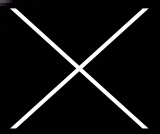


four  
questions  
to ...

Marc  
Schumacher

Managing Partner, LIGANOVA



Markus  
Schuhmacher

CEO, HERREN DER SCHÖPFUNG

# 1 / What are the main synergies between HERREN DER SCHÖPFUNG and LIGANOVA? What excites you most and what do you expect from the partnership?

MARC SCHUMACHER, LIGANOVA

„Physical touchpoints will need even more digital and virtual extension in the future. With our strategic digital competence and HERREN DER SCHÖPFUNG's digital creation & production expertise we are one step further in closing the gap between digital and physical for unique brand experiences.“

MARKUS SCHUHMACHER, HERREN DER SCHÖPFUNG

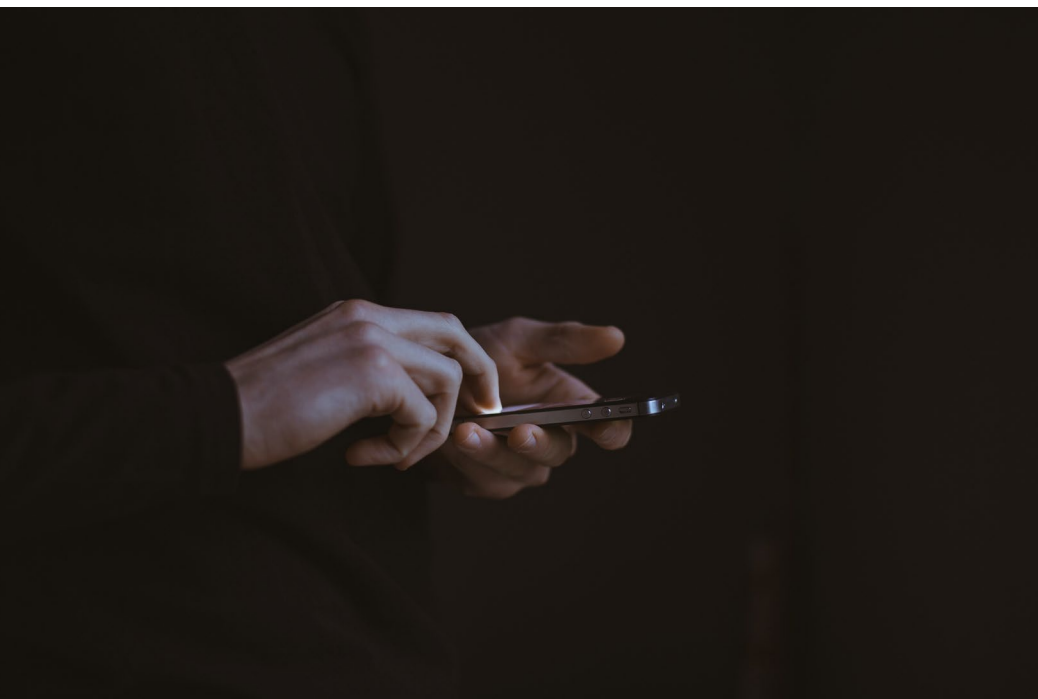
„We strongly believe in LIGANOVA's mission of "transforming commercial spaces into phygital experiences." With our main focus on creative technologies, we are very excited to be a strong partner on the digital end of that mission. We also share a similar culture of curiosity, the sense of aesthetics and the passion for innovative ideas.“



## 2 / Which tech is most important at the moment for bridging the physical and digital worlds?

MARKUS SCHUHMACHER, HERREN DER SCHÖPFUNG

„We are always scanning for and experimenting with new technologies. We do see a rising popularity in consumer AR technology. Many brands today create virtual product experiences with existing 3D models to market, extend and sell their physical products – at home, on the go or right in the store. Especially with the rise of web-based AR and the integration into social platforms like Snapchat and Facebook, augmented experiences get more and more accessible and convenient, because you don't have to download apps anymore. We even developed our own AR kit ready to use for brands and became official Snapchat and Facebook AR partner.“



# 3 / What will be the new requirements that brands will have to meet in future?

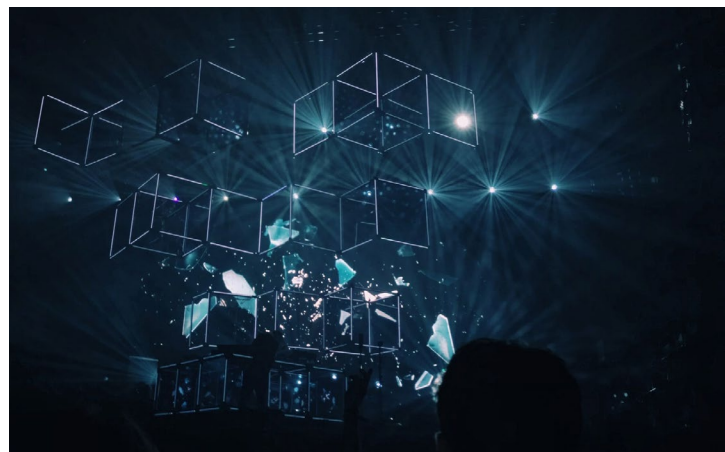
MARC SCHUMACHER, LIGANOVA

„Coping with the inflationary claim customers have. Time is valuable and when brands don't understand that they are competing for time beyond their industry they will never come up with new occasions that deliver incentives for customers to interact with the brand in new ways.

The current situation with Covid-19 accelerates the digitization in retail. Buying is meet more than ever via E-Commerce. The challenge is now to create the known convenience from e-commerce at the physical touchpoint while embracing physical experience multisensory that e-commerce is lacking. It's now about creating lasting brand experiences that shape the way retail is done for good.“

MARKUS SCHUHMACHER, HERREN DER SCHÖPFUNG

„Brand soon have to cater a world where technology and the internet will be everywhere we go. Our kids won't understand the difference between analog and digital. We think the most important thing for brands will be to connect their digital and physical world into one experience ecosystem. The consumer simply doesn't care if he or she is buying at the store or online. They only care for the best, most convenient and most exciting experience possible – no matter the touchpoint.“



# 4 / What are some of the most innovative and inspiring moves you've seen brands make this year?

MARC SCHUMACHER, LIGANOVA

„Brands finally understand the relevance of a clear stance. I really liked the moves a lot of brands have made recently in response to Covid-19. Nike, for example, teamed up with charitable organization Good360 to donate footwear, clothing and equipment to healthcare professionals, and LVMH started producing hand sanitizer and distributing it to the French authorities for free. In the digital sphere, Zoom offered free unlimited access to schools faced with the sudden need to switch to online education, and Headspace opened up its meditation app to unemployed people and healthcare workers across the US.“



L I G A N O V A X H E R R E N D E R S C H Ö P F U N G