



THE  
**DNA**  
OF THE DIGITAL  
NATIVE AUDIENCE

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**THE ONE-CLICK**  
STORE OF THE FUTURE

**The Digital Native Audience (DNA) is the first population of shoppers in history for whom experience, facilitated by technology, has always been a fact of life. The DNA's worldview—individualistic, yet always digitally connected and malleable—is fundamentally different from previous generations. This unprecedented segment represents the future of consumer culture. Mutability, novelty, an embrace of inexhaustible newness—this is the DNA of the DNA. What does this new worldview mean for the future of branding and experiential retail?**

For the last several years retailers have been closing more stores than they are opening. The root of this problem lies in the old ways of attracting and gaining consumer loyalty. They don't work anymore. But retailers aren't evolving—or aren't evolving fast enough—to keep up with the needs and expectations of one of the largest populations in history, the DNA.

The DNA was raised in the era of the Internet and smartphones. They shop and think differently than previous populations. These consumers are automatically importing expectations nursed and nurtured online into all aspects of their lives including retail stores, and this influence will only grow.

## Think like the DNA

Brands need to have more than a mere familiarity with technological novelty. It's not a question of accommodation or implementation of the newest gadgets. It's a revolution in the very essence of identity. The desire for dynamism is rooted in an existential shift. One brands cannot ignore if they want to connect with these Digital Natives. The advancement of technology hasn't just changed the way people shop, but the way in which they form their identities and navigate their worlds.

## The Showroom is the SOTF for the DNA

With shifts in consumer shopping behavior and expectations, new spaces and valuable in-store real estate need to be freed up for reinvention and innovation. Enter the Showroom Store. It is the end of old school checkout which makes room for a more emotionally satisfying shopping experiences. Something the DNA craves. Space devoted for decades to the endless, mind numbing design conformity of register lines can now be made available for more influential purposes.

## Innovation Lives in the DNA

The Digital Native Audience likes to shop, they like to browse, they even still like brick-and-mortar stores. Consumers now think of themselves as brands and are using the digital space to build and refine that personal brand. If your consumer base is primarily the DNA, there is one thing you should know: You're not going fast enough, and you cannot go too fast. The DNA is ready for boldness, experimentation and innovation, it's who they are. Are you ready for them?