



THE NEW EXPERIENCE - PHYSICAL MEETS DIGITAL

VIDEO TRANSCRIPT

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If I were clients, I'd be asking myself: 'How does my brand manifest through digital, but also through physical, and how do those two things come together in balance?'

It's well known, the past 10-15 years have seen an explosion of traditional or incumbent organisations that are probably well-known for physical, having to really think about how to become digitally-focussed.

What's newer, and actually more emergent, are actually those native digital brands, that are realising that they need to think about how they need to become physical. In terms of really good examples of that, I think Nespresso is brilliant: they obviously have a really great online experience now, they're in-store. Then you've got Amazon, who are experimenting with lots of different store formats, and of course now that they have Whole Foods, there's a whole new way that they can reach their customers physically.

I think the piece of advice that I would leave for clients is: don't just think about physical or digital, bring them both together to create a truly holistic human experience.

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