

CES 2024

**TRANSFORMING
TECH**

INSIGHTS + REPORTS

WELCOME TO CES 2024

With over 4,000 exhibitors and 130,000 attendees, the Consumer Electronics Show (CES) is the world's largest annual consumer technology trade show – providing a platform for the consumer electronics industry to showcase their latest innovations and technologies to an audience of industry professionals, marketers, journalists, investors, and consumers.

CES arguably sets the global tech agenda for the year, and marketers who crack its code have the opportunity to outpace their competition and categories, creating transformative experiences that drive growth. At CES you spot nascent trends before they break, forge and demonstrate game-changing partnerships, and craft narratives that ignite audiences. It's not just about selling gadgets; it's about selling the future, and CES is where marketers get a glimpse of how consumer technology is set to transform marketing in the years ahead.

This report outlines OMG's insights, perspectives and ideas gleaned from hours spent exploring over 2 million square feet of exhibits from the show floor and from some of our industry's leading figures who joined us at The OMG Platform. Our insights have been distilled into four areas of focus we believe are transforming the marketing ecosystem:

THE EVOLUTION OF CONTENT

We uncover the democratization of how we create content, all the way to the myriad screens and devices on which we'll be watching it.

THE AI REVOLUTION

AI was visible across every aspect of CES this year; we pull back the curtain to discover how AI is really set to impact consumer behavior and unleash a wave of opportunities for marketing.

COMMERCE-CENTRICITY

The revolution in commerce that continues to roll through the industry was on full display at CES; we explore how innovation is transforming how we'll discover, experience, and buy in increasingly customized and personalized ways.

PEOPLE AT PLAY

We delve into the technology that is reimagining how we play – immersed fans, gamified lifestyles, and ubiquitous opportunities to be entertained.

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THE TRANSFORMATION EXPERIENCE

This century has been defined by a pace of change that we will never see again, as the continued momentum of innovation, disruption and transformation will continue to grow faster and faster in the future. The advertising and marketing industry stands at an inflection point – cookie deprecation, the ascent of influence, the redistribution of ad dollars onto new platforms and into new channels, and the rise of Generative AI – all stand to fundamentally change the way we approach what we do and how we do it. Omnicom Media Group’s The Transformation Experience, staged live in Las Vegas during CES 2024, an all-new show featuring the original influencer, Paris Hilton, thought leaders Shelly Palmer, David “Shingy” Shing, and OMG CMO, Sofia Colantropo, OMD Chief Investment Officer, Kelly Metz, Annalect Chief Client Solutions Officer, Lauren Walker, and Flywheel CEO, Duncan Painter, who addressed these core themes and more.

OMG CEO, Florian Adamski, opened the event, highlighting 2024 as a significant year with a projected global ad spend of \$1 trillion US dollars. He discussed the impact of the removal of third-party cookies, the rise of social commerce, and the challenges in integrating creators into media plans.

Shelly Palmer introduced “social production,” emphasizing a shift in content creation from curation to generation. He stated that this allows people with just ideas to produce content, democratizing content creation. Palmer also noted the importance of technology in influencing human behavior.

David “Shingy” Shing spoke about the importance of context in content creation and its role in consumer engagement. He mentioned the inevitability of automation in the industry and the importance of emotional engagement in advertising.

Paris Hilton discussed how AI has sped up her creative process, especially in visualizing ideas quickly. She

WATCH NOW

OMG/OMC PARTICIPANTS

MODERATOR:
Sofia Colantropo
OMG

Florian Adamski
OMG

Kelly Metz
OMD

Lauren Walker
Annalect

Duncan Painter
Flywheel Digital

EXTERNAL PARTICIPANTS

Shelly Palmer
CEO, Palmer Group

David “Shingy” Shing
Futurist

Paris Hilton
CEO, 11:11 Media

emphasized AI’s role in transforming communication and ideation processes in her work.

Duncan Painter from Flywheel talked about the challenges in online marketplaces like Amazon and Walmart. He highlighted the intense competition and the need for constant product adjustments to succeed, noting the complexity of operating in these platforms.

The event covered various themes including the balance between technology and human creativity, the evolving nature of brand experience, and the future of commerce. The panelists explored how AI and digital tools are driving innovation while being intertwined with human creativity and emotional engagement.

The Transformation Experience concluded with reflections on the future of commerce and marketing, indicating a landscape where digital and AI-driven strategies coexist with traditional marketing techniques. The discussions emphasized the importance of adapting to the rapidly changing industry landscape.



KEY TAKEAWAYS

1. RAPID PACE OF CHANGE IN ADVERTISING AND MARKETING

The advertising and marketing industry is experiencing an unprecedented rate of change, with 2024 being a crucial inflection point. This change is driven by various factors, including the decline of cookies, the rise of influencer marketing, the redistribution of ad spend, and the emergence of Generative AI. These developments are fundamentally altering traditional marketing approaches.

2. SHIFT FROM CURATION TO GENERATION IN CONTENT

Shelly Palmer introduced the concept of "social production," signifying a shift from curation to generation in content creation. He stated, "Social production is going to allow people who only have ideas to produce." This approach democratizes content creation, allowing for the generation of content based merely on imagination, without the need for technical skills.

3. IMPORTANCE OF CONTEXT IN CONTENT

David "Shingy" Shing emphasized the value of context over content in creating emotional resonance with consumers. He argued that the future of advertising lies in creating contextually relevant content that evokes emotional responses, leading to more impactful consumer behavior. Shingy highlighted, "If it's going to be automated, it will be automated," underlining the inevitability of automation in the industry.

KEY TAKEAWAYS

4. AI IN ENHANCING CREATIVE PROCESSES

Paris Hilton discussed how AI has revolutionized her creative process and brand marketing. She noted the speed and efficiency AI brings, especially in visualizing concepts: "I'm able to create these ideas so I can show the visuals to my team of what I'm thinking in such a faster way than I would've before." This insight demonstrates how AI is transforming the way ideas are communicated and developed in the digital age.

5. COMPLEXITIES OF ONLINE MARKETPLACES

Duncan Painter addressed the challenges and strategies for success in online marketplaces like Amazon and Walmart. He pointed out the high level of competition and the necessity for continuous product adjustments, saying, "For a hundred products, you're going to be managing billions of updates to your products to continue to win." This insight highlights the dynamic and competitive nature of online marketplaces, requiring sophisticated strategies for success.







THE EVOLUTION OF CONTENT

WHETHER IT'S SHORT-FORM, NATIVE CREATOR CONTENT, OR LIVE FOOTAGE, CONTENT IS THE MOST POPULAR AND EFFECTIVE WAY TO ENGAGE AUDIENCES.

It's preferred by 80% of people over written text, and 87% of businesses use it as a marketing tool. Research also shows that 88% of consumers have been persuaded to buy products and services after watching a marketing video.

These cultural and consumer forces combined with the new tech at CES 2024 feel like a perfect storm. The new TV technology will impact where we put screens, and the content formats

developed specifically for them. Opposite of consumption are the innovations and gadgets built for creators. We expect the CES releases to lead to more creators and better content quality, all leading to a maturation of creators as a medium.

Day one in the OMG Platform saw us explore the latest video and content marketing trends to drive transformative marketing outcomes in 2024.

