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# WPP 2019 BRANDZ REPORT

**TOP 75 MOST VALUABLE  
RETAIL BRANDS & THEIR IMPACT  
ON COMMERCE**



**WAVEMAKER**  
MEDIA. CONTENT. TECHNOLOGY.

## BrandZ: Top 75 Most Valuable Retail Brands 2019 Report and What It Means for Your Business

Transformation in the retail space has continued to progress rapidly as we approach the back half of 2019. The most notable shifts are traditional retailers like Walmart and Target following in the digital footsteps of Amazon.

With many third party players entering the space to provide solutions around storage, packaging, logistics and more, the paid media models that work best for each of our clients vary. This variation requires both a broad look of the category along with a bit of laser focus on channels that work best to drive the kinds of sales that matter most to our clients.

These trends require all aspects of the retail business to 'Think Differently'. Our Wavemaker Ecommerce practice is designed to support clients in navigating this space to identify and execute the kind of transformation needed to grow their business.

We have extracted a handful of the most pertinent insights from [WPP's 2019 BrandZ Top 75 Most Valuable Retail Brands](#) report to provide a bit of context on how we see these changes impacting the media landscape specifically.

### Think differently about space, competition and success

As retailers expand into channels that provide scalable access to product driven marketplaces, brands should evaluate the most impactful ways to reach consumers with paid advertising. In virtually all cases, a combination of both organic and paid promotion is the best method for ensuring high visibility and brand recall. However, with an increasingly cluttered online ecosystem, the ways in which we measure success should evolve in accordance with this approach. Understanding what 'winning' means on these retail platforms will become paramount in elevating our clients to higher profitability and increased market share.

### The new retail calendar

Although the cornerstones of seasonal retail traffic and sales remain stable (holidays, back to school, etc.), there are new key periods to account for when flighting and optimizing media campaigns across retail platforms. Our most successful cases of capitalizing on key promotional dates for our clients (e.g. Prime Day) are when we plan

for the increase in traffic, nature of promotion and overall business goal of the sale. Alignment of these promotional days with paid media campaigns, both on and off retail platforms, is an efficient way to understand what channels are driving directly to retailers and which audiences have a higher propensity to 'impulse' buy.

### **It's all about the data**

The biggest and most common challenge we help our clients navigate is access to meaningful data. As brands diversify the ways in which they invest advertising dollars by channel and retail partner, direct access to data is the most powerful tool to drive growth and maintain market share. As this space progresses, we are aggressively updating our API access to all major retailers to ensure we are not only getting the best proxies to sales, but that we get them in real time to react and convert.

If you'd like to further explore these insights or dive deeper into how we can activate an ecommerce strategy on behalf of your brand, connect with your client lead or reach out to [Bruce.Kiernan@wmglobal.com](mailto:Bruce.Kiernan@wmglobal.com) today.



## FOR MORE INFORMATION

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