

AAI INVITATIONAL SYMPOSIUM

Antitrust Challenges of Multi-Channel Distribution and Shopper Marketing

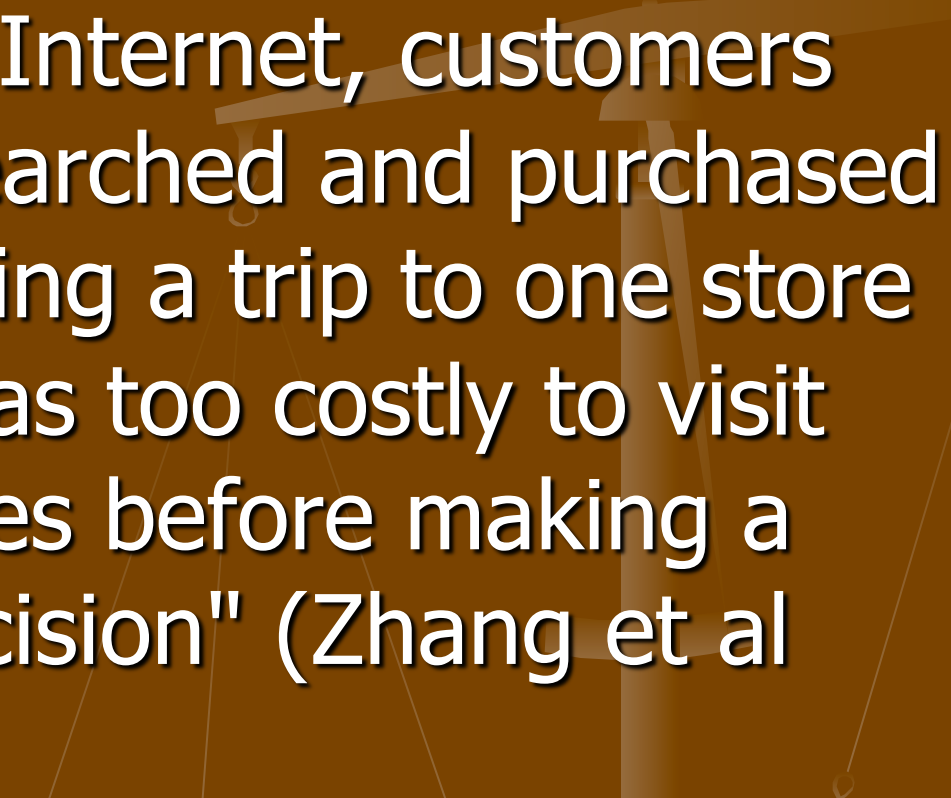
Overview

Greg Gundlach
American Antitrust Institute
University of North Florida

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The Past...

