

Digital Trends 2022

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Digital Retail

- “greater shift from the transactional to the theatrical”
- stores will no longer be about selling products but about the customer experience

- Bricks and mortar stores are using elements of the online experience to encourage customers to continue visiting them
- Physical stores play to their strengths offering in-person experiences

- Adidas Brand Flagship Paris In-Store Experience and Digital
- <https://www.youtube.com/watch?v=xi1NAIEnBmA>
- utilises screens and projections, some interactive, a cause/charity, in person experience football, basketball, App in store mode

- As many traditional high street stores are closing
- Many online stores are creating physical presence on high street, eg: Gymshark
- The pop-up: Gymshark LDN, located Long Acre, Covent Garden for four weeks...
- https://www.youtube.com/watch?v=UF_ASUgq6lc

Gymshark London Flagship Store



Gymshark London, Regent Street with innovative spaces including:

- Sweat Room – bookable classes
- Pro Bench – free 121 sessions
- Joe & The Juice – protein-packed sandwiches
- The Hub – community space, ever-changing events
- 1-2-1 Shopping – VIP treatment personal stylers, virtually as well as face-to face

Shopping Mall digital touchpoints

- Shopping mall

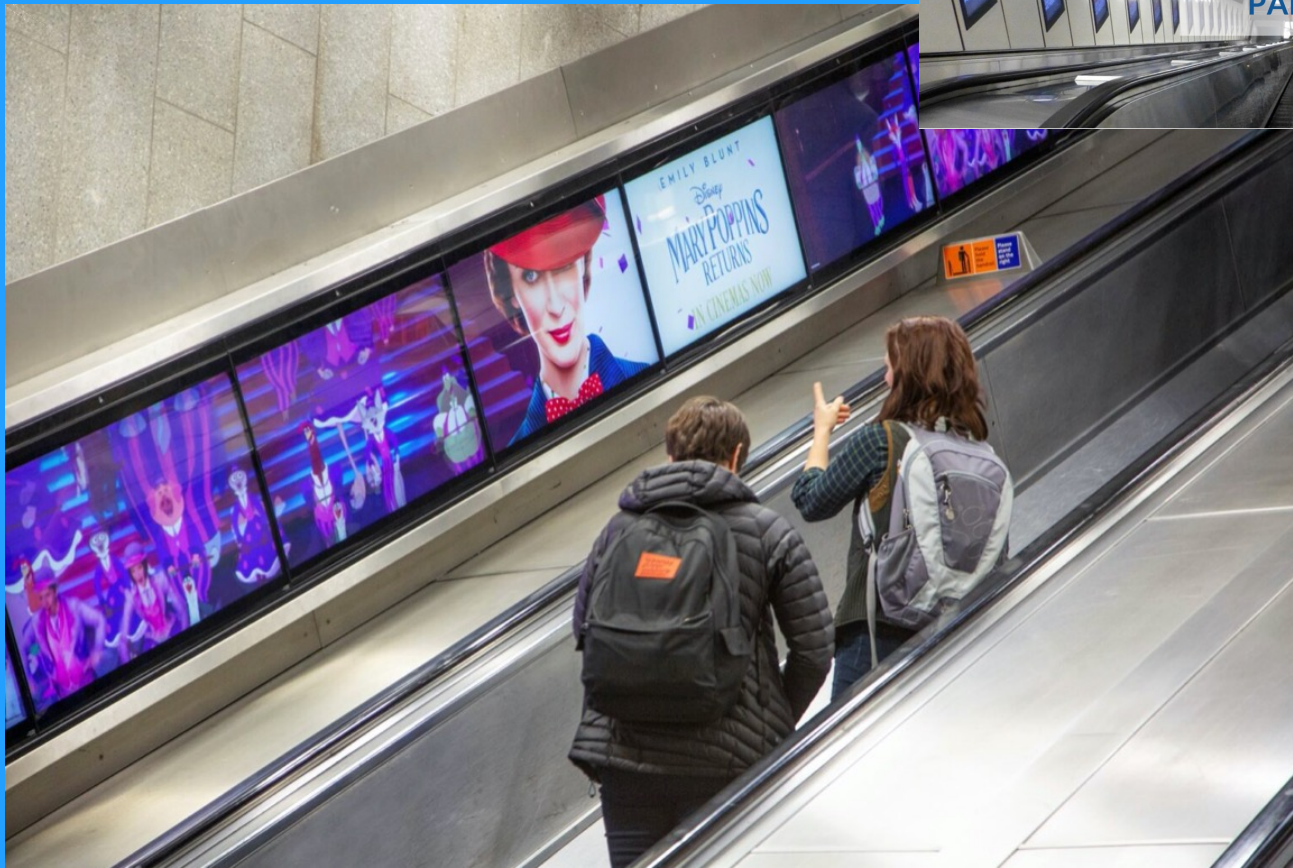


- St Davids Shopping Centre, Cardiff



Transport digital touchpoints

- Tube stations



Digital Ad vans



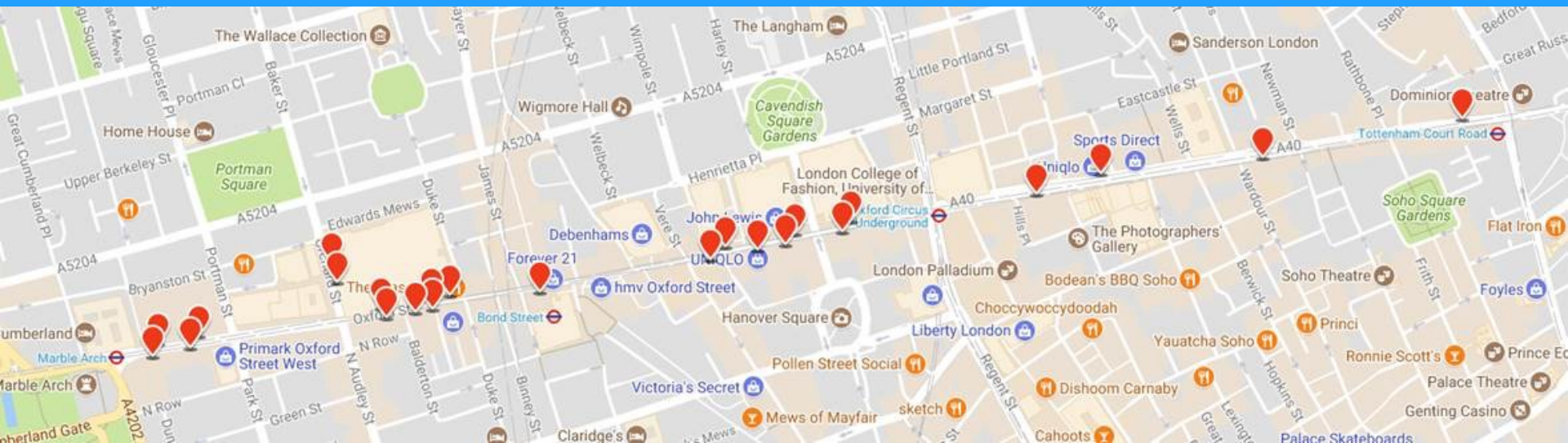
- <https://www.monsteroutdoor.co/advan-mobile-digital-billboard-advertising/>

City Centre digital touchpoints

- Oxford Street, London



- Oxford Street, London



Local digital touchpoints

- Castle Square

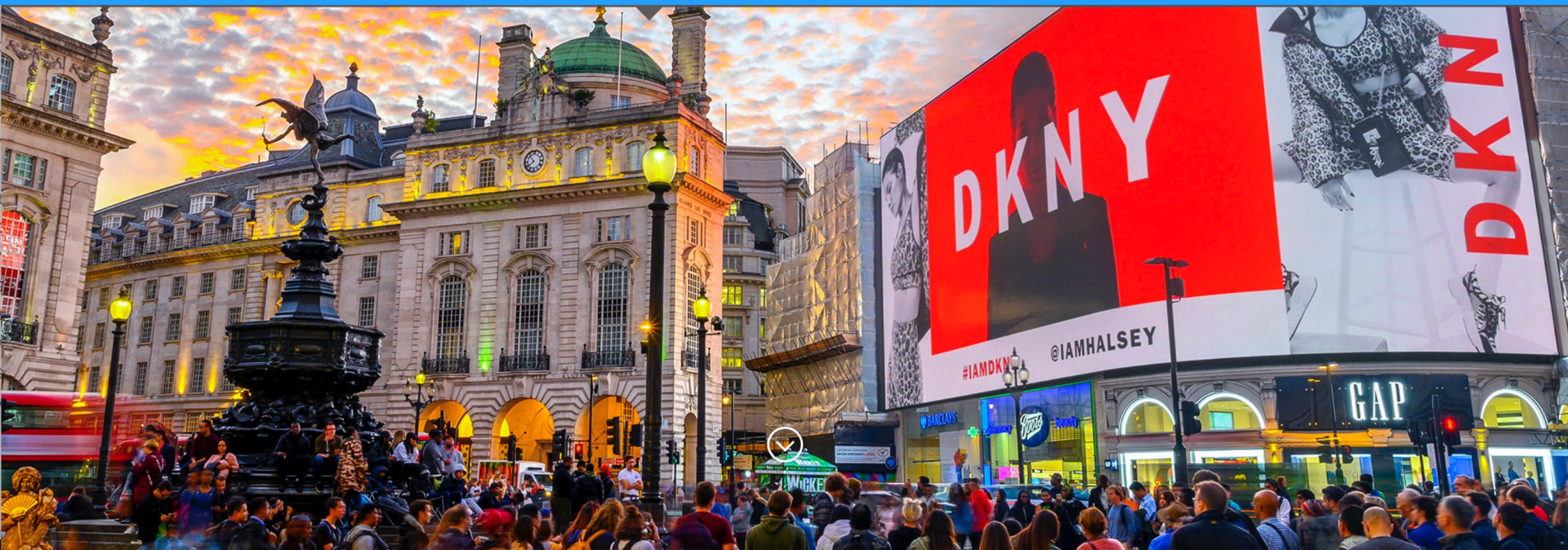


- Oxford St, Kingsway, Swansea



Digital touchpoints

- Piccadilly Circus, London



- <https://oceanoutdoor.com/locations/piccadilly-lights/>