

The Convergence of Commerce and Media With Unilever

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In this episode of the Brave Commerce podcast, co-hosts Sarah Hofstetter and Rachel Tipograph sit down with Ryu Yokoi, chief digital officer for Unilever's Personal Care North America division, to explore the company's dynamic shift toward digital commerce and performance-driven marketing.

Yokoi shares insights from his impressive 20-year tenure at Unilever, revealing how his diverse experiences across brand management, startups and digital strategy have equipped him to lead the personal care giant through a period of rapid transformation.

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Yokoi discusses the company's strategic integration of media, digital marketing and ecommerce, explaining how this convergence is reshaping Unilever's approach to the marketplace. He reflects on his journey from traditional brand management to running a direct-to-consumer startup, and how these experiences inform his current role.

With an emphasis on data-driven decision-making and omnichannel strategies, Yokoi highlights the importance of agility and adaptability in today's fast-paced digital

landscape.

Listeners will gain valuable insights into how Unilever is positioning itself to thrive amid competition from both established brands and disruptive challengers. Yokoi also touches on the critical role of retail media and the evolving relationship between sales and marketing in the age of digital commerce.

Whether you're a CPG marketer, digital strategist or simply interested in the future of commerce, this episode offers a fascinating look into the inner workings of one of the world's largest consumer goods companies.

Key takeaways:

Media and Commerce Convergence: How Unilever is integrating media, digital marketing and ecommerce to create a more cohesive and outcome-oriented approach.

Leadership Insights: Ryu Yokoi's unique career path and how his experiences have shaped his leadership in driving digital transformation at Unilever.

Competitive Edge in Digital Commerce: The strategies Unilever is employing to stay ahead of both legacy competitors and emerging challenger brands in a rapidly evolving marketplace.

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