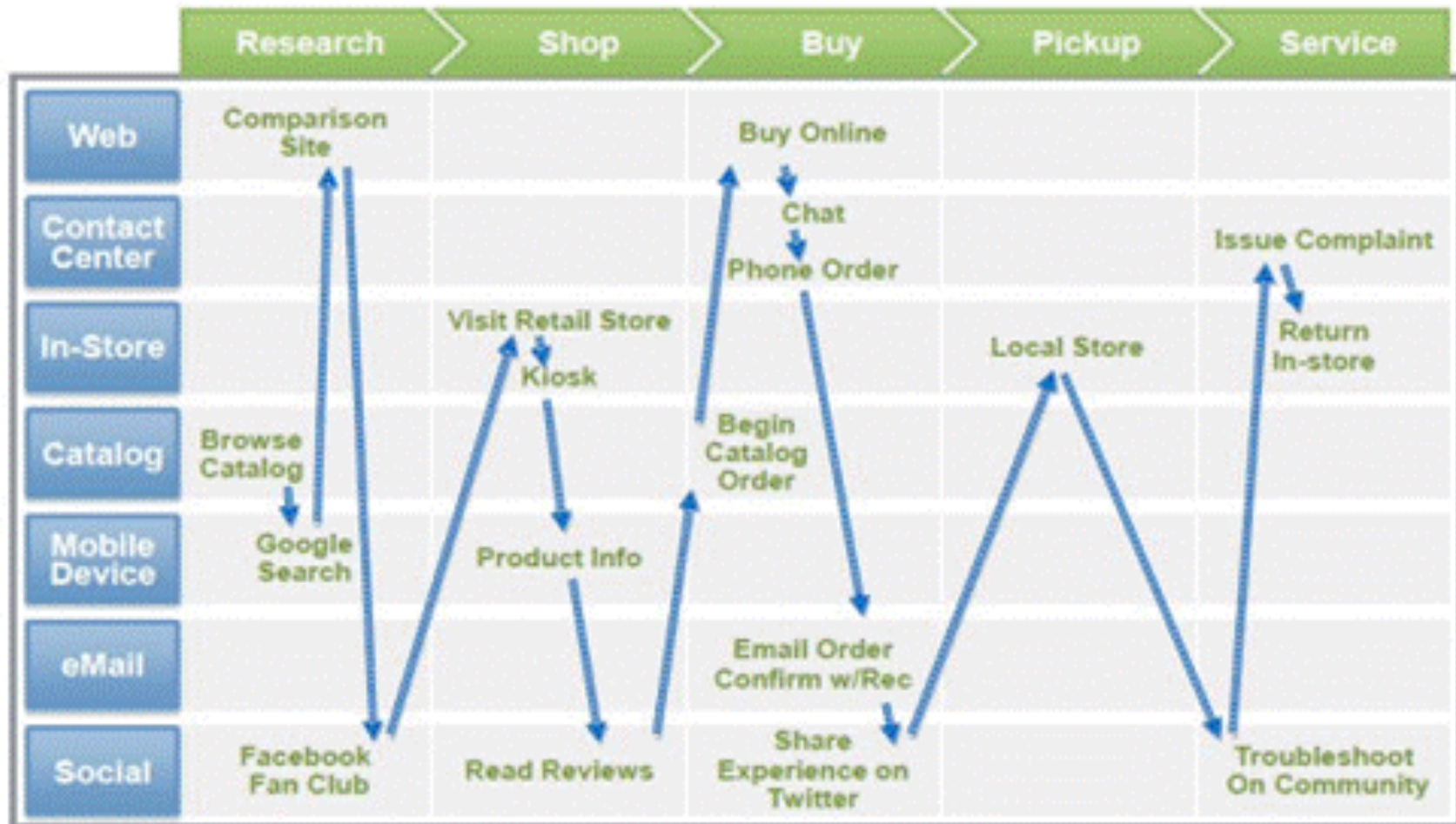
"Prior to the Internet, customers typically researched and purchased products during a trip to one store because it was too costly to visit multiple stores before making a purchase decision" (Zhang et al 2009)

A faint, stylized illustration of a balance scale is visible in the background. The scale is tilted, with the right pan being lower than the left pan, suggesting it is heavier. The entire image has a dark brown, textured background.