Speakers from OMG, PHD and OMD, as well as clients from State Farm, Canva and Burger King all took to the stage to discuss how advancements in Content Marketing, powered by technology and driven by Omni, are transforming audience engagements and business growth.

OMNICOM PARTNERS WITH TIKTOK TO FOLD INFLUENCERS INTO ITS OMNI PLATFORM

THIS STORY BROKE ON DIGIDAY

The partnership follows an initial testing of proof-of-concept for audience-based planning for creator spend that matched audiences derived from Omnicom's Omni orchestration platform and/or client first-party data to TikTok influencers. Through the agreement, Omnicom's clients have access to TikTok's creators in TikTok's Creative Exchange (TTCX) based on those clients' needs.

The deal is effective in the U.S. for now, with the goal of expanding globally.

The partnership is part of the holding company's longer-term efforts to improve influencer discovery and measurement, said Megan Pagliuca, Omnicom Media Group's North American Chief Activation Officer. "We're really using data to plan and select the right influencers and having a horizontal media plan across [multiple] platforms," she said.





Such a program is of particular interest to auto and CPG clients, said Alex Siddall, Chief Media Officer for OMG shop Hearts & Science, who declined to name names. “This actually is giving us the ability not just to accelerate that purchase and drive that intent for consumers,” said Alex. “But we’ve also used this to move into driving relevance with other audiences including multicultural audiences, and expanding the strategic opportunity elsewhere that typically they haven’t really been able to get into.”

One OMG client, State Farm, is determined to understand how to unlock influencer potential in its marketing efforts, and though the brand hasn’t committed to spending on TikTok because of the program, Baldwin Cunningham, its director of media and partnerships, called the collaboration “encouraging.”

“Creators have always been at the heart of TikTok’s strategy. Partnering with industry leaders like Omnicom helps us better identify the creators that drive resonance and energy with the audiences that OMG brands want to reach,” added Tim Natividad, US head of enterprise sales, global business solutions at TikTok.

Since practically all Omnicom agencies deal with influencers in some fashion, OMG’s influencer practice, led by Kevin Blazaitis, helps enable their access to influencers beyond that top percentile that always get used by marketers. “It’s not just white women from Texas that we’re trying to reach,” quipped Kevin. “It’s much more focused on representative audiences and being able to find and identify them with data. It’s very data-led versus relationship-led.”





WATCH NOW

**9:00AM -
9:30AM PST**

BREAKING THE STATUS QUO:

CREATOR MEDIA'S NEW FRONTIER

Baldwin Cunningham, Head of Media and Partnerships, State Farm, Kelly Metz, Chief Investment Officer, OMD, and Tim Natividad, US Head of Enterprise Sales, kicked off the first day of The OMG Platform programming centered around the dynamic world of creator-led marketing.

Moderated by Kevin Blazaitis, President, OMG Influencer Practice, the panel explored how creators have become central to advertising strategies, the evolving landscape of audience engagement, and the future integration of marketing budgets across diverse platforms. With insights on the shift from traditional campaigns to creator-driven content and the immense impact of authentic storytelling.

OMG PARTICIPANTS

Kevin Blazaitis
OMG Influencer Practice

Kelly Metz
OMD

CLIENT PARTICIPANTS

Baldwin Cunningham
State Farm

PARTNER PARTICIPANTS

Tim Natividad
TikTok

The panel discussion followed the exclusive Omnicom Media Group and TikTok collaboration announcement – a holding group first – that will bring data-driven, audience-based planning to creator media investments by enabling discovery evaluation based on marketers' audiences vs the status quo of using creator platform metrics to select influencers.

KEY TAKEAWAYS:

1. CREATOR-LED MARKETING EVOLUTION:

The discussion centered on the evolution of creator-led marketing, moving from a novel concept a couple of years ago to a pivotal component of modern marketing strategies. The emphasis was on utilizing creators as a powerful media channel, with TikTok's platform boasting 160 million monthly active users in the US.

2. AUDIENCE-CENTRIC APPROACH:

The conversation highlighted the shift towards understanding and targeting audience behaviors rather than just focusing on demographic data. TikTok discussed its role in providing insights into audience consumption patterns and using this information to tailor recommendations for creator-led campaigns.

3. CREATORS AS MEDIA CHANNELS:

There was a consensus on treating influencers and creators as media channels, stressing the need for alignment between creators and brands to ensure the representation of brand values and messages.

4. MEASUREMENT AND ACCOUNTABILITY:

The discussion emphasized the importance of accountability and measurement in influencer marketing. Partnerships like the one between TikTok and Omnicom aim to provide better measurement tools, enabling advertisers to understand the true value and impact of their campaigns across different platforms.

5. FUTURE TRENDS AND INTEGRATION:

The panel looked ahead to the future of influencer marketing, envisioning a shift towards integrated budgets that allocate resources based on audience engagement rather than strictly defining spending for specific channels. The focus was on future innovations, including extending creative experiences beyond the mobile platform and leveraging creators' influence across various mediums.

“

THE BEST ADVERTISING EXPERIENCES ARE BUILT ON TOP OF GREAT USER EXPERIENCES.

TIM NATIVIDAD

US Head of Enterprise Sales, TikTok





WATCH NOW

C-SUITE EXCLUSIVE

2:30PM -
3:00PM PST

THE FUTURE OF CONTENT & CREATIVITY:

A FIRESIDE CHAT WITH: ZACH KITSCHKE & GEORGE MANAS

OMD CEO, George Manas, and Canva's CMO, Zach Kitschke, sat down to engage in a discussion on the fascinating evolution of content creation and what future-ready looks like in an era that is fueled by disruptive technology poised to forever change the marketing industry.

Now a powerhouse used by 90% of Fortune 500 companies, the pair discussed Canva's journey from a consumer-oriented platform to an enterprise solution - firmly placing the platform at the intersection of brand consistency and diverse content creation.

OMG PARTICIPANTS

George Manas
OMD

CLIENT PARTICIPANTS

Zach Kitschke
Canva

In an open conversation about Canva's growth, Zach revealed Canva's challenges and triumphs in scaling content strategies, shared insights into the ever-changing landscape of content and creativity, and unveiled what's on the horizon for 2024 and beyond.

KEY TAKEAWAYS:

1. CONTENT EVOLUTION AND DIGITAL ACCELERATION:

Zach highlighted the exponential growth in visual content creation across platforms like Facebook, Instagram, TikTok, and Snapchat. He emphasized how Canva's inception in 2013 foresaw the ubiquity of visual communication, evolving as an essential tool in the creation of content.

2. ENTERPRISE SHIFT IN CONTENT CREATION:

Canva witnessed a shift from individual usage to enterprise-level adoption, with 90% of the Fortune 500 companies utilizing the platform. Zach discussed the challenge faced by organizations to maintain brand consistency while enabling diverse teams to create content efficiently.

3. AI AND CREATIVITY:

Zach delved into Canva's focus on AI tools, such as Magic Studio, designed to streamline content creation by offering features like design templates, translation, and text generation. He highlighted the role of AI in empowering individuals and in Canva's journey from a consumer-oriented platform to an enterprise solution.

