

Bridging Offline and Online Retail With Kraft Heinz and Newell Brands

Introducing the [Adweek Podcast Network](#). Access infinite inspiration in your pocket on everything from career advice and creativity to metaverse marketing and more. [Browse all podcasts](#).

Brave Commerce Live took over New York in 2024, bringing together hundreds of brand leaders to discuss the biggest challenges and opportunities facing the commerce industry and how they could work together to drive growth.

This special episode recorded at the event, Ashley Becker, vp of global ecommerce capabilities at Kraft Heinz, and Mike Geller, president of ecommerce and digital at Newell Brands, joined Brave Commerce host Sarah Hofstetter on stage for a dynamic discussion on whether brands should maintain distinct strategies for online and offline commerce or embrace a fully integrated omnichannel approach.

This conversation explores how brands can best meet consumer expectations across diverse touch points. Ashley and Mike share practical strategies for delivering seamless experiences both online and offline. They discuss navigating interactions across channels, fostering collaboration, and adapting to create a unified omnichannel approach.

Key takeaways:

Understanding the Consumer Journey: How multiple touchpoints influence buying decisions.

Fostering Collaboration: Breaking down silos for cohesive, consumer-first strategies.

Omnichannel Excellence: Balancing distinct approaches with an integrated strategy to maximize impact.

Recommended articles

<https://www.adweek.com/commerce/bridging-offline-online-retail-kraft-heinz-newell-brands/>