later).

To compete in the now and next of retail, brands will need to pivot their offerings to include this innovation and embrace the new channels available to them. Retailers need to bring the in-store experience online, increasing engagement through activities such as virtual appointments, video conferencing for personalised experiences, livestreaming to share experimental content etc.

An omni-channel experience is now the norm, brands that can offer a seamless transition from traditional to digital channels will win out in the long run.

‘As channels evolve and merge, new opportunities open up to engage shoppers on the path to purchase, whilst this is really exciting and opens up new means of engagement and experience, it’s always important to ensure this is in addition to ensuring the fundamentals are in place, availability, visibility and distinctivity ensuring your brand is easy to find’

Gwilym Cooke - Head of Brand Marketing,
Global Travel Retail

Brands using new channels to their advantage

Glade Museum of Feelings →

Glade knows that scent has a direct impact on human emotions which spark feelings of nostalgia. The brand therefore launched a physical pop up installation in Manhattan which featured sensory rooms to spark strong emotions from its consumers which were managed by Glade brand ambassadors. Customers were invited to create a 'MoodLens' which showed how they were feeling and was supported by a large digital billboard in New York City which showed the city's mood in real time.

Glade also launched a dedicated microsite explaining the concept and immersing the customer in the campaign. It was then promoted via branded hashtag across social media channels. Glade then partnered with Twitter to allow people to use an automatically-updating MoodLens as their profile photo.

Glade saw thousands of people waiting in line to visit their installation and sales targets exceeded **more than 350%**.

Amazon Go

Utilising new channels and opportunities has become commonplace for Amazon. The internet giant has always been an early adopter from drone delivery to checkout-free supermarkets.

The store uses a check in app, sensors, algorithms and cameras to determine what a customer has bought and then charges their Amazon account without the need for traditional interactions. Amazon is so proud of its 'Just Walk Out' technology that it began to offer it to other retailers in February 2020, replicating the success of its Amazon Web Services offering.

For FMCG brands, the use of this technology will provide huge benefits in the form of data. Retailers will be able to utilise customer behaviour tracking to see what items people picked up but did not purchase (the physical equivalent of an abandoned basket) and inventory management. Personalised shopping experiences can therefore be delivered at all touchpoints in the journey, regardless of whether the customer is online or offline.



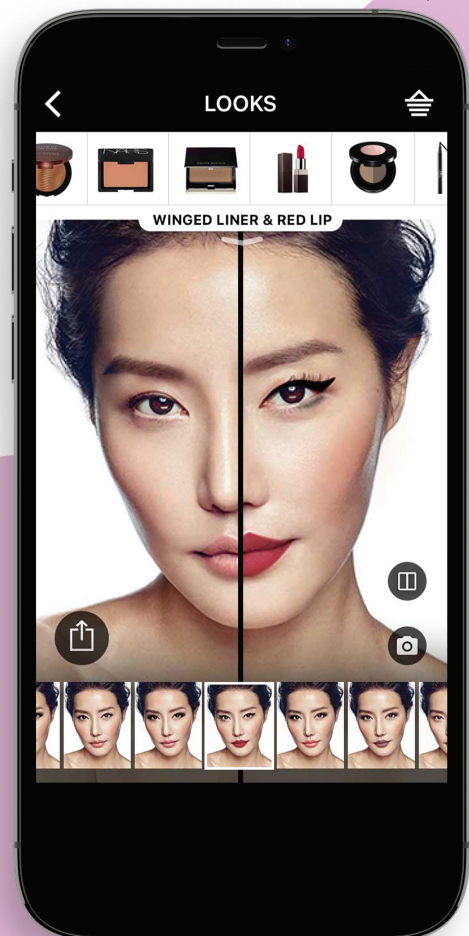
Sephora



Cosmetics giant, Sephora has physical shops all over the world and while customers have always been able to test products in store, there is a limit to full testing abilities. Once you've tried one type of product, removing it to try another can be difficult and time consuming. In a world post pandemic, many avoid trial products for hygiene reasons, and if you're online, it's next to impossible to know what the product will look like before you buy.