4. TALENT ACQUISITION AND ADAPTABILITY:

In navigating the rapidly evolving landscape, Zach stressed the significance of hiring for adaptability rather than specific expertise. George likened the ideal employees to jazz musicians—individuals who can improvise and adapt to changing scenarios, to which Zach agreed that this reflected Canva's approach to talent acquisition in this dynamic market.



FIGURING OUT HOW TO NAVIGATE THIS FRAGMENTED ECOSYSTEM OF TOOLS REQUIRES BRANDS TO CONSOLIDATE AND STREAMLINE THE TOOLS BEING USED - WE CAN BRING THAT TOGETHER IN ONE PLACE TO OFFER THE CONTROL AND CONSISTENCY NEEDED

ZACH KITSCHKE

CMO, Canva





**WATCH NOW****3.00PM -
3.30PM PST**

TAKING ACTION:

FROM CULTURAL INSIGHTS TO CONTENT MARKETING

Mike Solomon, CEO, PHD US and Burger King CMO, Pat O'Toole, discussed the relationship between the intersection of marketing and culture. The duo explored why it's crucial for marketers and brands to deeply comprehend their audience's cultural backdrop while touching on how insightful understanding of cultural nuances and audience values is vital for creating authentic and resonating content.

OMG PARTICIPANTS

Mike Solomon
PHD US

CLIENT PARTICIPANTS

Pat O'Toole
Burger King



Pat disclosed how Burger King connects with diverse audiences, collaborates with franchisees, and harnesses agile analytics to stay ahead in the ever-evolving QSR industry.

KEY TAKEAWAYS:

1. CONNECTING CULTURE TO CONTENT MARKETING:

There is a critical connection between culture and content marketing. Burger King's commitment to understanding its diverse consumer base, target specific demographics, and adapt its marketing strategy to resonate with a broader audience continues to remain a top priority for Pat and the brand team.

2. MULTIFACETED APPROACH TO AUDIENCE ENGAGEMENT:

Burger King has a comprehensive approach to audience engagement involving social listening, consumer panels, and rapid response mechanisms. The fast-paced nature of the QSR industry necessitates quick reads on campaign effectiveness, enabling Burger King to adapt and refine its content strategy swiftly.

3. FRANCHISEE COLLABORATION AND IMPACT:

Burger King's collaboration with its franchisees is key to understanding its audience's culture nuances and showcases the brand's commitment to supporting and involving local communities. The impact of content strategies on franchisee profitability, emphasizes how successful marketing campaigns contribute to the overall success of individual restaurants.

4. AGILE MEASUREMENT AND ANALYTICS:

Pat discussed Burger King's approach to measurement and analytics, emphasizing the importance of setting upfront KPIs aligned with overarching business strategies. Moving with agility is paramount in the QSR industry, where swift insights and data-driven decision-making are crucial for adapting marketing strategies in real-time.



WE ASK, HOW DO WE EVOLVE OUR BRAND AND COMMS STRATEGY TO TAKE ADVANTAGE OF WHAT CONSUMERS ARE ALREADY DOING? IT'S ABOUT LISTENING TO CONSUMERS, GUESTS, AND LOCAL FRANCHISES. FOR A NETWORK LIKE OURS, GREAT IDEAS COME FROM EVERYWHERE"

PAT O'TOOLE

CMO, Burger King





FROM THE FLOOR:

THE EVOLUTION OF CONTENT

Much of the tech included in the Content tours were tools to increase creator content quality, reduce the cost of entry, and create more seamless UX. This will only lead to more creators, increased quality, and innovative new formats. When combining this trend with the OMG announcements around measurement, it allows us to not only track investment performance, but also increase content creative quality. You can't improve what you can't measure.



HUB BATTLES:

Most consumers now accept that the phone is the center of their digital self that everything tethers to. But that isn't stopping companies like Sony and LG fighting for a future in which cars are at the center of the consumer digital ecosystem. Sony introduced AFEELA, a collaboration with Honda. The car comes equipped with a PlayStation on the dash and can even be driven by a PlayStation controller. VW also introduced ChatGPT Voice to their vehicles, which can handle complex questions from the user as well as control aspects of the vehicle. This advancement uplevels the types of digital engagements possible in the car and brings audio innovation front and center for future content opportunities.

EVOLVED DISPLAYS:

CES 2024 featured advancements in display technology, with Samsung and LG unveiling transparent displays. Samsung showcased a MicroLED transparent display, while LG revealed plans to sell its Signature OLED T later this year. However, a compelling use case for transparent TVs beyond luxury remains elusive currently. If these screens do catch on, it could warrant new types of media, such as 3D screen savers. TCL presented Nxtpaper 3.0 for portable devices, offering low-energy screen technology resembling paper, with plans to integrate it into US phones. While not groundbreaking, these developments highlight ongoing progress in screen technology at CES 2024.

CREATOR DEMOCRATIZATION:

While most of CES focused on devices that increased content consumption in new places and formats, there was a huge push for the devices that fuel creators. What caught our attention the most is the latest version of Nikon's Creator Kit.

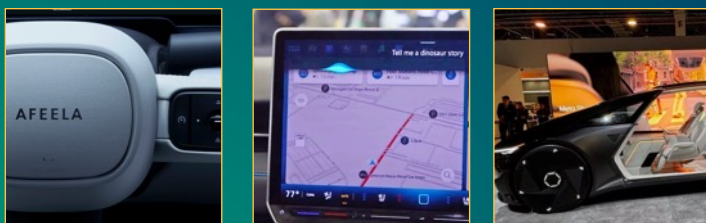
EXHIBIT EXAMPLES

Hub Battles

Sony AFEELA - Sony Honda Mobility showcased an updated Afeela concept car featuring massive dashboard screens and PlayStation integrations. Afeela featured behind-the-scenes improvements, despite no physical changes from past CES years. They're on schedule for a release later this decade, focusing on driver-centric EV development over autonomous features. A partnership with Epic Games will introduce new entertainment options in the cabin. Production cars are expected by 2026, supply chain challenges notwithstanding.

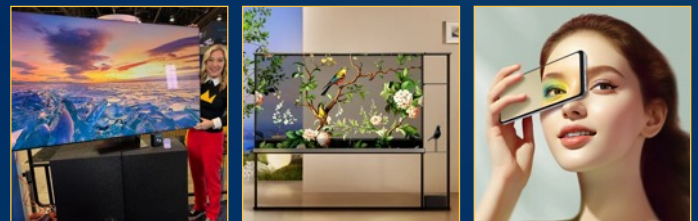
VW ChatGPT Voice - Volkswagen revealed its collaboration with Cerence to integrate ChatGPT into its in-car voice assistant IDA, aiming to enhance the driving experience by avoiding conversational "dead ends." The feature, demonstrated conceptually, will allow IDA to consult ChatGPT for responses beyond its scope. While its full potential is not yet showcased, Volkswagen joins BMW and Mercedes-Benz in exploring AI to improve vehicle voice systems.

LG Concept Car - LG unveiled a concept car with ZKW microZ headlight modules, offering a glimpse into future automotive entertainment through headlights capable of projecting a 100-inch display for OTT content like Netflix.



Evolved Displays

LG and **Samsung** introduced transparent TV technology, diverging in their approaches with LG's OLED and Samsung's micro LED displays. LG's 77-inch transparent OLED TV can alternate between transparent and opaque modes, offering a mix of visual content and room visibility. It's a design-centric innovation that can be placed against a wall or mounted, with wireless content delivery. This high-end product targets consumers seeking a blend of luxury and functionality without obstructing views, like in apartments with floor-to-ceiling windows.



