

# RE.CON

2021: Hit the Ground Sprinting  
with Digital and Data

## Digitalisation of Retail

Speaker



**Ian Cruddas**  
Head of Retail (NF)  
PETRONAS

Moderator



**Adrian Tan**  
Head of Retail,  
Business Insights,  
ADA

**What has been the impact of COVID-19 on retailers like  
PETRONAS Mesra Stores?**

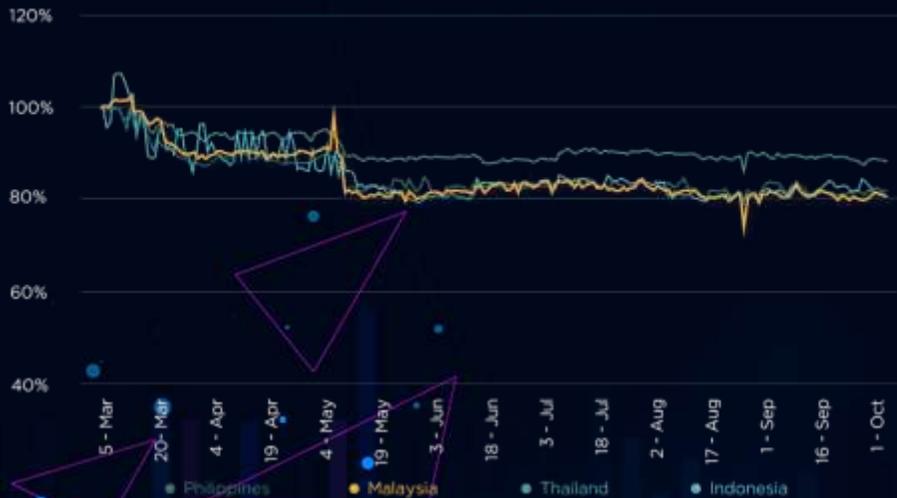


# IMPACT OF THE PANDEMIC ON RETAIL

### Footfall to Convenience Stores



### Footfall to Petrol Stations



All retail players in Southeast Asia are forced to pivot.

- Footfall to retail stores have dropped across the region.
- Over 1,000 Petronas stations need to change.
- With social distancing retailers must find new ways to adjust their consumer offering and their business model.