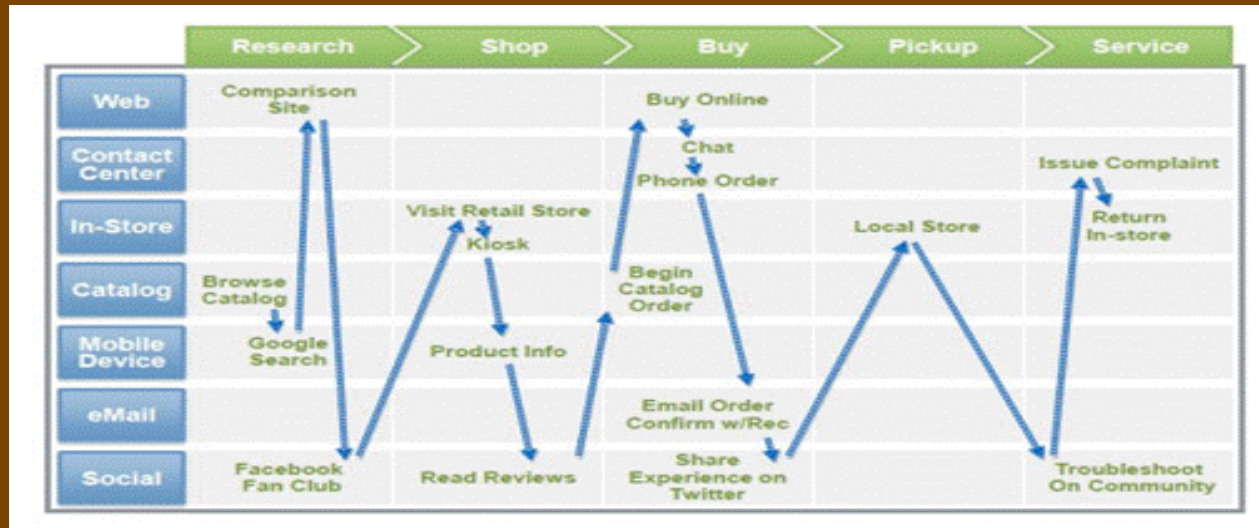
Path to Purchase



Multichannel Shopping and distribution



Multichannel Management

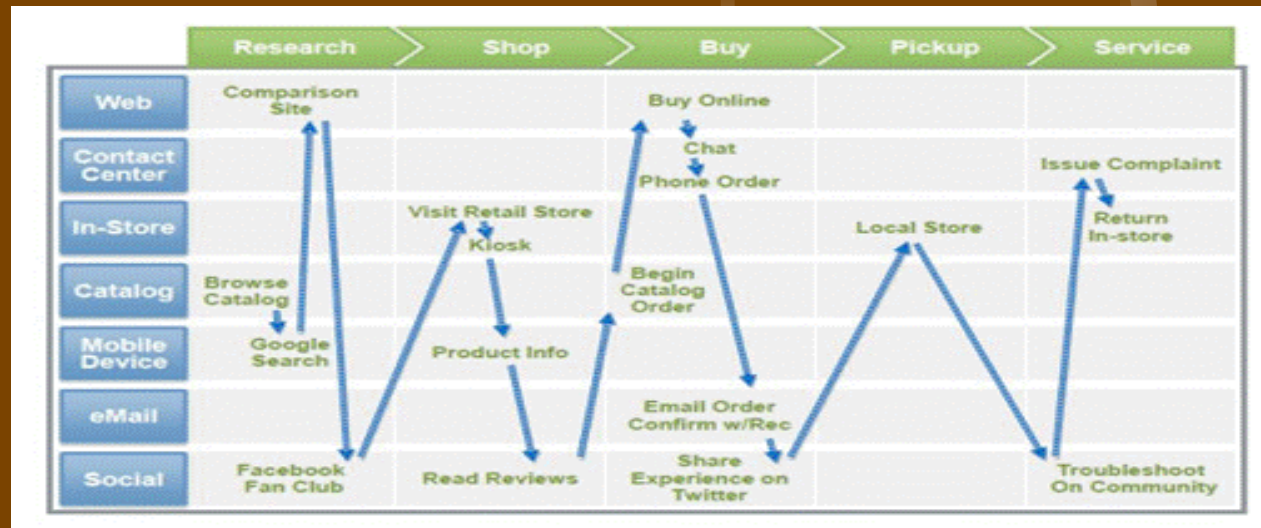


In this new era, Producers are still assembling channel members to carry out their marketing strategies, but many are adopting new ways of thinking in how these channels should work

