



ModernRetail
Awards 2021



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This year's Modern Retail Awards honors the retailers that powered through the changes and uncertainty brought about in 2021 while finding ways to address social injustice through marketing campaigns, pivot to keep pace with shifting consumer habits and more.

Some of this year's winners transformed from legacy retail to omnichannel, while others focused on utilizing personalization to identify consumer needs. Among the throughlines in this year's selections was a renewed focus on personalization. Innovative approaches to audiences also marked the judges' favorites. And, as advertisers' focus shifts toward first-party data and delivering exceptional customer experiences, retailers are getting more creative with their offerings. In a year where travel was mostly stifled, for example, retailers came up with campaigns to ignite the excitement that planning a trip brings while consumers were still on their couches.

This guide presents the winning programs and offers insights into how and why the programs became the Modern Retail Awards judges' picks. In each entry are pointers and lessons for organizations everywhere, and inspiration for organizations working on shopper-focused campaigns of their own.

Best E-commerce Experience

MGA Entertainment and Brand3P



Program

Toy company MGA Entertainment partnered with Brand3P to create an e-commerce brand experience for its L.O.L Surprise! brand on Amazon and other global marketplaces. The resulting Brand Celebration Store leveraged Amazon's huge selection of core and licensed products, sourced from many business partners, to provide a safe, trusted online environment for the brand's fans to find new items. The brand store acts as a retailer laboratory of sorts, with shopper and browsing data from Amazon allowing for constant improvement to the L.O.L Surprise! brand experience that can be applied to other marketplaces as well.

Insights

The Brand Celebration Store was created to increase the toy brand's visibility and sales by providing a consistent and engaging omni-channel shopping experience for desktop and mobile. Once the store was launched and proved on Amazon, the concept could be repeated in other markets and with other retailers. After the initial February 2021 launch on Amazon U.S., nine other markets have followed, and a similar strategy was initiated with Target and Walmart, resulting in higher sales and brand visibility across the omnichannel consumer experience.