To combat this, Sephora launched VR and AR technology both in store and online, to allow customers to try on as many products as they need. They support customers through their lifecycle with online beauty tutorials that allow them to get the most out of their physical product purchase. This allows customers to fully personalise and customise their shopping experience.

Sephora has also understood the need of their customers, establishing an app with customer reviews, product ratings and its AI and AR technology built in. Most customers visit the app several times a month as they receive personalised messages, discounts and content to keep consumers engaging with the brand.



Recycle, reuse, repurpose

Sustainability is no longer just a buzzword but, as seen within the current macro factors affecting the retail sector, is now vitally important to a brand's success. Consumers now demand brands to reflect their personal values and aims to improve the world in which we live.

By coupling brand activation activities with authentic, eco-friendly initiatives (but in a genuine way instead of simply greenwashing campaigns), businesses can better connect with a more enlightened customer base.

“Sustainability is such a broad term and covers such a wide spectrum. Brands need to ensure that they adapt their approach and messaging to suit the brand and sector, and be cautious not to just use buzz words or exaggerate claims which will only ever alienate customers.

As a supplier of shellfish, animal welfare is critical to us, however another manufacturer may be more focused on carbon footprint in the supply chain.

It's not that carbon footprint isn't an important consideration to us, it's just that inevitably the welfare of the species we supply has to be our primary focus because it's essential to our customers and underpins our entire business”

Claire Evans - Category Manager,
THE BIG PRAWN CO. LTD

Brands putting sustainability at the centre of their activations

Comfort UK's Swap Shop →

Washing detergent brand, Comfort put sustainability at the heart of their marketing strategy in 2019 with their Swap Shop campaign. In partnership with Elle magazine, Cosmopolitan magazine and charity, Oxfam, they demonstrated the importance of buying second hand or upcycled clothing and reducing reliance on fast fashion.

Visitors were able to take an item of clothing and swap it for one donated by the campaign partners. The clothes were washed using comfort detergent and taken home.

Comfort was able to deepen its relationship with consumers who have the same values of recycling, reusing and repurposing. As all items were washed in the brand's detergent, they were able to illustrate the quality of the product too, resulting in more brand affinity and loyalty.

Asda Sustainability Concept Store →

Supermarket, Asda launched a trial sustainability store alongside a plastic reduction strategy which aimed to help shoppers reduce, reuse and recycle with ease. They coupled the trial with a 'Greener at Asda' price promotion, which promised that loose and unwrapped products will not cost more than the wrapped equivalents.

The store uses refill stations with over 30 branded and own brand products available, a refill zone for shampoo, laundry detergent and other hygiene products, plus 53 fresh product lines. Asda also introduced a reverse vending machine for cans, plastic and glass.

As sustainable initiatives increase in popularity and necessity, brands need to embrace recycling and zero-waste. France is planning to make all supermarkets dedicate 20% of their floor space to refill areas in 2023 and it won't be long before other countries follow suit.

To ensure brands remain competitive in the next phase of retail, they should start planning for shifts to little or no packaging, refill technology, POPs and greater sustainability in their supply chain.

Did you know

4 out of 5 people describe themselves as likely to choose a brand with a positive approach to environmental sustainability.

What does this mean for my brand?

The common thread throughout these macro trends and innovation pillars is experience. Retail used to be simple. If you had a product that people wanted to buy, consumers would come to a shop to buy it. This is not the case today, brands and retailers cannot simply provide an in-demand product, they must provide an experience alongside it to convert in the crucial moments that matter.

Shopping is now a means of entertainment for many, and coaxing customers out of home into stores requires a level of sophistication not seen previously. By creating engagement, interaction, and hands on experiences, brands will create memories, and memories will increase loyalty, retention and ultimately sales.

Take for example, Dyson who created a pop up allowing visitors to make a mess in a safe environment away from their own possessions. They were able to stress test the products with real floors, furniture and mess, providing a moment of enjoyment and creating a memorable experience with the brand.

