

How Danone Changed Internally to Become Truly Omnichannel | Webinar Recap

By Russ Dieringer // September 15, 2026 // Briefings, Webinars

TL;DR: Danone's Become a Home'rista program ran as one multi-brand platform across influencer, retail media, the digital shelf, and in-store at multiple retailers. Erin Anderson of Danone and Elaine Bragg of Flywheel explained the internal changes behind it: a Connected Commerce organization that combines omni-activation, eCommerce, and media; funding and approval that sit above the individual brand; measurement that combines retailer, third-party, and internal data; and an agency relationship that supports true omnichannel programs. Their guidance for getting started is to begin with one customer problem and a small proof of concept, and to defer org design and budget restructuring until results start to accumulate.

4 minute read

We hosted Erin Anderson, VP of OmniActivation and Partnerships at Danone, and Elaine Bragg, VP and Executive Creative Director at Flywheel to share how a multi-channel campaign like Home'Rista is possible inside an enterprise brand. The discussion centered around how Danone has evolved how it thinks about cross-brand, and cross-channel activations that overcome common silos.

Elaine put it best: "If you're coordinating, then you're not doing Total Commerce!"

The discussion covered four areas:

1. What changed at Danone, and how long it took
2. How the organization now operates day to day
3. How Danone funds and measures multi-brand programs
4. Where an eCommerce leader should start

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