

Total Commerce in Practice: What Danone Changed Internally to Run Home'rista

By Claire McBride // August 6, 2026 //

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Danone's *Become a Home'rista* campaign connected influencer content, retail media, digital shelf activation, and in-store experiences across multiple retailers. It generated 641 million impressions and multi-brand halo sales across the Danone portfolio.

Behind the scenes, Danone had to implement a Total Commerce approach, bringing together multiple teams with varying goals and incentives.

Erin Anderson, VP of OmniActivation and Partnerships at Danone, and Elaine Bragg, VP and Executive Creative Director at Flywheel, join Russ Dieringer for a practical conversation on how the program came together and what it changed inside Danone.

What you will learn:

- What catalyzed the effort inside Danone, and what precedent existed on either side
- How a single consumer insight was translated into creative that worked across retailers, formats, and the funnel
- The internal changes at Danone required to run a cross-brand, cross-retailer program
- Which processes, budgets, and ways of working at Danone are now different as a result
- Where similar efforts break down, and what leaders should expect to fight for internally

While most brands know they need to work from an omnichannel-first mindset, far fewer have reorganized how they work to make this a reality. This session is a case study in Total Commerce and what it takes to operationalize it.

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