

Your guide to proactive retail & redefined seasonality

E-commerce is booming, but the truth is, consumers crave real experiences that online just can't match.

In 2023,
American consumers spent
\$7 Trillion
in retail stores, compared to
only \$1 trillion online¹

Sources:
1. [CapitolOneShopping](#)
2. [EY](#)

Step 1: Find your authentic seasons

Leverage cultural moments: Think outside the box and tie your brand to authentic moments that resonate with your audience.

Maximize your own purchase data: Analyze spending trends over the past three years. Are there consistent peaks during certain months? Can you attach seasonality to those moments?



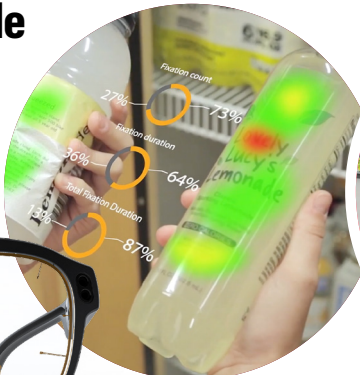
50%
of consumers want to see, touch and feel items before they buy them²

Traditionally, marketers have stuck to the typical seasonality tentpoles to inform their in-store strategy, driving purchases at a few key moments throughout the year. **But if in-store is the point of conversion in your omnichannel approach — it's time to double down.** Here's how to do that effectively:

January	February	March	April
Self-Care season			Allergy season
	Valentine's Day		
Hygge season		Home Improvement season	
May	June	July	August
Pet Shedding season		Poolside season	
Mother's Day			
	Grilling season		Back-to-School
September	October	November	December
Football season		Flu season	
	Halloween		Holidays
		Dry Skin season	

Step 2: Predict at scale

Pre-market testing is a must for finding repeatable and effective tools you can leverage all year long.



Recommended tools:

- Virtual store visualizer
- 3D & interactive prototyping
- Eye-tracking
- Shopper analytics & focus groups

◀ **Quad's proprietary store visualizer**

Step 3: Boldly innovate

Brands win when they merge creativity and technology to create value. Your innovation is your impact, so what tools can you adopt to make your product stand out on-shelf?



Product spotlights:

- ◀ **In-store retail media networks** allow retailers to monetize their space and give brands a media outlet as close to the point of purchase as possible. [Learn more](#)

AI lighting provides the opportunity to track foot traffic and dwell time and adjusts its hue and brightness based on customer flow.



- ◀ **Reality-grade 3D digital twins** produce versatile visual assets to seamlessly integrate into any environment. One product. One scan. Unlimited uses. [Learn more](#)

Step 4: Leverage strategic partnerships



With new seasons come new responsibility. Let your partners be your proactivity lifeline.

Red & green flags for evaluating an in-store partner:

Green

- They have 360° experience from strategy to design to fulfillment
- They can customize your kits across hundreds of stores at scale
- They're backed by creative experts with a history of bold and effective design
- They're committed to innovation

Red

- They're not a team player
- They don't understand your brand
- They have a generic, one-size-fits-all approach

Contact Quad today:
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