Creator Democratization

Belkin Auto Tracking Stand For Vloggers - Belkin's Auto-Tracking Stand Pro, priced at \$179.99, is an AI-powered desk accessory designed to track and keep vloggers, streamers, or active video callers in frame. It will be available for pre-order later this month.



THE AI REVOLUTION

ARTIFICIAL INTELLIGENCE IS TRANSFORMING MARKETING AND ADVERTISING THROUGH ITS ABILITY TO ANALYZE HUGE AMOUNTS OF CUSTOMER DATA, IDENTIFYING COMPLEX PATTERNS THAT HUMANS CAN'T EASILY DETECT.

AI algorithms can then use these insights to optimize content and ad placement for maximum engagement.

Chatbots also provide 24/7 customer service and sales assistance. AI is enhancing creativity by freeing marketers and agencies from tedious data tasks to focus more on strategy.

The possibilities for AI in marketing and advertising are only just emerging.

On day two within The OMG Platform, our first two panels discussed how Generative AI is driving operational efficiency and increasing productivity through integration with Omni and how AI can unleash creativity. Our last panel of the day discussed Omnicom's latest partnership with Google in more detail and how this co-developed first-to-market initiative enables YouTube influencer discovery and improves optimization by using Omni audience data and YouTube Creator taxonomy to surface highest performing Creators that are unique to brand desired audiences.

Wednesday also saw the launch of our inaugural Transformation Experience. Esteemed speakers joined us on stage to discuss innovation from the CES show floor and to share more on how OMG is transforming the industry in the core areas of Content, AI, and Commerce.

OMNICOM SETS CREATOR-BASED AUDIENCE FUSION ARRANGEMENT WITH YOUTUBE

THIS STORY LAUNCHED ON DIGIDAY

Omnicom today unveiled a collaboration with Google as it continues its string of multi-partner initiatives and partnerships announced at CES 24 to advance the planning and measurement of influencers and creator channels.

This initiative revolves around a first-to-market, Generative AI-assisted global effort to more precisely discover YouTube influencers and creators as well as optimize YouTube creator video performance for Omnicom clients. The collaboration allows Omnicom's "Omni" open operating system to fuse data between Omni's and Google's audiences and is expected to be fully operational in Q1.

As Kevin Blazaitis, Head of Omnicom Media Group's Influencer Practice explained, Omni audience data is translated into YouTube audience data and mapped to YouTube creator audiences, creating a sort of "punch card" that enables planners within the influencer practice to recreate brand-specific audiences within YouTube based on organic followings relevant to Omni's 10,000 or so audience attributes.

With the audience fusion arrangement with Google/YouTube, “we’re not selecting influencers based on just the number and the count and the metadata that’s available — we’re going beyond that, to look at who are the audiences following those influencers,” said Megan Pagliuca, OMG’s North American Chief Activation Officer.

Vital to this arrangement is getting Omni and Google’s data troves to play nicely together, said Clarissa Season, Chief Experience Officer with Annalect, which manages Omni. “We’ve created a fusion mechanism where we’ve identified which audience attributes in [YouTube’s] taxonomy and our taxonomy match up,” she said. “By having this consistent audience definition, we’re able to get much richer insights. We’re able to open up greater inventory for our audience that we may not have been aware of before.”

From a client POV, Melissa Wisheart, PHD’s U.S. Chief Media Officer, said this arrangement brings creator considerations much more up-funnel in the strategic planning process. For example, a CPG client might be looking to connect with esports enthusiasts.

“Now, instead of going out to market in a more manual, archaic way, this solution brings it back to us and says, OK, within this centralized taxonomy, here’s the top influencers regardless of what content they might be talking about, and here’s the audiences that are connecting with them,” said Melissa. “It allows you to really bring those influencers upfront in the process, maybe develop a custom content partnership with them, and then apply that all the way through implementation, from an audience standpoint.”

Kim Larson, YouTube’s Global Head of Creators, said the collaboration will help media agencies “unlock the potential of our vibrant creator ecosystem. [The OMG influencer practice’s] dedication to data-driven creator partnerships, coupled with paid media and measurement expertise, meets a strong market need.



WATCH NOW**9:00AM –
9:30AM PST**

FUELING THE FUTURE OF GENERATIVE AI:

A FIRESIDE CHAT WITH MICROSOFT'S JENN CREEGAN AND ANNALECT'S SLAVI SAMARDZIJA

Microsoft's Vice President of Global Marketing & Operations, Jenn Creegan, and Annalect's CEO, Slavi Samardzija, discussed how Generative AI – and Generative AI integrated into the Omni platform – is not only transforming the democratization of data, but also unlocking deeper insights faster than ever before. The discussion highlighted how Generative AI can drive operational efficiency and increase productivity while ensuring responsible and ethical uses of the technology.

OMG PARTICIPANTS

Slavi Samardzija
Annalect

PARTNER PARTICIPANTS

Jenn Creegan
Microsoft

KEY TAKEAWAYS:

1. GENERATIVE AI IN CONSUMER PRODUCTS:

Jenn Creegan discussed Microsoft's integration of Generative AI into consumer-facing products, particularly highlighting the evolution of consumer behavior in the past 11 months. She noted that while user queries have become longer and more complex, consumers are reaching answers in half the time due to the more natural and contextually relevant responses provided by Generative AI

2. CONVERSATIONAL ADS:

Microsoft is developing a new category of ads called "conversational ads," inspired by the Co-Pilot experience. These ads, appearing in Co-Pilot and other assets, focus on providing users with comparative information to aid decision-making. The goal is to offer context and tools, anticipating user needs beyond simple query responses.

3. AUDIENCE INTELLIGENCE WITH GENERATIVE AI:

Jenn shared insights from months of testing, emphasizing the significant improvements in

speed to insight and the quality of recommendations generated. Microsoft is developing marketing ideas and campaigns based on audience intelligence powered by Generative AI.

4. ADDRESSING RISKS AND ETHICAL CONSIDERATIONS:

Both Jenn and Slavi acknowledged the importance of addressing risks associated with Generative AI, such as ethical concerns and privacy issues. Microsoft is taking a responsible approach, subjecting all AI models to a governance council and collaborating with governments to contribute to informed regulations.

5. FUTURE OUTLOOK:

The fireside chat concluded with a discussion on the future of Generative AI. Jenn expressed excitement about being part of this transformative moment in the industry, emphasizing the need to integrate Generative AI into everyday work. Practical examples and the mainstreaming of Generative AI are highlighted as key areas to watch in the coming year.



GENERATIVE AI CAN BE USED IN LOW-RISK ENVIRONMENTS FOR TEST AND LEARN PLANS, CREATING HYPOTHESES BEFORE CAMPAIGNS GO TO MARKET.

