



Magazines & Books
at Retail Association

MBR/Kantar Webinar

Wednesday April 1 at 2PM EDT

A webinar for the publishing at retail business.

Outbreak: How Publishing Can Navigate Now and Plan for the Post-Pandemic Retail Ecosystem

The rise of COVID-19 has turned shoppers' and retailers' worlds upside-down. But even with much of the population isolated, supermarkets and other essential channels remain open -- and publishers/media categories must navigate the present while preparing for a very different post-pandemic retail ecosystem. They need to plan for changing shopping behaviors and missions, and for leveraging new triggers for interest and purchase, among other crucial shifts.

Join Kantar's David Marcotte as he brings you up to date on where the world is today and likely to be next week – and six months from now. Participants will be encouraged to ask questions and discuss new strategies and considerations for shopper engagement.

We invite MBR members and Non-Members to join. Please register via email to jcancio@mymbr.org. Log-in details will be provided.

This 60-minute webinar will address:

Intro – Today's Retail Reality:

- The current reality of COVID-19 in the US and Canada
- The impact of the economy on retail
- Channels that will win and lose as a result
- How shopping routines are changing
- Ways of working with Payment and Credit

Changes to expect and plan against:

- Preparing, stocking, and re-stocking for extended in-home time (working or not)
- Managing the safety of retail personnel
- Shopping shifts: demographic and traffic shifts in at-risk populations, including elder-only shopper hours
- Where and when will shoppers spend their time
- Corporate Social Program (CSP) shifts
- Outcomes in delivery, in-store pickup, self-check, and other social distancing behaviors

Planning and the future:

- Key metrics to watch out for (and test)
- Opportunity in media – what and where will pique consumer interest
- Uber / Pickup / online grocery – rise or collapse
- When will it end, and will we face a recurrence?
- Financial terms, AR-AP
- Pricing sensitivity and the shifting priorities at retail

Kantar's content continuity, and how we will spend the next couple of months

Q&A throughout