

# RETAIL MEDIA: A FIRST WORD PROBLEM



Retail media is the topic of the day – with breathless projections about its size and promise. But for major brands there are many obstacles to realizing this potential – especially when retail media leaves “The Amazon” and enters the omni-channel customer world, where it needs to be integrated with the complex business plans brands have with retailers like Walmart, Target and Kroger.

This creates “**The First Word Problem**”, where “**Retail Media**” has too much media and not enough retail. If any of the following things have happened to you in your company:

- 1 You’ve sat through an hour long meeting between media teams, marketers, eCommerce experts and sales leaders where no progress was made because the teams simply don’t understand each other’s jargon, vocabulary and worldview.
- 2 You’ve spent 10 minutes in a team call talking about inventory before discovering your media and sales teams were talking about 2 completely different types of inventory – advertising and product!
- 3 You’ve been in a joint business planning meeting with a major retailer where your media teams are demanding things from merchants whose decisions can change the commercial fate of your company, and you’ve realized that people that buy things and people that sell things for a living have very different skills
- 4 You’ve fielded a call from a merchandising VP confused about why a \$5,000 media buy is disrupting a multi-million dollar account plan that was aligned and agreed to months ago by the commercial team.

Retail Cities has designed “**First Word Problem**” to be the event that shows a path to resolving these issues by highlighting best in class strategies, tools, capabilities and processes to achieve better retail understanding in your retail media world.

We look forward to seeing you at our event!

<http://bit.ly/3H28uCv>



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March 2  
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Hoboken, NJ

