



Panel Discussion | **[Digital Commerce]** Adapting to the Future of Online Shopping



LearningHub for
Retail

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HERSHEY
THE HERSHEY COMPANY

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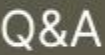


**M&C
SAATCHI
PERFORMANCE**

ROSHAT ADNANI

Managing Director, APAC
M&C Saatchi Performance
[Moderator]

What's changed in how you think about digital commerce in Southeast Asia?



Question 3

Digital shopping isn't just functional anymore. It's emotional.

How do you build that 'Hershey moment' into a click-based world? Any formats that really landed for you?



Q&A



HERSHEY'S

Dear sister

Question 4

What are some of the most exciting innovations you've seen around in-store immersion or employee engagement?



Q&A





KEY COMMERCE MEDIA TAKEAWAYS

The Marketers Lens: We surveyed marketing professionals to get their insights into Commerce Media. Here's what we found:



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 **48%**

of respondents stated they are already running Commerce Media campaigns, and 65% of those who run campaigns said they have done so for over a year.

 **84%**

plan to increase commerce media investment in the next 12 months.

 **74%**

of those surveyed said they have a commerce media-specific budget line (versus budget being tested from other channels).

 **71%**

The primary objective of commerce media remains sales/conversions (71% of respondents); however, more than half of respondents leverage it for brand awareness.

 **NO.1**

on the wishlist for emerging commerce media capabilities is more advanced audience targeting (57% of respondents), followed by AI-driven optimization (47%)

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Question 6

If you had to bet on one big trend shaping the next 3 years of online commerce, what would it be and why?



Q&A

