

Beiersdorf's Axel Adida on Global Commerce Shifts

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On this episode of the Brave Commerce podcast, hosts Rachel Tipograph and Sarah Hofstetter sit down with Axel Adida, chief digital officer at German skincare and hygiene giant Beiersdorf, to discuss the evolving landscape of global commerce.

Adida, who brings a wealth of experience from his time at L'Oréal and Sanofi, shares insights into the seismic shifts reshaping the beauty and health industries. From the enduring power of great brands to the explosion of digital media and the rise of data-driven marketing, Adida offers a comprehensive look at the forces driving today's consumer behaviors.

He also dives into the unique dynamics of the Chinese market, explaining why it's a bellwether for global trends. He explores how China's digital ecosystem, particularly the dominance of platforms like WeChat and the boom in livestreaming, sets the pace for innovation in commerce. The conversation touches on the challenges and opportunities of translating these trends to other regions, and the nuances that make certain strategies succeed in one market while struggling in another.

Finally, the episode delves into the concept of the “desire economy,” where luxury and beauty brands thrive by creating products that consumers don’t just want, but deeply desire. Adida discusses how today’s consumers engage in an endless loop of inspiration, exploration, and community interaction, reshaping the traditional marketing funnel.

With influencers now playing a pivotal role in purchasing decisions, Adida offers a fresh perspective on how brands can navigate and leverage this new landscape to build lasting connections with their audience.

Key takeaways:

Global Digital Transformation: Explore the fundamental shifts in digital media, data-driven marketing, and consumer engagement that are transforming the global commerce landscape.

China’s Influence: Understand the unique role of China as a trendsetter in digital commerce, and how its rapid innovation cycles provide valuable lessons for other markets.

The Desire Economy: Learn how luxury and beauty brands are capitalizing on the “desire economy,” where consumer motivation is driven by a deep connection to brand values and social validation.

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