The Future of Retail

While the now and next of retail is already somewhat futuristic, the merging of different realities and proliferation of technology means the future remains pretty exciting. Anticipating the trends of tomorrow and planning for them today will allow brands to own the consumer landscape as it evolves.

Step into the future

While we don't have a crystal ball, there are a number of trends emerging which sign post where retail is set to move. These won't be the stuff of science fiction for very long!



Welcome to the metaverse

Entering the age of the metaverse, where consumers (most notably those aged 13-35 i.e. Millennials and Gen Z) will be able to interact via a digital avatar across worlds, which means online shopping will become even more immersive. Brands will require a metaverse strategy to be able to compete. They will need an understanding of new tech including Non-Fungible Tokens (NFTs), cryptocurrencies and online marketplaces.

The metaverse holds so much potential for the future of retail in part due to the volume of consumers available. On existing virtual worlds such as Roblox, there are more than 200 million monthly active users - that's a huge swathe of potential customers. Ad space will continue to be sold, but within these new worlds, they will appear on virtual billboards instead of real ones. And, even better, in the metaverse customers can follow an incredibly slick path to purchase. Technology removes the traditional barriers to entry such as location of a physical retail store, stock availability, inability to try before you buy etc.



The 6 c's!

- **Content**
- **Customisation**
- **Customer care**
- **Communication**
- **Community**
- **Convenience**

The upshot of retail in the metaverse is that customers will still want to retain the essence of connection and entertainment even in a virtual world. Brands who embrace virtual experiential marketing will be better equipped to create emotionally-charged brand attachment with their customers while also providing content, customisation, customer care, communication, community and convenience (the 6 c's)!

What does this mean for brand activations?

Virtually anything is possible in the metaverse and so brand activations and experiential marketing can be taken further than ever before.

Exploring brands who have already made in-roads in this fledgling arena, it's clear to see that while brand activations will have to adapt, they are unlikely to go anywhere.

Take Nike. They launched Nikeland, a branded, virtual, interactive space in popular virtual world of Roblox. Nikeland is one of the first efforts from a leading fashion brand to blend sales, marketing and gaming, with the launch of a virtual showroom where visitors could show off their new Nike purchases. Outside of the huge commercial value this campaign has for the retailer, the success of Nikeland also indicates an appetite from consumers for branded experiences in virtual environments.



Did you know

The metaverse is predicted to have a marketing value of over **\$750 billion by 2026!**

Check it out

Quantum held a webinar with industry expert, Jay Scott-Nichols from Circus on The Metaverse: what it is, what it may become and how brands can prepare.

Find it on Youtube



Social Shopping

So even if the metaverse is a bit too out there for brands to consider in any meaningful way now, the rise of social shopping is unavoidable. Predictions are that by 2025 social commerce will grow to a staggering **\$1.2 trillion**...that's a lot of money!

Over 3.5 billion people use at least one social network and consumers in developing economies are more likely to have a smartphone with social media apps than a laptop. Social networks have become the gateway to everything online, such as news, entertainment, communication and now commerce.

As seen in the current macro trends, Gen Z audiences place a huge weight on recommendations and reviews from people they trust. They want to feel informed, educated and inspired to make the correct decisions in their purchasing activities. Social commerce makes establishment of buyer trust simple. It provides an enhanced shopping experience that is personalised and leverages the expertise and authenticity of an individual.

Social commerce is driven in three key ways:

- **Through content.** Unique content created by brands, influencers and individuals helps to drive discovery, engagement and action. People will expand their shopping experience to include shoppable posts and in-app stores on major social platforms such as TikTok, Instagram and Pinterest.
- **Through experiences.** Social media livestream events are prime for virtual shopping (it's predicted that by 2028 live streaming will generate over \$200 billion) where influencers and brands can showcase their products in real time and speak directly with consumers en masse. This can also be done through the use of VR and AR tech.
- **Through networks.** People harnessing their virtual networks to buy and sell. This could be through group buying (where a number of people buy in bulk to gain a lower price), social shopkeeping and shoppable posts, referrals and second hand markets.



