



RETAIL

TIME, TOUCH AND TECHNOLOGY

Sunshine Coast
Business Council
one vision one voice



QUT Business School
Advertising | Marketing | Public Relations

Just as Uber has disrupted the taxi industry and
Airbnb has impacted on the accommodation sector,
retail is facing its own disruptions

Amazon is launching in Australia ...



The Amazon

QLD Business

Amazon Aust

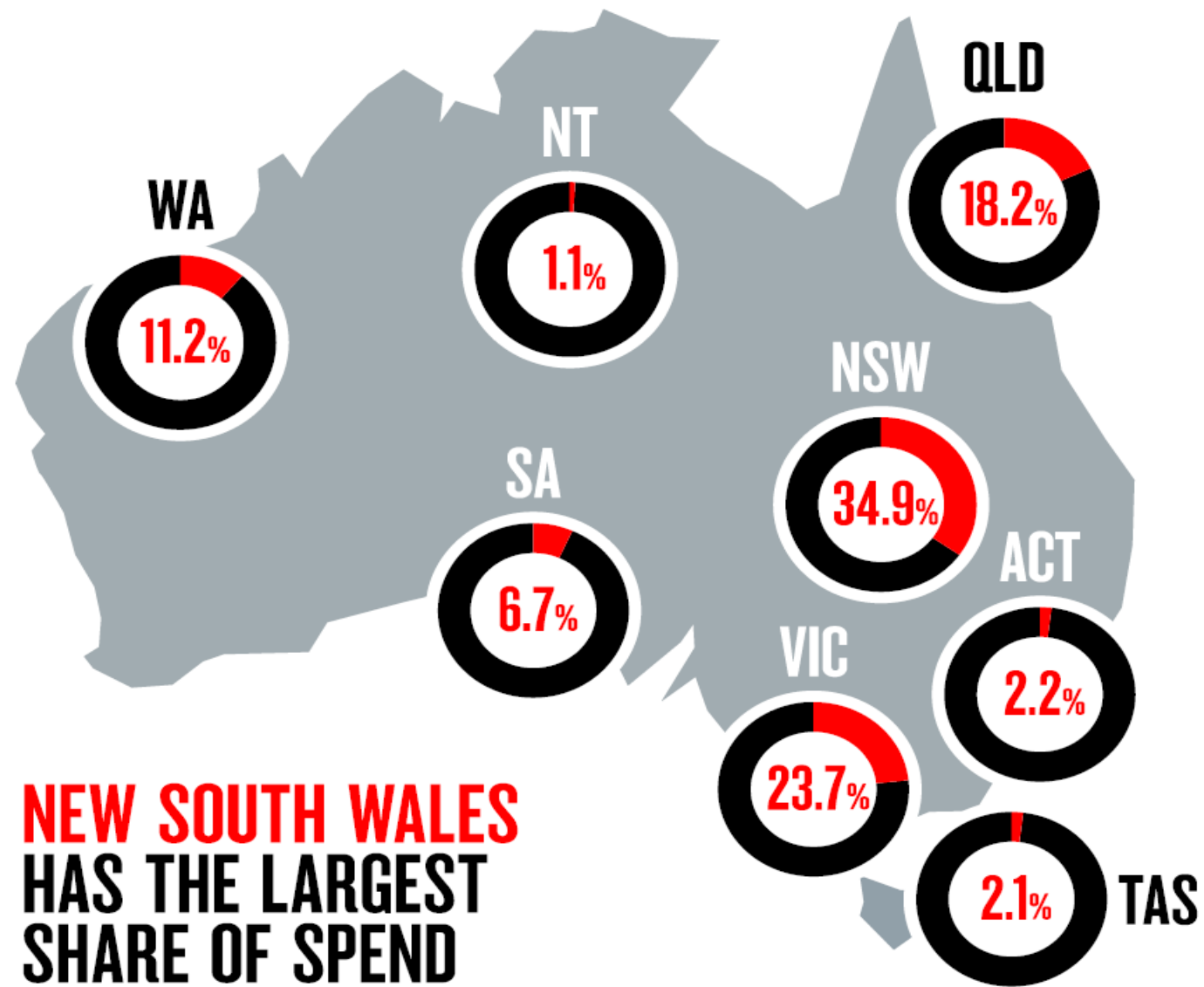
Amazon is about to 'destroy the retail environment' in Australia, report says

Something temptingly cheap this way comes.

