



BRAND CRUNCH

# Ready to transform the way you communicate?

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**1500 clients**

**50 countries**

**8 locations**

**270 minds**

**One team**

**Your full solution partner**

**Trends and 8 learnings →**

**RETAIL MEDIA**

**Realize the full potential  
of your network**





# The trends that are shaping the industry

1

## AI-driven personalisation

AI is revolutionising the way in which retailers can engage with their consumers in-store, allowing brands to automate and hyper-personalise the customer experience.

2

## Connecting online and offline

Consumers today expect a seamless journey across physical and digital channels so retailers need to fully integrate the in-store and online experience.

3

## Turning stores into advertising platforms

Retailers are increasingly using digital signage for in-store retail media networks with targeted advertising to create new revenue streams.

4

## Sustainability is non-negotiable

Consumers are more aware than ever about sustainability and ethical issues, which has sped up the advancements in E-paper, LED and remote management systems.

# Instore matters more than ever

Instore is where intent meets reality  
and decisions are made

# Influence grows closer to decision

Emotion and physical presence  
matter most at the point of choice



# Shoppers don't experience channels

They experience connected moments  
that build influence across the journey

# Retail Media struggles in silos

When onsite, offsite, and instore are planned separately, impact is diluted



# From cost center to revenue driver

Instore media can link activity directly to sales and commercial outcomes



# Retail Media as a performance system

Connected planning, shared measurement,  
real accountability



# From placements to outcomes

Retail Media is shifting focus from  
impressions to measurable business results



# First-party data powers relevance

Privacy-safe, consented data improves  
experiences without compromising trust



ZETADISPLAY

# Jørn Olsen

<https://www.linkedin.com/in/olsenjorn/>