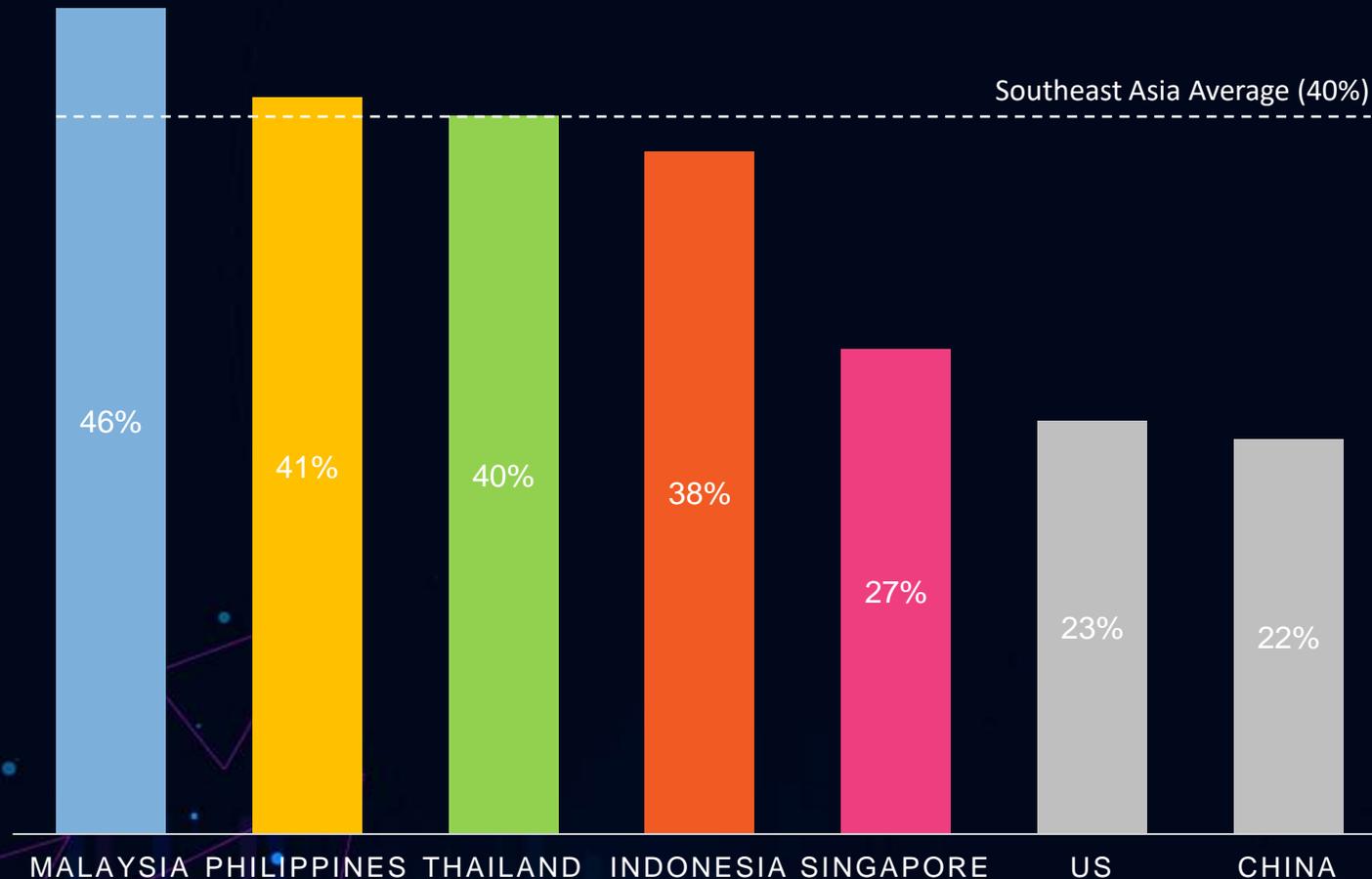


**How can retailers future-proof for 2021 and beyond?**



# EVOLUTION OF RETAIL IN-STORE EXPERIENCE

## Consumers that have tried a new brand during the pandemic

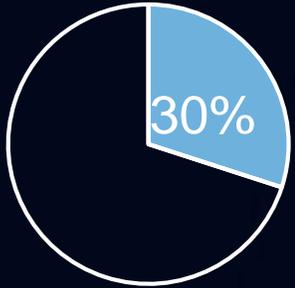


## In-store representatives still play a vital role.

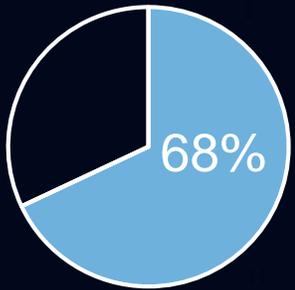
- Digitalisation doesn't happen overnight.
- Dealers can take advantage of the fact that consumers are now more communal and open to trial.
- Petronas needs to continue to nurture and build that community.



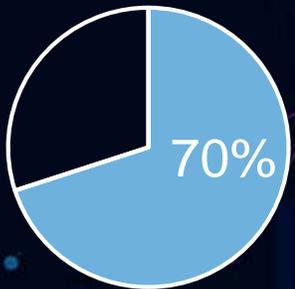
# THE LONG-LASTING IMPACT OF THE PANDEMIC ON RETAIL



Increase in usage of curbside offering



Have changed their shopping behaviour and will continue in the future



Increase in contactless habits

## Uncertainty will make future-proofing difficult

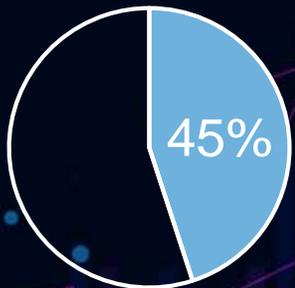
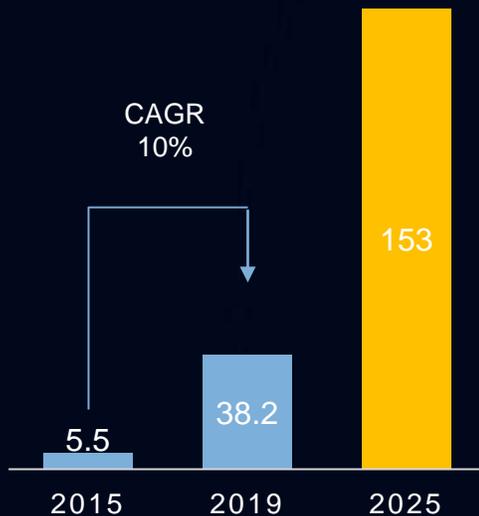
- Technology rapidly becomes outdated so the best way is to remain agile and be prepared to pivot frequently.
- For retailers like Petronas it's about repurposing owned real estate and strategic locations to best meet the rapidly evolving demands of the consumer.
- There's an increased demand in solutions like curbside, drive-through, last mile delivery solutions, and contactless experiences.

**How can a traditional business like PETRONAS meet the demands of a digital-first consumer?**



# CHALLENGES FACED BY TRADITIONAL RETAILERS

## e-Commerce GMV in Southeast Asia



Started purchasing essentials online.

The pivot to digital and e-commerce is not immediate for all retailers.

- It's not enough to have an e-Commerce store, you must first have a value proposition that meets the new consumers needs, crack that and the rest will follow.



# About ADA

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics and marketing solutions.

Operating across 9 markets in South and Southeast Asia, ADA partners with leading brands to drive their digital & data maturity and achieve their business goals.



# About Our Data

Their Digital behaviour culled from **400,000 apps**

Their Offline behaviour gathered from **1 million point of interests**

Their Content Consumption Patterns derived from **800 million videos views**

Their Social media use analysed from **150 million sources**



# CONTACT US

[ada-asia.com/contact-us/](http://ada-asia.com/contact-us/)



© 2020 ADA. All rights reserved.

ADA” refers to Axiata Digital Advertising Sdn Bhd and all related corporations and subsidiaries. The information contained in this publication is for general guidance on matters of interest only. ADA is not responsible for any errors or omissions, or for the results obtained from the use of this information. Certain links in this publication connect to other websites maintained by third parties over whom ADA has no control. ADA makes no representations as to the accuracy or any other aspect of information contained in other websites.

To read more on our privacy terms, or to contact us, please visit [www.ada-asia.com](http://www.ada-asia.com)