



# STORIES OF CHANGE

## VIDEO TRANSCRIPT

### FØTEX GROCERY STORES

Shopping used to be simple. But then, one day, everything changed.

When Covid arrived, stores emptied out overnight.

It was a chaotic time.

Especially if you were a business like a grocery store. Føtex knew they needed to change with the changing world.

So, they asked us for a way to bring their customers back, without actually bringing their customers back.

And they needed it done fast.

As Denmark's oldest grocery store, Føtex has a special place in Danes' hearts.

So, we decided to bring it online.

By creating an easy and intuitive digital shopping experience.

Virtual aisles matching the ones customers had browsed for years.

Ingredients organized in the same way that they were used to.

But with some new bells and whistles.

Like interactive shopping lists.

On-demand recipe inspo.

And an option to replace ingredients to make them carbo—neutral.

All delivered to their doorstep.

And what's even better, they opened their digital doors a year sooner than expected.

In the middle of a global pandemic. And even as restrictions were lifted, customers kept coming back to the virtual store.

And that's how Føtex remained one of Denmark's favorite grocery stores.

Both in the digital world and the real world.

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