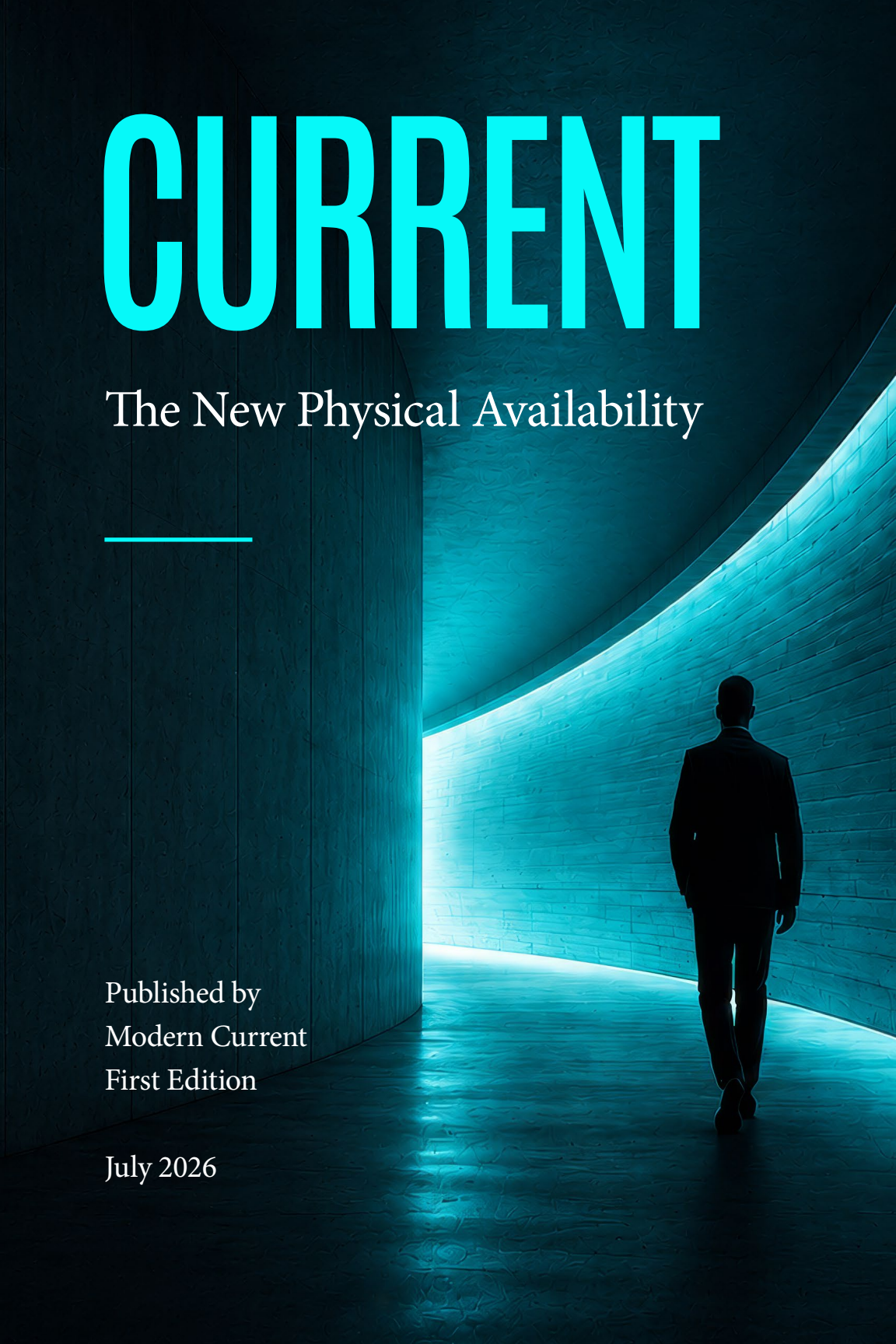


CURRENT

A person in a dark suit is walking away from the viewer down a long, curved corridor. The walls and ceiling are made of a textured material, possibly stone or concrete, and are illuminated with a bright, cool blue light that creates a strong glow and long shadows. The floor is dark and reflective. The overall atmosphere is futuristic and mysterious.

The New Physical Availability

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An Observation

We live in a time when consumers have never had more choice, more information, and more ways to discover brands. Yet many organizations still operate as though consumers move through one channel at a time. They don't.

