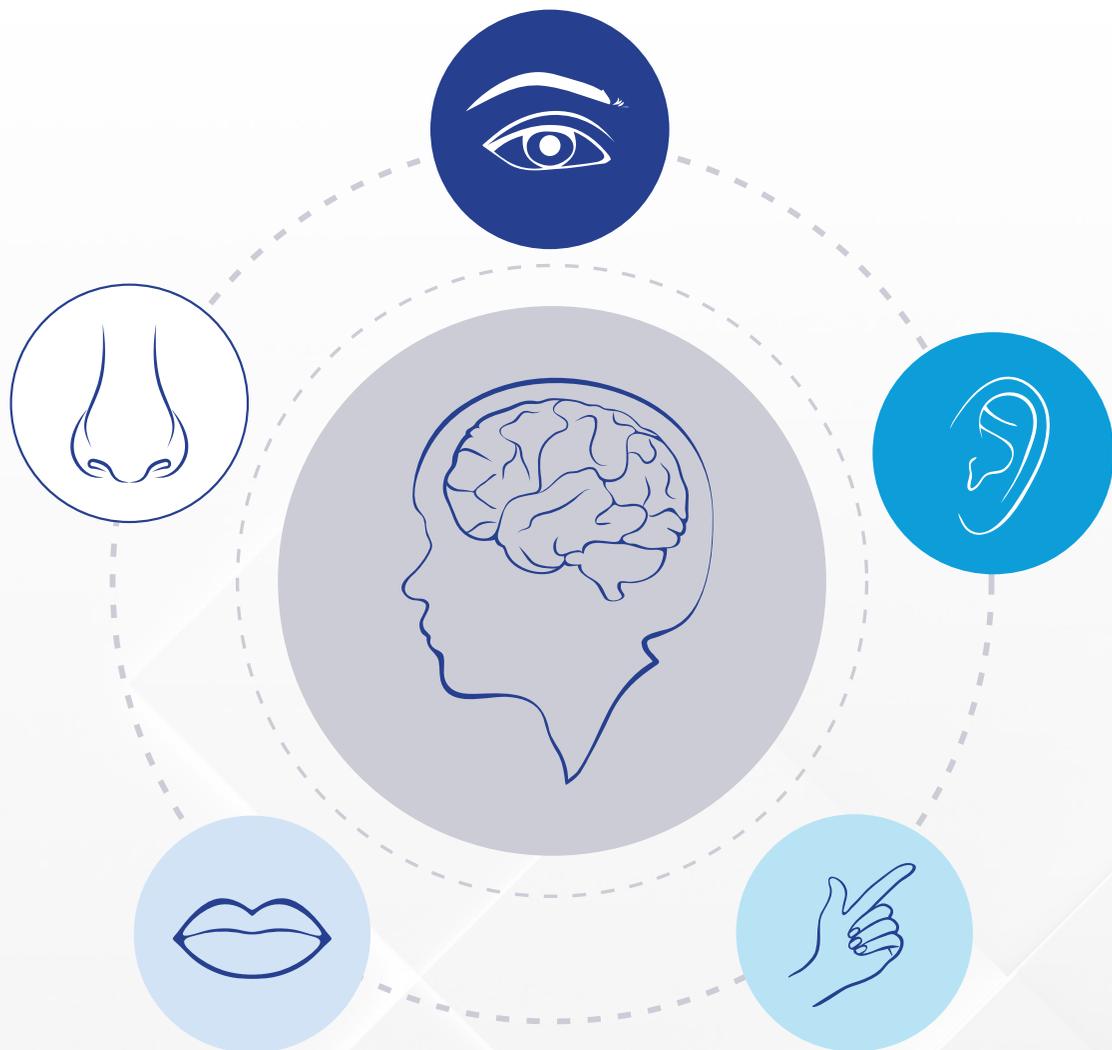


The Sixth Sense is the Retail Experience.

6 key takeaways from our January 2022 Retail Report



Sight

Walmart introduced a new augmented reality shopping experience by engaging families to seek out characters from a Netflix children's show through smartphone QR image-recognition technology hiding in the stores' grocery aisles, users earning badges along the way.

Smell

IKEA uses scent marketing, which partners smell with taste to create a timeless sense of place for its customers. The furniture retailer recently gifted Swedish meatball scented candles to customers for the 10th anniversary of their loyalty program.

Touch

Mountblanc's new flagship boutique in New York City features its classic pens with rare, limited edition writing instruments showcased where handwriting enthusiasts may choose a favorite color of ink to test different nibs on paper.

Sound

Verizon launched a voice-activated digital experience for its brand-specific 5G products. Using smart sign technology, customers call out "Hey Verizon" to initiate an in-store activation that displays their 5G offerings, seamlessly blending the two in the physical environment.

Taste

Costco is recognized around the globe for offering try-before-you-buy food sampling stations, creating the ultimate shopping experience for its members. Spurred by a surge in food court sales, total sales are up \$14 billion from 2020 for the warehouse giant.

Experience

Brands like **Hyundai**, **Gucci**, **Coca-Cola** and **Anheuser-Busch** are tiptoeing into the metaverse, building virtual worlds and selling NFTs sold on blockchain technology to magnify the sensory experience virtually through interactive metaverse opportunities.

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