Unpacking the Future of Retail vs. National Media With Wella and Reckitt

> ADWEEK House is heading back to Vegas! Unpack commerce trends and technology at ADWEEK House Las Vegas on March 25. RSVP.

On this episode of the Brave Commerce podcast, recorded at Brave Commerce Live 2024, two experts in media investment engaged in a candid debate on the evolving dynamics of brand media and retail media.

Farrah Linden, media director at Wella Company, and Josh Cierski, associate director of media at Reckitt, joined hosts Rachel Tipograph and Sarah Hofstetter for this insightful discussion unpacking how brands navigate budget allocation, performance measurement, and strategic alignment in a rapidly changing retail landscape.

Farrah and Josh share how their organizations structure media investments, the challenges of defining retail media within broader marketing strategies, and the increasing role of first-party data, closed-loop attribution, and creative excellence in optimizing retail media spend.

They also debate whether retail media should be held to the same standards as traditional brand media and how organizations can best structure teams to ensure cohesion, measurement rigor, and budget fluidity.

From the latest trends in ecommerce, omnichannel marketing,

and consumer data strategies to the future of media investment, this conversation offers invaluable insights for brands looking to maximize ROI in an era where digital and retail media are increasingly intertwined.

Key takeaways:

Retail Media vs. Brand Media: How brands define and allocate budgets across national, retail, and digital channels to drive performance

Rethinking Measurement: Why ROAS isn’t enough and how incrementality, CLV, and brand lift are shaping modern media strategies

Creative & Media Maturity: The role of video, platform differentiation, and retailer partnerships in maximizing retail media effectiveness

Recommended articles
https://www.adweek.com/commerce/future-retail-media-national-media-wella-reckitt/