

The Future of Omni Category Captaincy

By Russ Dieringer // June 5, 2024 // Research, Webinars

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High performing brands have a unique opportunity to become a leader with their omnichannel retailers, offering collaboration, category insight, and novel consumer data.

Chris Perry and Amanda Wolff from Firstmovr shared their seven-step framework for brands interested in capitalizing on the shift to omnichannel mindsets inside retailers:

1. Everyday Excellence
2. Ways of Working
3. Thought Leadership
4. Incremental Growth
5. Category Navigation
6. Shopper Experience
7. Traffic + Demand Generation

The webinar challenged brands to ask themselves:

1. How might we accelerate the growth of our retailers' category, profitability, and/or loyalty?
2. How might we get more credit for the growth we're driving for our retailer?
3. What can I personally do to contribute to our processes, activations, or partnerships to create value and credibility?

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