



THE NEW RETAIL(ER): GROWTH FOCUSED AND PURPOSE INDUCED WITH LIVING MARKETING

VIDEO TRANSCRIPT

In the new retail, brands must be hyper relevant.

Marketing needs to serve customers' purpose.

That's Living Marketing

Nail the moments that matter

Be a part of your customers' life

And serve their purpose

At the right time

Living Marketing is key to growth in a constantly
changing retail market

Redefine customer experience

engagement and relationships

with Living Marketing in retail

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