They move effortlessly between retail, digital, social, media, communities, and culture. The brands that will grow aren't necessarily the loudest or the largest. They'll be the ones that are intentionally present in the moments that matter.

That's the idea behind CURRENT. An ongoing conversation about how brands grow now—not how they grew yesterday.

Stephen Chriss
Founder, Modern Current



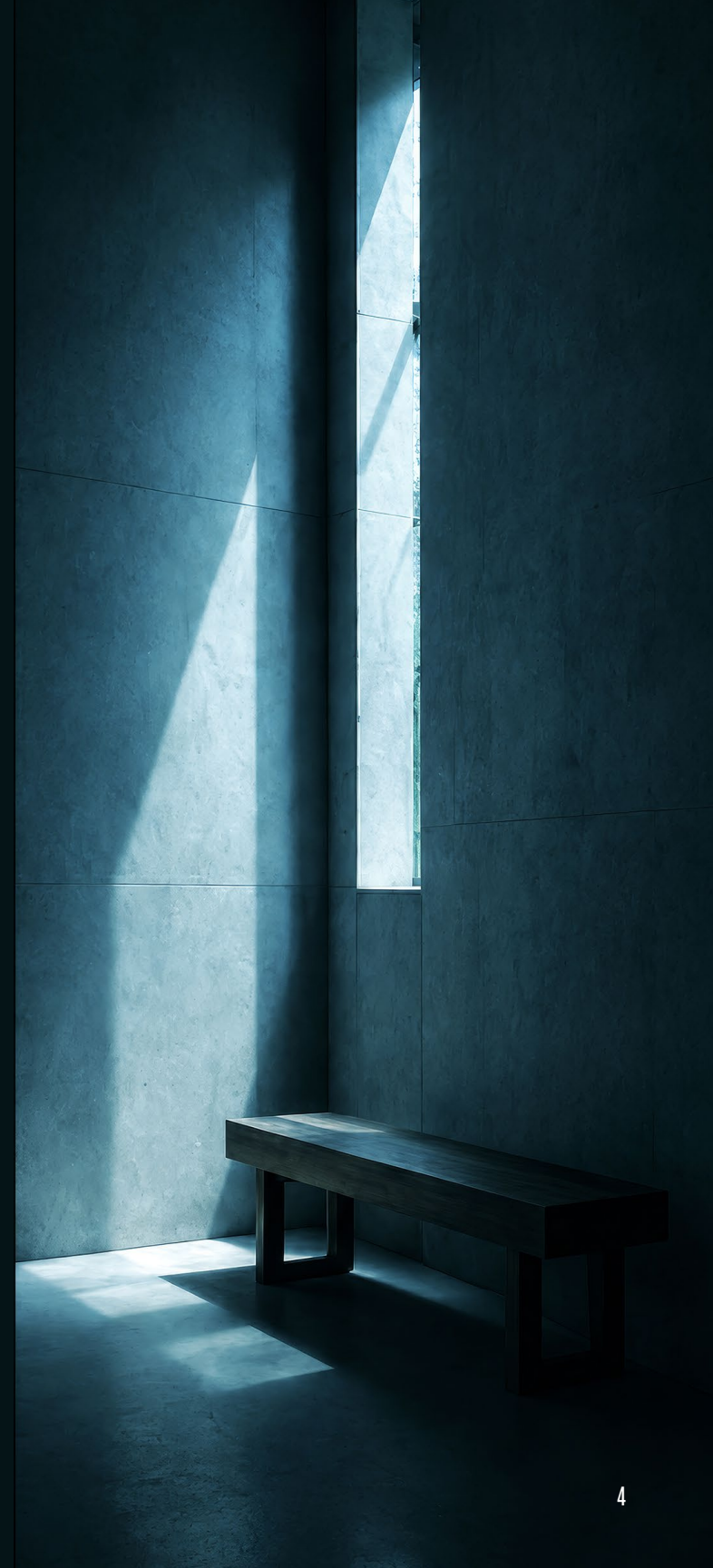
BELIEF

Consumers don't experience
organizations

They experience brands

Presence creates
growth

Brands create
demand



BE THERE

Where is your brand?

Consumers don't
experience channels

They don't experience departments

They experience brands

Brands don't grow by being everywhere

They grow by being present where consumers
discover, evaluate, choose and buy

That is Brand Presence

That is how brands become impossible to miss

WILL YOUR BRAND BE THERE?