SLAVI SAMARDZIJA

CEO, Annalect





WATCH NOW

9:30AM –
10:00AM PST

REVOLUTIONIZING ENGAGEMENT:

UNLEASHING CREATIVITY WITH GENERATIVE AI

Consumer behavior is undergoing a transformative shift. Traditional media channels are no longer as effective in capturing audience attention, necessitating a novel approach to brand recognition. Enter the realm of Generative AI – a ground-breaking technology that heralds a new era of creativity. This technology unlocks unprecedented levels of customization and personalization at its best, tailoring content to individual consumers' specific interests and preferences. This shift is critical in an era where traditional advertising methods are often ignored or skipped. CEO of Rembrand, Omar Tawakol, DDB CEO, Alex Lubar, and Hearts & Science US Head of Content & Creativity, Wilson Standish, discussed how novel marketing approaches can create more immersive and interactive experiences for audiences.

OMG PARTICIPANTS

Alex Lubar
DDB

Wilson Standish
Hearts & Science US

PARTNER PARTICIPANTS

Omar Tawakol
Rembrand

Our panel conversation discussed revolutionizing engagement through AI and generative techniques, while exploring the need for a sustainable future in advertising and the collaboration between commerce and content. They discussed the practicality of AI and its impact on creativity, emphasizing the importance of embracing experimentation and fostering a culture that accepts failure. The conversation explored the fear surrounding AI, its potential as a medium, and the balance between human and AI involvement in the creative process. Omar Tawakol discussed the challenges Rembrandt faced and how generative techniques enabled them to overcome those challenges. Alex emphasized the need to negotiate the fear factor and advocated looking at AI as a toy rather than just a tool for efficiency.

KEY TAKEAWAYS:

1. IMPORTANCE OF GENERATIVE TECHNIQUES:

Omar highlighted that generative techniques, especially unsupervised learning, have played a crucial role in their ability to simulate complex scenes realistically.

2. NEGOTIATING FEAR FACTOR IN AI CREATIVES:

Alex Lubar discussed the challenge of overcoming the fear factor associated with AI creatives within organizations. The key is to shift the mindset from viewing AI as an efficiency tool to seeing it as a mechanism for creating better, more engaging content.

3. SHIFT FROM EFFICIENCY TO EFFECTIVENESS:

The conversation emphasized a shift from focusing solely on programmatic efficiency to enhancing effectiveness in advertising by leveraging AI to improve creativity and personalization.

4. AI AS AUGMENTATION, NOT REPLACEMENT:

The panelists shared their perspective that AI is more about augmentation than replacement, enhancing human creativity and productivity. The fear associated with AI often stems from a perceived loss of control.

5. ENCOURAGING PLAY AND EXPERIMENTATION:

The speakers encouraged a playful approach to AI experimentation. They suggested incorporating AI into daily tasks, trying unexpected ideas, and exploring technology's boundaries, fostering a culture of constant learning and iteration.

“

WE NEED A SUSTAINABLE FUTURE WHERE THERE'S A COLLABORATION BETWEEN COMMERCE, ADVERTISING AND CONTENT THAT'S NOT INTERRUPTIVE.

OMAR TAWAKOL

CEO, Rebrand





WATCH NOW

4:00PM –
4:30PM PST

ADAPTING TO CHANGE:

GOOGLE PARTNERS' ROLE IN AN EVOLVING DIGITAL LANDSCAPE

In Wednesday's final session, Joanna O'Connell, OMG NA Chief Intelligence Officer hosted the conversation with OMG NA Chief Activation Officer, Megan Pagliuca, and Google Executives Marta Martinez, Managing Director, and Stephen Yap, Head of Emerging Products.

The discussion centered around the dynamic role of Google Partners in a world of ground-breaking AI developments and the ongoing depreciation of cookies. The panelists delved into the strategies to navigate these changes, the impact on digital marketing, and how these shifts are reshaping the future of technology, data, and measurement in the industry.

OMG PARTICIPANTS

Joanna O'Connell
OMG NA

Megan Pagliuca,
OMG NA

PARTNER PARTICIPANTS

Stephen Yap
Google

Marta Martinez
Google

KEY TAKEAWAYS:

1. CHALLENGES IN THE INDUSTRY:

The panel discussed the current major industry changes, including the deprecation of third-party cookies, advancements in AI, and evolving privacy legislation. Sharing how the complexity of these changes can be overwhelming for brands, requiring strategic rethinks beyond mere tactical adjustments.

2. WHAT'S IN STORE FOR GOOGLE IN 2024:

Google sees 2024 as an inflection point, leveraging AI advancements and preparing for third-party cookie deprecation - emphasizing a strong foundation with a focus on AI, predictive analytics, machine learning, and collaboration with partners like [TRKKN](#).

3. PARTNERSHIP AND COLLABORATION ECOSYSTEM:

They also highlighted the critical role of the partner ecosystem in navigating challenges. Google emphasizes a shift towards more partner-focused strategies, integrating various technologies to meet clients' needs rather than a single ad stack.

4. PREPARING FOR THE FUTURE:

The panel also looked to the future, in which they predicted a move away from cookie dependence and a focus on AI and business outcome-driven marketing. They highlighted the importance of experimentation, readiness in first-party data, system integration, and AI testing for clients to stay ahead in the evolving landscape.

5. EMBRACING CHANGE AND FUTURE VISION:

The conversation concluded with a positive outlook on the industry's transformation, with a call for marketers to embrace experimentation and a mindset shift. The goal is not just adaptation but a celebration of reshaping and reimagining the industry, making it more privacy-safe and consumer-friendly.



WE CAN MAKE THE INDUSTRY BETTER. WE CAN MAKE IT MORE PRIVACY-SAFE. WE CAN MAKE IT FOR US AS CONSUMERS.

STEPHEN YAP

Head of Google Marketing Platform – Americas, Google





FROM THE FLOOR:

THE AI REVOLUTION

Omni Assist enables our teams to be more efficient in how they plan and optimize their campaigns. By having Generative AI integrated into our Omni platform, teams can uncover new behaviors about their desired audiences, surface relevant inventory, and identify drivers of performance to ultimately drive better business outcomes for our brands.



USING GEN AI TO DRIVE IMPACT, CREATE EFFICIENCIES, AND ULTIMATELY DRIVE BETTER BUSINESS OUTCOMES:

At CES, every company touted its use of artificial intelligence, but AI itself isn't novel – it's been around since the 1950s. What makes AI a buzzword today is the innovative ways companies apply it for real impact. Simply integrating AI into a product is no longer a competitive advantage; it's the transformative power of AI that distinguishes companies. For advertisers, AI is now table stakes – optimizing every campaign, maximizing resources, and paving the way for success through a streamlined, data-driven journey.

THE THIRD DEVICE OF THE DIGITAL TWIN:

At the core of every marketing conversation is a single question, "did it work?" In the age of accountability, brought on by the universal reliance on the cookie, marketers are struggling to answer this question with cookie deprecation at our doorsteps. While the industry has yet to crown an individual unified ID, we have agreed that identity management is the goal. Walled gardens need great gardeners, and great gardeners need great tools – data seeds, growing a 360 view of their audiences, and finding performance signals and proof points throughout.

CES's West Hall brought forward a lot of provocation on how we think about audiences. The cookie conversation has been about mobile devices and the connected home. With the help of intuitive AI embedded into more mobility, whether two or four wheels, that data is now capturable and actionable for users, product creators, and brands alike.