What does this mean for brand activations?

Social commerce is about the power of influence people have over each other. Consumers trust the brands and people that they believe are experts. To harness this, brand activation in the world of social commerce will need to become collaborative and utilise partnerships with influencers in their sectors.

American superbrand, Walmart in 2020 partnered with TikTok to pilot a new shoppable product experience within the app via livestream. TikTok users were able to shop from Walmart's fashion range without leaving the app. Each item was promoted in various content pieces from 10 leading TikTok creators and host Michael Le, who has over 40 million followers on the platform. Leveraging social proof and trust through seeing social-celebrities endorsing Walmart's products fits Gen Z consumer buying habits, whilst creating an event that people actively anticipated.

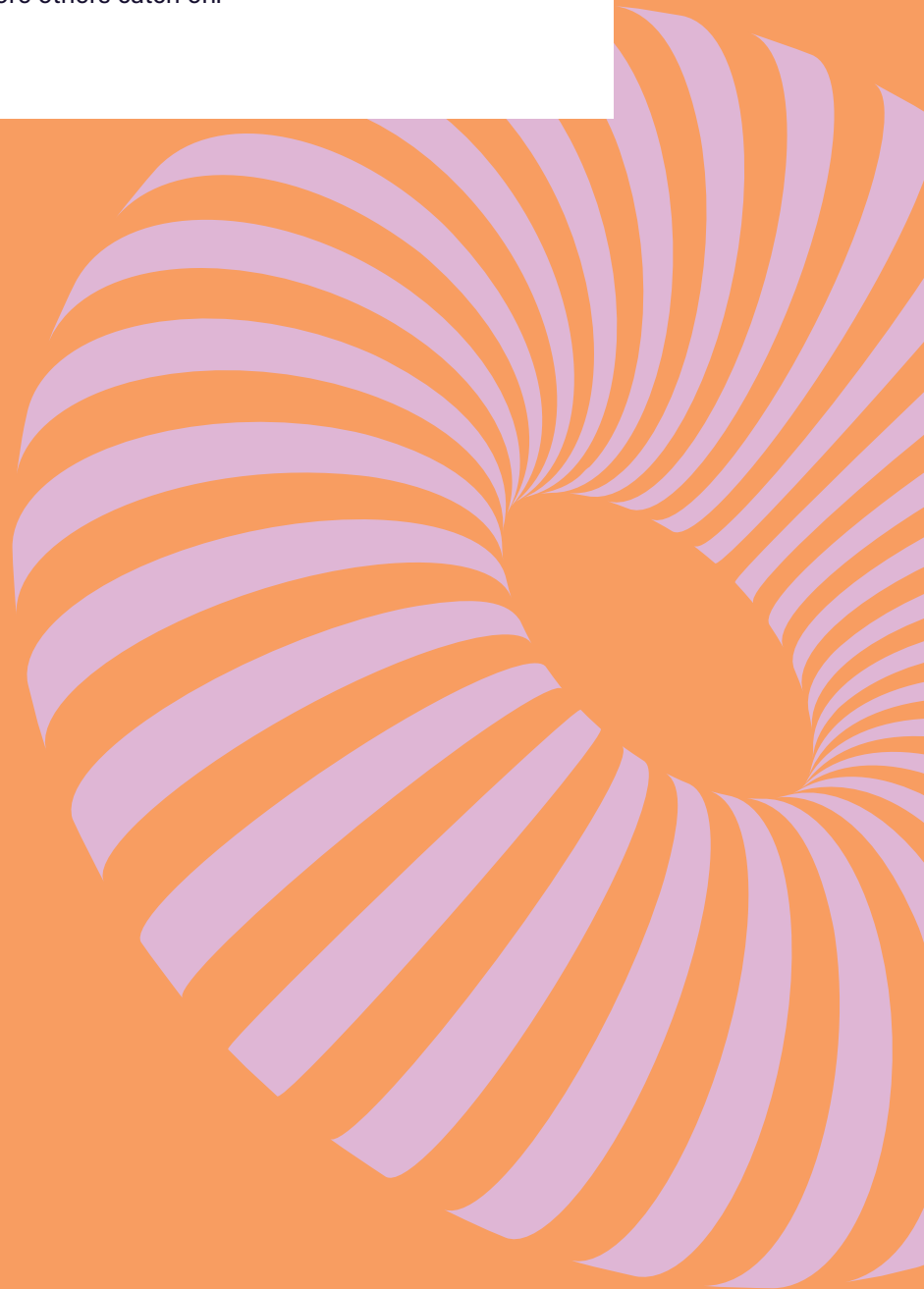
Did you know

59% of social buyers are more likely to buy from a small business when shopping through social commerce versus online shopping.



The dawn of hyper-personalisation

As data proliferation reaches an all time high, retailers in the future will have so much information on their customers that creating unique, hyper-personalised experiences will be commonplace. With brands such as Amazon already utilising algorithms and past purchase behaviour to tailor the shopping experience within their server-less Amazon Go stores, it won't be long before others catch on.



Whether it's the in-store staff knowing the last time a customer was at the store and therefore anticipating their replenishment needs, customised promotions and offers which fit your previous purchases and lifestyle, or even how they deliver items to their customers, using data to deliver tailored, personalised experiences will become the differentiator between a successful brand and one that fails.

What does this mean for brand activations?

Brands will really need to know their audience in order to be effective. Collecting data that goes deeper than what they previously purchased to consider information about their lifestyles, environments, psychological and behavioural data will allow for hyper-personalised experiences to truly thrive.

Brand activations will have to reflect consumer motivations, with immersive storytelling, emotional connection and individualised experiences. Offering multiple touchpoints will also be key, as ensuring customers can engage regardless of location will assist in the personalised feel of a campaign.