MASHABLE.COM

John Dagge. H

November 3, 2016 10:02pm

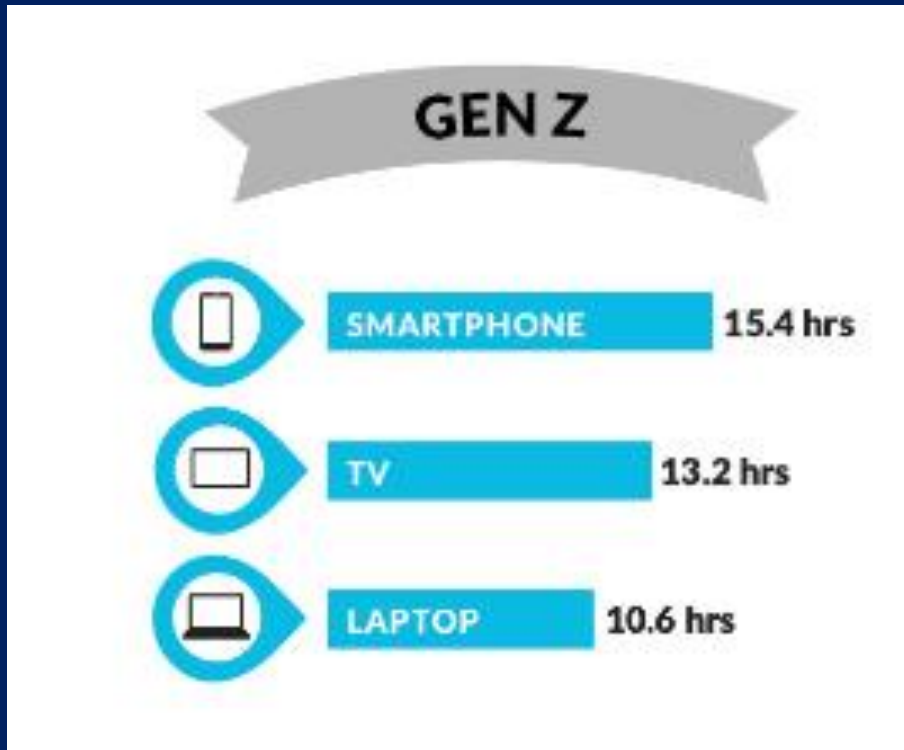




“If, as a brand, you aren’t putting energy into understanding Gen Z, you are losing an opportunity to anticipate the future of consumer behavior.”

Deep Focus CMO Jamie Gutfreund

Who are Gen Z?



tip6

Your product pitch should be **brief** and to the point.

Generation Z has an attention span of **8 seconds**.

Approximately **11%** have **ADHD**.

tip8

Develop **unique** products & campaigns and provide **visual depth**.

Gen Z shuns conformity and tradition. They like **storytelling** and **visual displays**.



Gen Z is more than twice as likely to respond to advertising that features “real people” as opposed to celebrities. This fits right in with the study’s finding that Gen Z’s favorite website is YouTube.*

*Marketwire statistics

“Speed is the new currency, spend it wisely.”

Mark Frain, MCN Chief Sales and Marketing Officer

Time

When things are the same, focus on being different – Time Wars

Business

Sainsbury's to hire 900 in London and trial same-day delivery to meet online grocery demand



Target acquires transportation company Grand Junction to expand same-day delivery services

Posted 5 hours ago by Sarah Perez (@sarahintampa)



FINANCIAL TIMES
HOME WORLD US COMPANIES MARKETS OPINION WORK & CAREERS LIFE & ARTS

Aldi allies with Instacart to battle Amazon the US

German discounter bolsters its tech resources for looming online grocery fight



Target has acquired San Francisco-based transportation technology company Grand Junction, in order to help it move more quickly into the business of same-day delivery. The

autoblog
Which car fits your needs and budget?
Let us do the work for you.
FIND YOUR PERFECT CAR

Crunchbase

Target

FOUNDED
1962

INNOVATION

Serving Customers in New Ways: Walmart Begins Testing Associate Delivery



By Marc Lore

President and CEO, Walmart U.S. eCommerce

June 1, 2017



“Giving customers what they want doesn’t have to be **expensive**, it needs to be **relevant**.”

Sue Yasav, Research Insights Leader - Synchrony Financial





NEW P3NRITH

Informational poster or menu board on the left wall.

Informational poster or menu board in the center wall, featuring icons for a hammer, a gear, a green circle, and a speech bubble.

Informational poster or menu board on the right wall.

Physical retail will not disappear, it will just look different.



Special
Price

199\$

Man's Suit

★★★★★ 14,781 like



GNOCCHI WITH SUMMER VEGETABLES — 600

- 8 to 10 tomatoes (3 small) uncooked
- 8 to 10 zucchini (3 small) yellow summer squash
- Kosher salt and freshly ground black pepper
- Extra virgin olive oil
- 6 tablespoons (3 ounces) unsalted butter

1/2 cup (125 ml) heavy cream (optional)
1/2 cup (125 ml) parmesan cheese (optional)
4 large eggs (optional, for pasta)
24 ounces (680 g) whole wheat or durum wheat pasta

This is a great recipe to make when summer squash and zucchini are at their peak — the more varieties you can use, the better the dish. The olives, available all year, add the sharp, salty flavors that make the dish light up. As with all our gnocchi recipes, the key to a rich, satisfying flavor is to sauté the gnocchi in butter that's been taken to the right level of brownness, which is several moments before the butter solids would begin to blacken and become bitter. This particular recipe is simple: Fresh vegetables are sautéed and gnocchi are sautéed to a nice golden brown, the two are combined and finished with plenty of tomatoes and lemon juice.

Halve the zucchini and yellow squash lengthwise and remove the seeds by scraping them out with a teaspoon. Cut the vegetables on the bias into 1/2-inch-wide pieces. (You should have about 1 1/2 cups of each squash.) Toss the squash with salt





KATE SPADE
SATURDAY

FREE
2-HOUR
DELIVERY

KATE SPADE
SATURDAY

