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# Cierant AXIOM: AR-Enabled Dixie Cups | 4 Ways Nestlé is Owning Personalization | Retailers Linger Behind

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Marissa, real-time personalization is a journey. Learn how leaders navigate.  
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## Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue looks at how Nestlé has evolved into a personalization pro, three brands pushing the bounds of creativity with AR, and retailers failing to seize new revenue potential.

### Strategy

## AR: From Novelty—to Powerful Shopping Tool



Augmented reality has been the technology to watch since the release of Google Glass in 2014. Allowing companies to transform consumers' view of the world as seen through a mobile device, early AR adopters integrated the technology mostly for the “cool” factor and media buzz it was sure to generate.

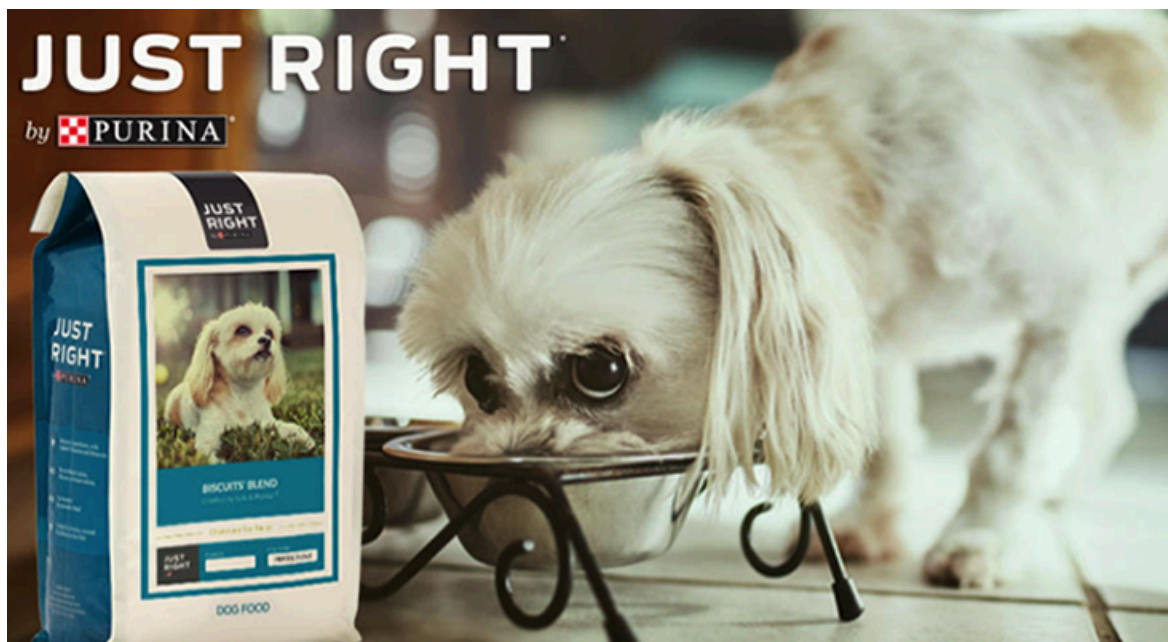
Today, AR has moved from novelty innovation to path to purchase fundamental. CPG brands are no longer just using it to bring static ads and POP displays to life—they are using it to convert path to purchase pain points into unforgettable product engagement experiences. Three leading brands have been highly successful in doing so: Amazon (no surprise there!), Sherwin-Williams and Georgia-Pacific.

Read on to discover their AR innovations and how they're pushing the boundaries of how consumers can connect with brands.

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## Management

# Four Ways Nestlé is Dominating Personalization



Brands that use technology and data to deliver personalized customer experiences are seeing revenue increase by 6% to 10%, two to three times faster than those that don't, according to a Boston Consulting Group survey of VPs and C-level executives at more than 50 companies.

For retail, healthcare and financial services alone, the study found personalization to be a game changer that will push a revenue shift of some \$800 billion over the next five years to the 15% of companies that get it right. This essentially creates a new era of brand marketing for CPG brands—one that requires marketers to focus on leveraging individualized content to forge meaningful, one-to-one engagement. One CPG that has been tremendously successful in doing so is Nestlé.