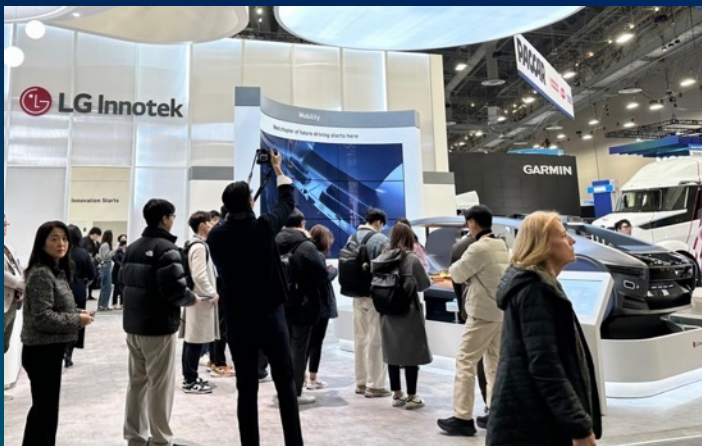
COMBINING SIGNALS AND AI TO MAKE EMOTIONAL CONNECTIONS:

Signal collection is a huge innovation driver at CES, with exhibitors and marketers alike envisioning a world of consumers under constant observation by their devices. Home and vehicle sensors are something we see every year on the convention floor, but in 2024, the collection of data and the analytical scalability of AI has moved the needle towards bespoke messaging informed by observable emotions. This opportunity to find new ways to target audiences gives marketers a much-needed edge in a post-cookie landscape.

EXHIBIT EXAMPLES

Using Gen AI to drive operational efficiencies

LG Innotek uses Generative AI to create a digital twin of a conceptual design or blueprint to cut down on lead time when developing a new product. By creating a virtual representation of a conceptual design, they can verify design details and predict potential flaws and defects before the product development stages. LG Innotek aims to shorten lead times within the development stages and create a stronger market competitiveness for its customers.



The Third Device of the Digital Twin

GenTex, MobilEye, Lotus Robotics, and BlueSkai all took facial recognition to the next level, capturing emotions and relating them to the user's state of being, needs of access (like food, fuel, or rest), and support to make the grind of commuting easier with self-driving vehicles. But the likes of Bosch and even Bugatti came to the floor with 2-wheeled solutions – scooters and bikes – as next-gen EVs supported by advanced learning algorithms to optimize both the battery and the user performance. All of this data is

inherently valuable in connecting the offline experiences of mobility to the online experiences in smart homes and phones.

Combining Signals and AI to make Emotional Connections

GenTex uses sensors to see whether drivers are sick, tired, or upset, with the potential to marry location, lifestyle, and mood data.

Mercedes highlighted four distinct AI-powered emotional profiles to match their drivers, partly to eventually partner with brands to provide recommendations based on consumer behavior.

Doosan took a similar approach but in a stationary setting, offering bespoke products (in this case, custom cocktails from a robot bartender) based on observation of the customer's emotions.





COMMERCE CENTRICITY

The impact of commerce and retail media on marketing and advertising in 2024 will be transformative. Dominated by platforms like Amazon, Walmart, Instacart, and Taobao, brands are shifting ad spend to digital retail spaces to reach consumers more directly during their shopping journey. Today's consumers are increasingly savvy and expect customized shopping experiences. This shift leads to a consumer-centric realignment in marketing, where direct and measurable engagement with customers at the point of purchase becomes paramount. As consumer behavior evolves, adapting to these trends is crucial for brands to succeed in the new digital retail environment.

Advertisers grappling with the limitations of first-party data, will increasingly turn to second-party data from commerce platforms.

Additionally, as new technologies and the use of AI-powered solutions evolve, how brands interact with consumers will likely also evolve – with consumers expecting brands to provide seamless experiences across multiple touchpoints in their lives with accurate recommendations based on their future needs.

Throughout the day, we heard from panelists from across the media group who were joined by colleagues from DDB, Flywheel, and Interbrand. Our clients from Boehringer-Ingelheim and Barilla, and partners from Amazon and Uber joined us to look ahead at the commerce trends that will shape 2024, and to discuss behaviors and how to connect authentically with the new consumer.

OMNICOM MAKES INFLUENCER- DRIVEN FIRST- MOVER DEAL WITH AMAZON POSTS API

THIS STORY LAUNCHED ON DIGIDAY

Omnicom has made it a mission during CES 2024 to cement partnerships with the major social and commerce platforms around better use and measurement of influencers and creators – and to empower those influencers to have more lower-funnel impact in their work with advertisers.

Omnicom will announce it's the first holding company to strike a deal with Amazon to integrate creator content in Amazon's Posts API – the commerce giant's social media-like platform.

Basically, the deal brings influencer content to the biggest e-commerce platform in the world, and the arrangement will roll out in select markets globally, said an Omnicom representative. But it also enables measurement and tracking of that content to help gauge its effectiveness in driving sales.

Amazon Posts essentially are organic placements throughout Amazon that can come from any other platform; the company is in beta for paid placements to use in Sponsored Brands campaigns. By using Post performance reporting metrics, and unique Omnicom attribution capabilities, Omnicom clients will be able to generate deeper insights to better understand the impact creator assets have on Amazon retail product performance.



"We have the ability when we're on TikTok or Instagram or any other platform to drive that influencer media to Amazon, and for the first time have the capability to measure the Amazon sale" from it, said Megan Pagliuca, Omnicom Media Group's North American Chief Activation Officer. "Historically, the capability that was allowed was essentially enabling an add to cart but not actually tracking all the way to sale."

Added Kevin Blazaitis, the Head of OMG's Influencer Practice: "By adding the influencer extension on Amazon Posts, that gives us not only a purchase tied extension, but it gives us that tracking that is so, so key... It's augmenting creative with data to give a much lower funnel approach."

Omnicom clients haven't yet started using this, but Suhaila Hobba, Chief Media Officer at OMD, said CPG, retail and commerce clients will likely be the first to make use of the ability, which has grown in importance across the media agency. "The influencer work that we're doing is one of the top 10 products within all of OMD, so we're excited to grow that business internally."

One Omnicom client, Clorox Co., also pledged interest in the opportunity. "Social plays a significant role in influencing brand selection in our categories, particularly amongst millennials and Gen Z, so we're optimistic about new commerce-enabled opportunities that enhance measurement and attribution across the funnel," said Eric Schwartz, Clorox's CMO.

This is where Omnicom's recent acquisition of Flywheel comes into play, in that its commerce acumen helps optimize how to meld influencer strategy with execution on Amazon.

"It's exciting to hit the ground running at CES with this first-mover partnership with Amazon," said Flywheel CEO Duncan Painter. "As we bring Flywheel Commerce Cloud and (Omnicom's open operating system) Omni together, this will be an important step in how we can analyze and join up above-the-line activity through sales analysis."





WATCH NOW**9:00AM -
9:30AM PST**

THE FUTURE OF COMMERCE MEDIA:

A LOOK AHEAD AT 2024

Alex Siddall, Chief Media Officer, Hearts & Science US, Jacquelyn Baker, CEO, OCG, and Alex McCord, President of Enterprise, Flywheel, discussed the future of commerce, with a focus on privacy, connected brand experiences, and the evolution of contextual advertising.

