

# commerce@Ogilvy

## COMMERCE@OGILVY ON DISPLAY AT RETAIL'S BIG SHOW

### Ogilvy & Mather's eCommerce practice to sponsor NRF's annual expo

NEW YORK, NY, January 9, 2014: Commerce@Ogilvy, Ogilvy & Mather's cross-disciplinary eCommerce and retail offering, is a first time sponsor of this year's National Retail Federation's Annual Convention and Expo, nicknamed "Retail's BIG Show." Continuous Commerce™ – the agency's take on the future of retail – will be debuted at the retail conference, to be held at the Javits Center in New York from January 12-15.

Launched in 2012, Commerce@Ogilvy's mission is to design consumer-centric shopping experiences for brands across multiple channels anywhere, anytime. It works across Ogilvy's domains of expertise ([OgilvyOne Worldwide](#), [Geometry Global](#), [Neo@Ogilvy](#) and [RED](#)) and partners, both within the WPP network ([Salmon](#), [Effective UI](#) and [Bottle Rocket](#)) and externally ([IBM](#) and [Qualcomm](#)) to deliver solutions driven by unique customer insights and holistic commerce strategies, and enabled by robust data and technology platforms.

Speaking about the sponsorship, Brian Fetherstonhaugh, Chairman & CEO, OgilvyOne Worldwide and Executive Sponsor of Commerce@Ogilvy, said: "The future of commerce is more than just a shopping cart on a website – it's about seamlessly integrating a brand's shopping experiences across multiple environments throughout a consumer's lifetime to continually optimize points for purchase. We call this Continuous Commerce and we're delighted to be showcasing our viewpoint and capabilities to BIG Show attendees for the first time this year."

There are three components of the Continuous Commerce offering:

- Omnichannel – continuity for the brand and the consumer across multiple channels, devices and locations to enable sales anytime, anywhere;
- Relationship – whether new to the brand or loyal advocate, continually tailored to the individual;
- Experience – an experience that will delight across every touch-point.

Continuous Commerce will be illustrated via a digital collection of opinion pieces and case studies authored by Ogilvy's global leadership and strategic partners. Articles can be viewed at [ContinuousCommerce.ogilvydo.com](http://ContinuousCommerce.ogilvydo.com)

In addition to the Commerce@Ogilvy booth (#4422), Ogilvy will also have a presence at Qualcomm Retail Solutions (booth #601), jointly demonstrating Gimbal mobile technology. The demonstration will showcase how proximity awareness can fuel contextual marketing, by leveraging segmentation data in a physical retail situation and applying business rules resulting from the proximity triggers to facilitate targeted communications in real time.

- Ends -

Issued by: Ogilvy & Mather

For further information, please contact: Lauren Smith  
lauren.smith@ogilvy.com  
+1 212 484 0314

Mish Fletcher  
[mish.fletcher@ogilvy.com](mailto:mish.fletcher@ogilvy.com)  
+1 212 237 6966

#### **About Ogilvy & Mather**

Ogilvy & Mather is one of the largest marketing communications companies in the world. It was named both the Cannes Lions Network of the Year and the EFFIEs World's Most Effective Agency Network for two consecutive years, 2012 and 2013. The company is comprised of industry leading units in the following disciplines: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; health care communications; direct, digital, promotion and relationship marketing; consulting, research and analytics; branded content and entertainment; and specialist communications. O&M services Fortune Global 500 companies as well as local businesses through its network of more than 500 offices in 126 countries. It is a WPP company (NASDAQ: WPPGY). For more information, visit <http://www.ogilvy.com/>, or follow Ogilvy on Twitter at @Ogilvy and on Facebook.com/Ogilvy.

#### **About the BIG Show**

NRF's Annual Convention & EXPO earned the nickname "Retail's BIG Show" years ago and because the name was so appropriate, it stuck. Today, Retail's BIG Show is NRF's flagship industry event held annually in New York City. The four-day event offers unparalleled education, collegial networking, and an enormous EXPO Hall full of technologies and solutions. After more than a century, Retail's BIG Show is still the place - the only place - where you can see and experience all things Retail. It is truly one-stop-shopping for industry professionals from the around the world. Visit <http://bigshow14.nrf.com/>