Read on to learn how Nestlé evolved from personalization novice to master in just a few years and examples of their tailor-made excellence.

[Learn More →](#)

## Trends

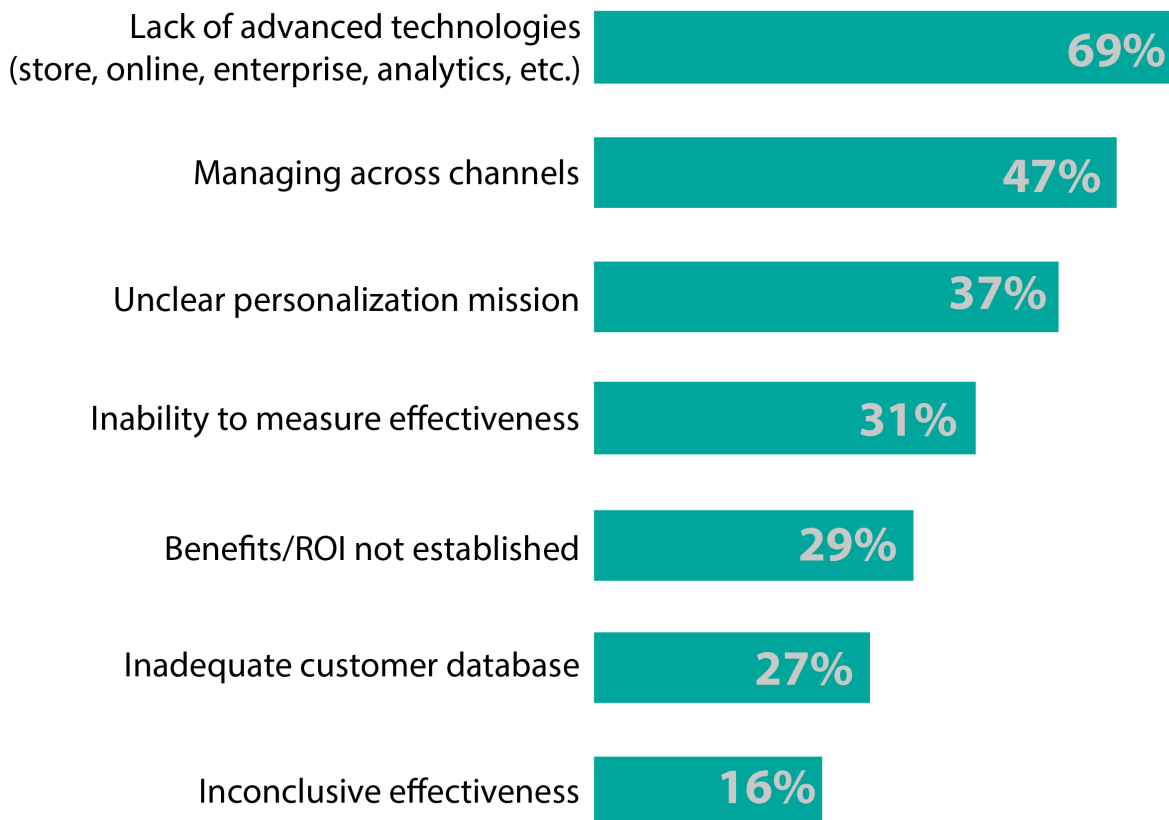
# Closing the Personalization Gaps

In September of last year, Retail Information Systems (RIS) conducted a Targeted Research report of senior executives from national or large regional retailers. Titled “Closing Big Gaps in Personalization,” the report aimed to understand why retailers are underperforming in personalization.

The research found that the growth of the omnichannel customer and proliferation of new channels are major hurdles for retailers to overcome. Most retailers (54%) give themselves a low rating for executing personalization initiatives at an omnichannel level. Two other key impediments include lack of advanced technologies, according to 69% of retailers, followed by ability to manage across channels (47%).

Overall, retailers indicate that personalization is still in the early phases of development, despite the fact that annual sales are estimated to increase 7.6% for retailers who put personalization capabilities in place.

## Top obstacles that impede ability to improve personalization capabilities:



Source: Retail Info Systems (RIS), "Closing Big Gaps in Personalization," October, 2017.

### Resources

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