**OMG
PARTICIPANTS**

Alex Siddall
Hearts & Science US

Jacquelyn Baker
OCG

Alex McCord
Flywheel Digital

KEY TAKEAWAYS:

1. RISE OF RETAIL MEDIA IS ROOTED IN THE DATA:

Jaquelyn Baker and Alex McCord discussed how retail data enables personalization and curation that benefit the consumer by providing them with a better experience. Jaquelyn expanded further, saying, "Personalization isn't one-to-one; it's matching needs and helping solve a human problem." To maximize the value of the data in the space, Jaquelyn and Alex highlighted how important it is to layer on your brand's first-party data on top of the third-party retailer data to make it more differentiated and valuable.

2. RETAIL IS POSITIONED TO THRIVE THROUGH DATA PRIVACY:

Alex McCord discussed how uniquely positioned retailers are from industry changes in data privacy because consumers want curated relationships with their retailers. Retailers can continue to build their audience databases by providing meaningful value to their customers through curation and benefits in exchange for their purchase data.

3. COMMERCE PLAYS A ROLE IN BRAND

All three panelists discussed how commerce plays a role in brand building – since commerce is a key area where consumers get a brand experience. Jacquelyn encouraged brands to think commerce first, providing solutions to the needs of their customers and building the brand through the lens of commerce.

4. ENABLES GREATER RETAIL EXPERIENCES

Alex McCord discussed AI's ability to disrupt and enhance search in the retail space – allowing people to look for recipes and not for products, which creates better results for both the consumer and the retailer. Jacquelyn built on that by talking about how AI will create a better experience by providing search results that entertains and solves problems.

5. BRANDS THAT MASTER RETAIL MEASUREMENT WILL WIN

All panelists strongly believed that setting clear, tangible goals and reporting on actual sales is the key to success in this space. Alex advised brands to embrace retail cleanrooms, calling them the biggest advancement in retail since search. He spoke about how clean rooms are transformational and will enable brands to know the value of their investments. Jacquelyn shared similar sentiments and spoke about the amazing ability to make decisions, see outcomes, and adjust quickly with the new data capabilities that are available.



THERE'S TONS OF SUCCESS STORIES OF BRANDS THAT STARTED DIGITAL COMMERCE, AND THEN USED THEIR SUCCESS TO GET INTO TRADITIONAL BRICK AND MORTAR AND HAVE SCALED INTO TWO MEANINGFUL BRANDS.

ALEX MCCORD

President – Enterprise, Flywheel Digital



E-COMMERCE



WATCH NOW

9:30AM -
10:00AM PST

CREATING AUTHENTIC CONNECTIONS:

BRAND PURPOSE AND THE NEW CONSUMER

In this new era of consumer behavior, audiences crave authentic brand connections more than ever before. In this session, we learned how brands can harness cultural moments and transform them into an inward brand purpose thereby creating authentic connections with their consumers. Our panelists, who included Chrissie Hanson, CEO, OMD US, Chris Nurko, Group Executive, Brand Integrity & Ethics, Interbrand, and Katherine Freeley, Head of Media COE, Boehringer-Ingelheim, discussed how this strong brand purpose translates into more meaningful experiences across the consumer journey and into lifelong brand loyalty.

OMG PARTICIPANTS

Chrissie Hanson
OMD US

Chris Nurko
Interbrand

CLIENT PARTICIPANT

Katherine Freeley
Boehringer-Ingelheim

KEY TAKEAWAYS:

1. CONSUMER TRUST AND INNOVATION:

The panel discussed how technology should be presented in the light of optimism and purpose, creating confidence and trust in commerce.

Building trust is essential, and values, ethics, and efficacy are crucial in creating a strong brand image.

2. SEGMENTS IN ANIMAL HEALTH:

Different segments of pet owners connect with the brand in unique ways, such as young families, families with pets as replacements for children, and empty nesters. Understanding these segments allows for tailored communication and connections.

3. SUSTAINABILITY AND AUTHENTIC STORYTELLING:

Boehringer-Ingelheim has ambitious sustainability goals, aiming to be carbon neutral by 2030.

Sustainability efforts are built into the company's DNA, and authentic storytelling linked to profit and purpose is crucial in connecting with consumers, especially the younger generation.

4. COMMERCE-ENABLED FUTURE:

The key to a commerce-enabled future lies in inclusivity, giving everyone the opportunity to access data, information, and products. Dynamic creativity, segmentation, and insights are emphasized as the future of commerce



INNOVATION CREATES NEW VALUE, TRUST, AND MOST IMPORTANTLY, CONFIDENCE. I THINK THAT'S WHAT CONSUMERS LOOK FOR AND THROUGH DATA WE CAN TRACK THAT AND UNDERSTAND THE PATTERNS OF TRUST.

CHRIS NURKO

Group Executive, Brand Integrity & Ethics, Interbrand





**12:30PM -
1:00PM PST**

BRIDGING THE GAP BETWEEN CREATORS AND COMMERCE

There is high consumer trust in influencer recommendations, with almost half (49%) of all people having used influencers in their purchase journey. Sarah looss, Head of US Agency and Sales, Twitch, Lyndsay Weir, VP, Data & Analytics, Barilla, Allysun Lundy, SVP of Media, Flywheel, Kevin Blazaitis, Head of OMG's Influencer Practice, and Joanna O'Connell, OMG NA Chief Intelligence Officer, discussed how they are bridging the gap between creators and commerce and how the influencer economy is evolving.

OMG PARTICIPANTS

MODERATOR:
Joanna O'Connell
OMG NA

Kevin Blazaitis
OMG Influencer Practice

Allysun Lundy
Flywheel Digital

CLIENT PARTICIPANTS

Lyndsay Weir
Barilla

PARTNER PARTICIPANTS

Sarah looss
Amazon Ads

KEY TAKEAWAYS:

1. INTEGRATION OF SOCIAL CONTENT WITH E-COMMERCE PLATFORMS

Sarah looss, Head of US Agency and Twitch, Amazon Ads, emphasized the importance of leveraging social content for commerce where she described a partnership that allows users to bring their social content into the Amazon environment. This integration aims to capture younger generations' attention and aligns with the idea of moving from content to commerce.

2. PARTNERSHIP AND INNOVATION:

Amazon's integration and partnership with influencers aims to bring social content into Amazon's commerce platform, recognizing the influence of social media in younger generations' discovery of products.

3. INTEGRATION AND MEASUREMENT ISSUES:

Panelists discussed the challenges and opportunities in integrating influencer marketing conversation with traditional media planning. The authenticity, brand image, and the need for an integrated approach to marketing that considers both brand building and sales. Measurement frameworks are crucial in evaluating the success of influencer campaigns, with a focus on real-time insights and data-driven decision-making.

4. INFLUENCER MARKETING EVOLUTION:

The conversation highlighted the need for creative iteration that measures not only buzz and awareness, but also down-funnel impact — ultimately connecting influencer content to product purchases.

5. CREATIVE FORMAT AND LIVE SHOPPING:

The importance of nailing the creative format in influencer marketing, especially in the context of live shopping, goes beyond having the right technical path and involves perfecting the creative segments. Live shopping is presented as a powerful tool, and the focus is on creating engaging, fun, and well-tailored segments to drive impact.