For decades, Physical Availability meant one thing

Being easy to buy

Wide distribution

Shelf space

Points of sale

Consumer Journey

That definition helped shape one of the most influential ideas in modern marketing

The world has changed

The New Physical Availability

Consumers no longer discover and purchase brands in one place. They move naturally between retail stores, digital commerce, media, culture and the communities that influence them

Brands need to move with them

Physical Availability should evolve to reflect that reality

The New Physical Availability

The intentional practice of building Brand Presence where consumers discover, evaluate, choose and buy

Not everywhere

Where it matters most

Building Brand Presence

Brand Presence isn't built through one campaign

Or one retailer

Or one channel

It's built over time

One meaningful interaction after another.

Consumers remember the brands that consistently show up
in the moments that matter

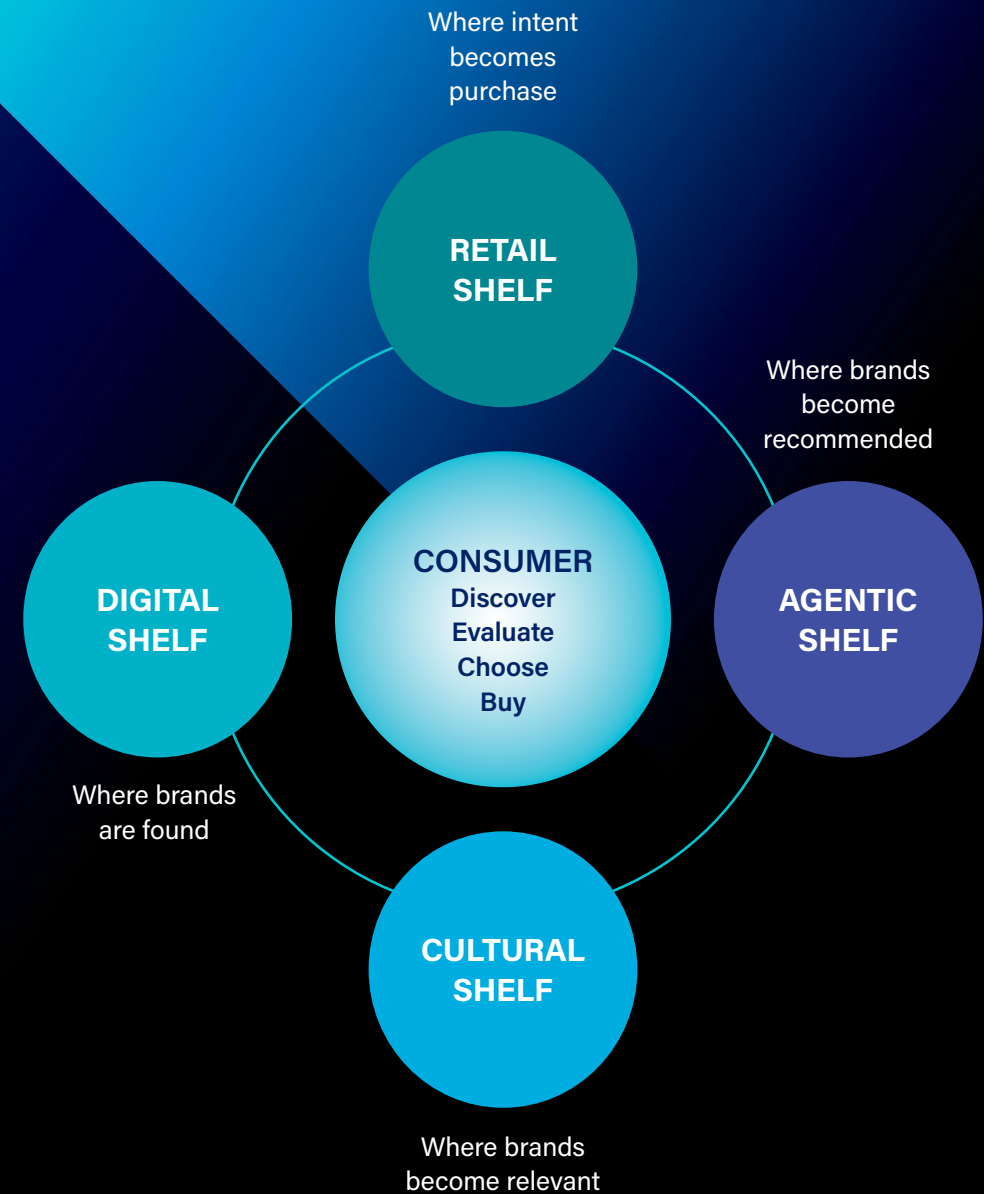
Growth belongs to those brands

Brands become impossible to miss