Luxury perfume brand, Carolina Herrera explored this idea by using colour psychology to inform and recommend fragrances to customers in store. By connecting technologies that used science, data and art, a consumer could select specific options in combination to generate a recommendation for a fragrance suited to them. The brand then added an additional sensory experience by transforming purified air into fragranced air to allow the customer to test the recommendation prior to purchasing.



Summary

Brands who will succeed in this brave new world of retail are those who embrace the increasingly advanced technological innovations that are emerging, alongside shifting consumer behaviours, expectations and values.

The now and next of retail are already beginning to feel slightly tired and the future will be here in a flash. To ensure they are ready, brands will need to be brave, think outside of traditional efforts and embrace the new era of innovation to connect on a more meaningful level.

“With the sheer amount of competition in today’s retail environment, providing memorable experiences and value throughout the buyer’s journey has never been more important. We are seeing more and more retailers introduce mediums such as live demos, sampling, influencer marketing and experimental dining to engage consumers and build affinity with the brands they sell!”

Matt Robinson - National Retail Account Manager,
Classic Fine Foods UK

Key Takeaways



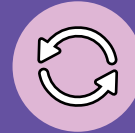
Shoppers

continue to define the new rules of engagement for retail.



Digital dependency

is not going anywhere.



The new age

of consumerism lies in convenience, speed of delivery, sustainability, social interaction and consumer trust.



The now and next

of retail hinges on providing memorable experiences for consumers.



Brands

that embrace activation shifts will outperform those who remain traditional.



The future of retail

is hybrid and unified around end-to-end connected experiences.



Retailers

have great opportunities to accelerate transformation and innovation initiatives and reshape the customer experience.



The future

is individual, online and connected, with emphasis put on social connections, trust, democratisation of access and hyper personalised experiences.



To continue to succeed

brands must embrace the future of retail and explore new and innovative ways to engage, educate and delight their customers.

About Quantum

At Quantum, we're passionate about helping our clients win in the moments that matter most, and we've made a good living out of doing just that. Our goal is to bring great ideas to life by helping brands act differently and turning strategy into action.

We pride ourselves on building experiences, events, and activations that resonate with customers, clients and sectors and we're confident we can help you too.

To find out more about Quantum and chat about how we can elevate your brand to succeed in the future of retail, get in touch:

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