

New firm merges insight and tech to drive purchase



Alan Brennan, Managing Director, dcGTR



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dcGTR is a new business specialized in global travel retail, offering the industry access to cutting-edge technology centered on 3D virtual reality and augmented reality technology with integrated digitalized mobile apps.

dcGTR is a partnership between dcactiv, a leading retail design and shopper marketing agency, and respected industry executive Alan Brennan.

The core competencies and digital capability of dcGTR are built on six commercial pillars: planning, design, research, selling, execution and learning. Each can be applied, integrated and customized to the individual stakeholder according to their business needs (#CreativeCommercialTech).

Brennan, Managing Director, dcGTR, explained: “We bring to market a powerful and differentiated combination of cutting-edge technology merged with insight that offers industry stakeholders a unique opportunity to capture better and more effective shopper intelligence as to what drives greater purchase on the shopper journey.”

The partners have also established a strategic collaboration with Swiss-based m1nd-set, the leading research agency in travel retail. The collaboration offers stakeholders a powerful end-to-end integrated tech-based solution in traveler-shopper research, according to Brennan.

dcGTR’s virtual and augmented reality technology can be used to create, test and measure virtual retail environments, brand activations and point of sale material with target shopper groups, before any major capital investment has been made.

In addition, the integrated digital 3D apps provide a “cost-effective mobile platform to ensure flawless in-store execution, best-in-class compliance and continuous learning across a global retail operation”, said Brennan.

dcactiv was established in the UK in 1998 and is considered one of the leading shopper marketing agencies working internationally with major clients such as Unilever, Lego, Nestlé, Imperial Brands, Energizer and Coca Cola.

Brennan is a senior executive with over 25 years’ experience of working in travel retail in senior global management positions, notably in sales and shopper marketing with Nestlé International Travel Retail.

dcGTR plans to attend the upcoming trade fairs TFWA Asia Pacific in Singapore and the TFWA World Exhibition in Cannes.

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