



REACTION

ECR Digital Retail Award 2025

REACTION



Why ReAction?

The name captures both what we do and how we do it.

We create *action* in *retail*, building networks, campaigns and experiences that drive measurable results.

And we create *reactions* from shoppers, sparking the attention, emotion, and behaviour that leads to growth.

It also reflects our own ethos: agile, fast-moving, and always ready to act on change.

REACTION



Digital Retail Award Criteria

- Digital Strategy
- Technological Innovation
- User Experience
- Data Utilisation
- Performance Metrics

REACTION



The Three Shelves of Retail

The First Shelf

- Physical stores

The Second Shelf

- Online stores, including retailer websites, apps and marketplaces

The Third Shelf

- All other shoppable touchpoints

REACTION



REACTION

you Ain't seen nothing yet



REACTION

REACTION

REACTION

THANK
YOU