"Closed" System



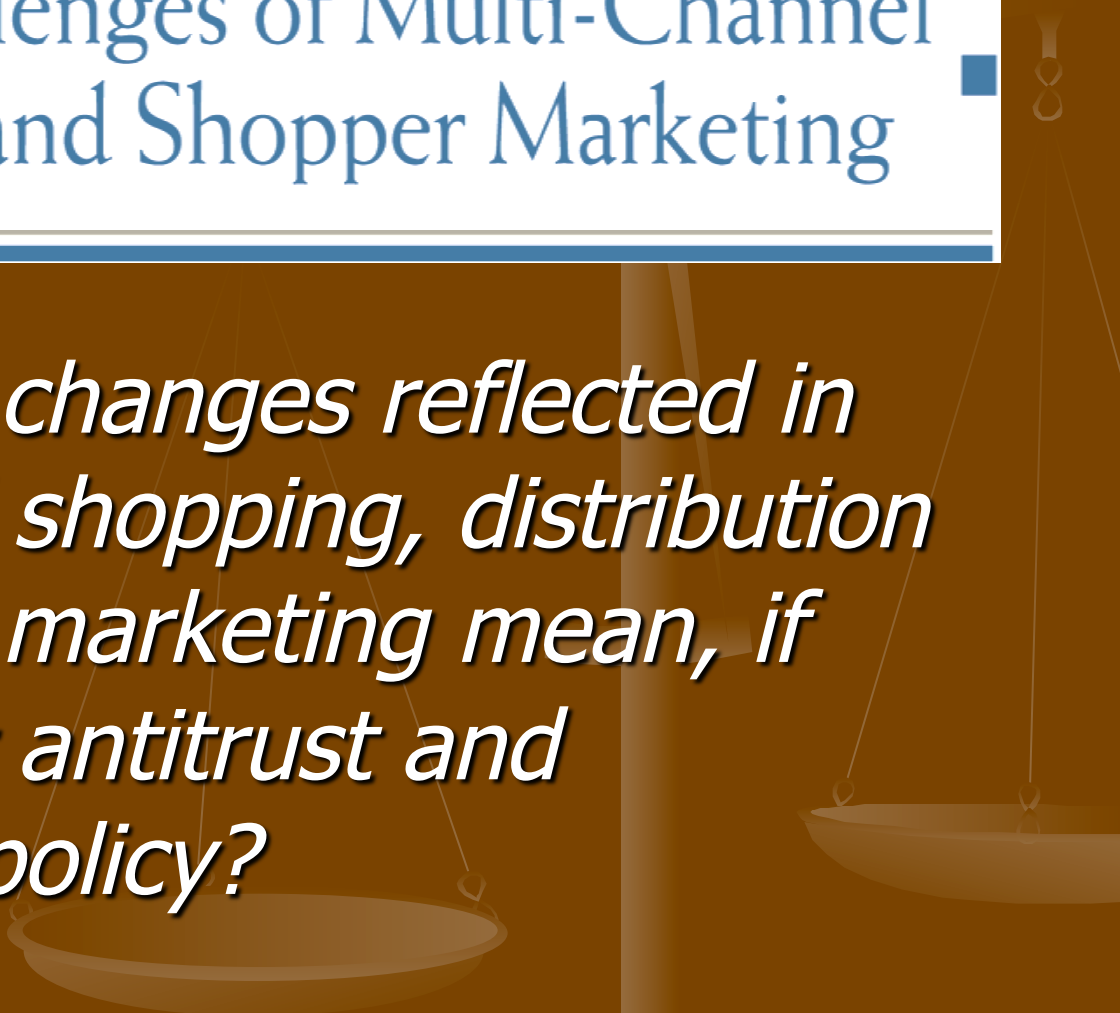
"Open" System



AAI INVITATIONAL SYMPOSIUM

■ Antitrust Challenges of Multi-Channel Distribution and Shopper Marketing ■

What do the changes reflected in multichannel shopping, distribution and shopper marketing mean, if anything, for antitrust and competition policy?



AAI Invitational Symposium

- 9:30 a.m. **Multichannel Distribution, Retailing and Supply Chain: Academic Research**
 - Joseph P. Cannon, Associate Professor of Marketing, Colorado State University College of Business
 - Paul W. Farris, Landmark Communications Professor of Business Administration, University of Virginia Darden School of Business
 - Andy Tsay, Department Chair and Associate Professor of Operations Management & Information Systems, Santa Clara University, Leavey School of Business
- 11:00 **Break**
- 11:15 a.m. **Case Study: Babies“R”Us**
 - William Comanor, Professor of Economics, University of California Santa Barbara; Professor of Health Services, University of California Los Angeles
- 12:00 p.m. **Luncheon**
 - Jonathan Sallet, Partner, O’Melveny & Myers LLP
- 1:30 p.m. **AAI Research on Multi-Channel Distribution and RPM**
 - Ken Manning, Head of Department of Marketing, Colorado State University College of Business
 - Gregory T. Gundlach, Professor, University of North Florida Coggin College of Business
 - Joseph P. Cannon, Associate Professor of Marketing, Colorado State University College of Business
- 2:15 p.m. **Consequences for Antitrust Thought and Practice**
 - Marina Lao, Professor, Seton Hall University School of Law
 - Russell Lamb, Principal, Advanced Analytical Consulting Group
- 3:00 p.m. **Roundtable Discussion**
 - Moderators:
 - Albert A. Foer, President, American Antitrust Institute
 - Gregory T. Gundlach, Professor, University of North Florida Coggin College of Business
- 4:30 p.m. **Closing Remarks**

Further reading...

■ Multi-channel research

- Scott A. Neslin & Venkatesh Shankar, *Key Issues in Multichannel Customer Management: Current Knowledge and Future Directions*, 23 J. Interactive Marketing 70, 70 (2009)
- Jie Zhang et al. (including Paul Farris and Barton Weitz), *Crafting Integrated Multichannel Retailing Strategies* 4 (Harvard Bus. Sch. Working Paper, No. 09-125, 2009), available at <http://hbswk.hbs.edu/item/6181.html>
- V. Kumar & Rajkumar Venkatesan, *Who are the Multichannel Shoppers and How do they Perform?: Correlates of Multichannel Shopping Behavior*, 19 J. Interactive Mktg. 44, 45 (2005)
- Avrind Rangaswamy & Gerrit H. Van Bruggen, *Opportunities and Challenges in Multichannel Marketing: An Introduction to the Special Issue*, 19 J. Interactive Marketing 5, 5 (2005)
- Paul F. Nunes & Frank V. Cespedes, *The Customer Has Escaped*, Harv. Bus. Rev., Nov. 2003

■ RPM research

- Antitrust Bulletin (2010), *Special Issue: Antitrust Analysis of RPM Following Leegin* (Vol. 1 & 2), (editor: Greg Gundlach), 55 (1 & 2).