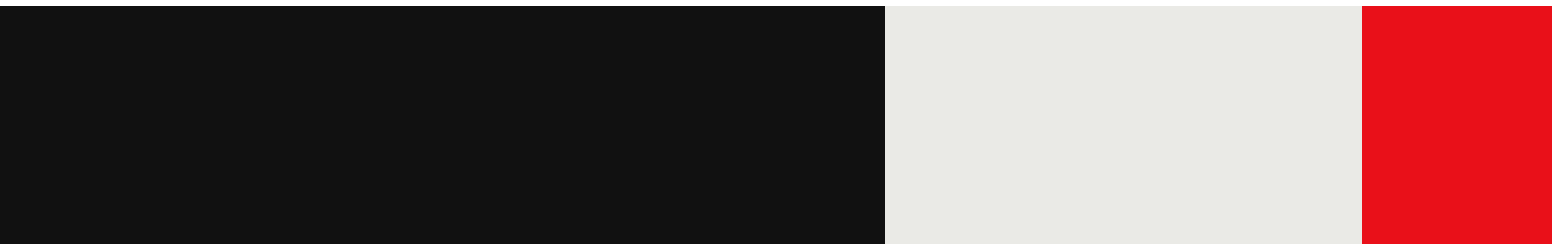


Reimagining Retail: Are shopping promotional holidays still relevant, and some good marketing examples

Audio



On today's episode, in our "Retail Me This, Retail Me That" segment, we discuss how retailers build a sense of urgency and the goals of retailer-specific holidays beyond just sales. Then for "Pop-Up Rankings," we rank the top three examples of effective retail holiday marketing and discuss a miss. Join our analyst Sara Lebow as she hosts analyst Suzy Davidkhanian and Briefings director Jeremy Goldman.



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