The Four Shelves

Where Brand Presence Lives

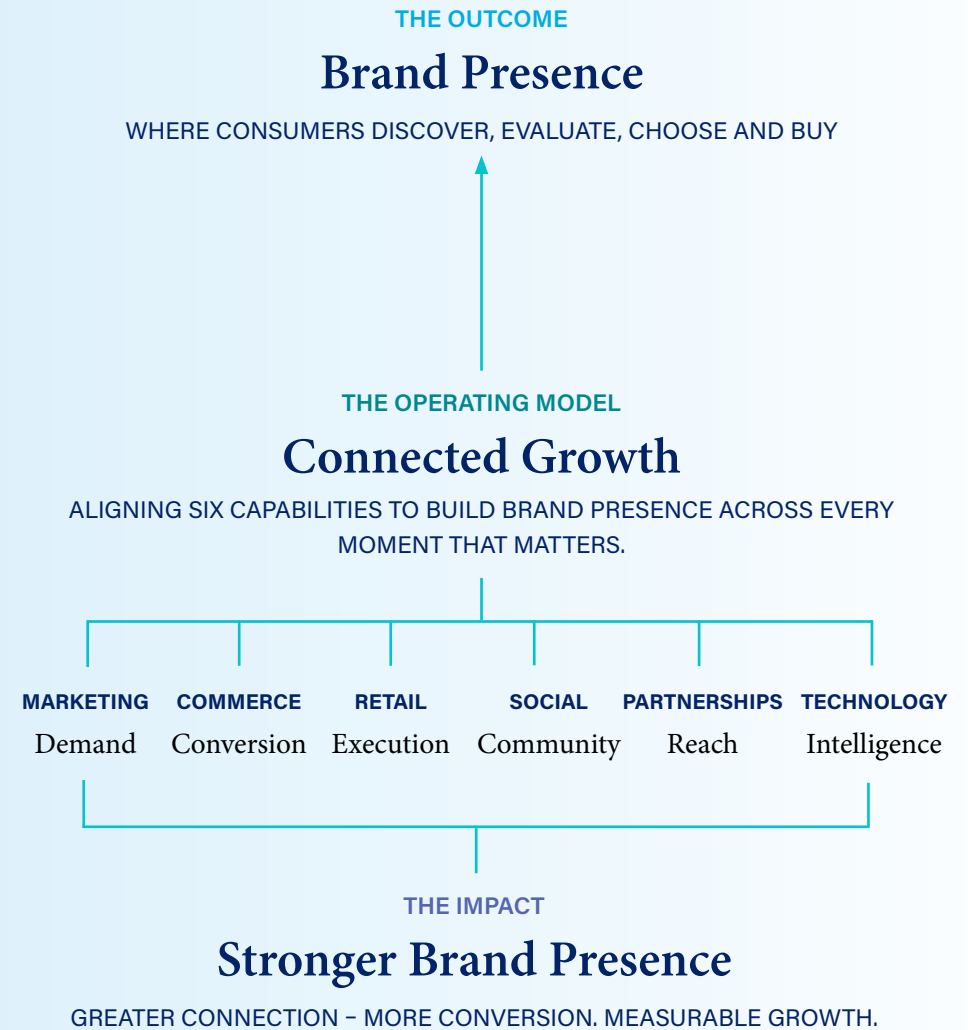
Brand Presence is built when brands show up across shelves that matter most to the consumer—and connect them to commercial outcomes.



The Connected Growth Operating Model

Six capabilities
One operating model
Stronger Brand Presence

Consumers experience one brand. Organizations often, manage six different functions. Connected Growth intentionally aligns them.



Modern Current

Modern Current was created around a simple belief

Brands grow when they intentionally build Brand Presence where consumers discover, evaluate, choose and buy

That belief shapes how we think

It shapes how we organize the work and partner with clients

Every engagement is different

The philosophy isn't

**We help organizations build the conditions
for sustainable growth by intentionally
building Brand Presence**

BE THERE

Brands won't win by being everywhere. They'll win by being intentionally present where consumers discover, evaluate, choose and buy.

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