IT'S ABOUT HAVING THAT AUTHENTICITY AND BRAND IMAGE WITH THE INFLUENCERS. HOW CAN WE ENSURE WE ARE BUILDING OUR BRANDS, AND THEY CAN BUILD GREAT CREATIVE FOR US, BUT IT RESPECTS THE INCREDIBLE BRAND WE'VE BUILT OVER TIME.

LYNDSAY WEIR

VP, Data & Analytics, Barilla





WATCH NOW

C-SUITE EXCLUSIVE

2:30PM -
3:00PM PST

NAVIGATING THE FUTURE OF RETAIL MEDIA NETWORKS

WITH GUY MARKS AND DR. MARK GREETHER

In this panel, Guy Marks, CEO of PHD, and Dr. Mark Grether, VP and General Manager of Uber Advertising, discussed the future of retail media networks in a rapidly growing e-commerce market. They addressed the role of retail media networks in driving sales and providing unique consumer insights, and examined how Uber's Advertising Network can unlock better outcomes. They also discussed the influence of these developments on connected TV and video advertising and the evolving retail media landscape and its implications for brands' advertising strategies.

**OMG
PARTICIPANTS**Guy Marks
PHD**PARTNER
PARTICIPANTS**Dr. Mark Grether
Uber

KEY TAKEAWAYS:

1. UBER'S EXPANSION IN MEDIA:

Uber's strategy involves subtle advertising integrated within its services, highlighting a unique approach in digital advertising. This move reflects an innovative step in blending service delivery with marketing, focusing on enhancing user experience while promoting brands.

2. TECHNOLOGY INTEGRATION IN VEHICLES:

The evolving role of vehicles as a 'third device' showcases the increasing integration of technology in daily life. This concept enhances the digital experience, connecting vehicles with other personal tech ecosystems, and opens new avenues for interactive services and advertising.

3. UBER EATS' ROLE:

Uber Eats leverages data-driven strategies for advertising and customer engagement, showcasing the potential of targeted marketing in the food delivery sector. This approach not only boosts business but also enhances customer experience through personalized interactions.

4. MULTI-SCREEN EXPERIENCE:

The introduction of tablets in Uber vehicles represents a leap in creating an immersive, dual-screen user experience. This initiative underscores Uber's commitment to enhancing passenger experience and presents new opportunities for digital engagement and advertising.

5. ADVERTISING STRATEGY AND IMPACT:

Uber's advertising approach aims at influencing consumer behavior positively, like reducing ride cancellation rates. The strategy involves collaborating with brands for co-marketing, highlighting the potential of shared advertising efforts in improving service efficiency and marketing reach.



YOU CAN NOW COMBINE UPPER FUNNEL TACTICS WITH LOWER FUNNEL TACTICS AND IT'S A WAY TO COMBINE BOTH WITH MEASUREMENT SOLUTIONS ON A GLOBAL SCALE.

DR. MARK GREYER

VP, General Manager, Uber Advertising





FROM THE FLOOR:

COMMERCE-CENTRICITY

Omni's clean room integrations and our advanced supply chain monitoring will be placed at the heart of advertising strategies and used to redefine audience targeting in a post-cookie era.



A RISE IN AI-POWERED SOLUTIONS WILL LEAD TO THE NEXT LEVEL OF PERSONALIZATION:

We're seeing mass adoption and deployment of AI-powered solutions, which manifest in many ways, but at the core, they not only allow brands to meet the consumer right when they need it but are now going further with a focus on anticipating consumers future needs. These solutions are creating a surge in data and measurement opportunities, which will lead to the next level of personalization, where delivering curated experiences to consumers is the bare minimum. Brands will need to prioritize technology that can consistently adapt to a consumer's behaviors and use that information to anticipate future needs and wants and provide tailored experiences and recommendations based on that.

NEW TECHNOLOGY WILL CREATE NEW EXPECTATIONS IN HOW BRANDS WILL INTERACT WITH CONSUMERS:

Multi-sensory or experiential tech developments have become highly sophisticated and immersive, driving 'phygital' shopping experiences - where omnichannel will mean connecting both physical and digital experiences simultaneously. While not a new theme, new

players and innovations continue to reduce the friction between online and offline engagements and allow advertisers to invite their customers into branded spaces more fluidly and with meaningful, lasting impact. As ad-blocking preferences and banner fatigue continue to grow, the focus needs to shift from big ads, small content to big content, small ads and brands will need to create a frictionless omnichannel experience to capture consumer attention and loyalty.

THE DEMOCRATIZATION OF TRANSACTION AND FULFILLMENT WILL MAKE COMMERCE EXPERIENCES SIMPLER AND MORE SEAMLESS FOR BRANDS AND CONSUMERS:

Blockchain/Web3, AI, data modeling, and 5G are all accelerators of consumer-first and incredibly seamless transactions. With new tech comes new expectations, and the consumer expectation for quick and convenient check-outs creates an increased competitive angle for retailers. The landscape for advertisers is no longer simply housed in the four walls of a retailer – brands are experiencing an infinite shelf of competitive technology offering new ways to rapidly accelerate the milestone between point of purchase and fulfillment for personalized and seamless transactional experiences.

EXHIBIT EXAMPLES

A rise in AI-powered solutions will lead to the next level of personalization

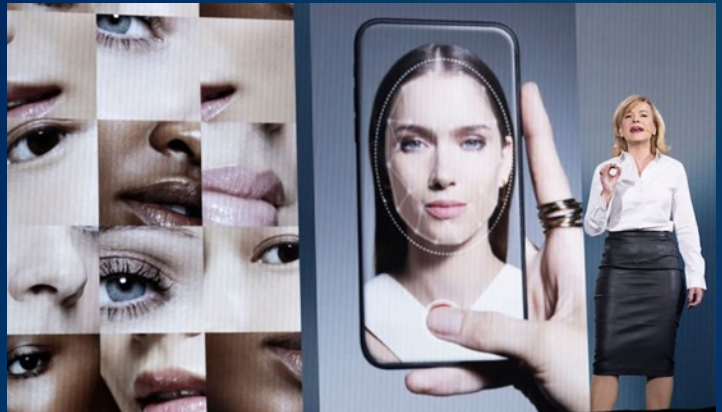
Instacart announced new technology capabilities on smart carts, allowing for highly personalized, moment-based recommendations through advertising opportunities – in addition to an increase in new data to be captured and used for new measurement and targeting capabilities. These recommendations will use multiple variables to provide specific ads - for example, shoppers might receive advertisements for candy ahead of Valentine's Day or an ad for ice cream cones if they bought ice cream.



Walmart has teamed up with Microsoft to announce their path forward to build what they call an AI-powered shopping experience, which will be used to track customer's shopping behavior and create recommendations for future purchases. Additionally, the search function will expand to improve how customers find items while shopping. For example, a customer can go beyond just searching for individual products like "soda" and tell the app what it needs help with shopping for – like a birthday party or game day snacks.

New technology will create new expectations in how brands will interact with consumers

L'Oréal was the first beauty brand to give a keynote speech at CES, and their innovations for tech are unparalleled, winning 7 awards at CES this year for their beauty tech innovations. One innovation included the Beauty Genius. This product uses Gen AI, AR, computer vision, and color science to provide tailored and accurate recommendations/diagnoses for any hair, skin, or makeup needs.



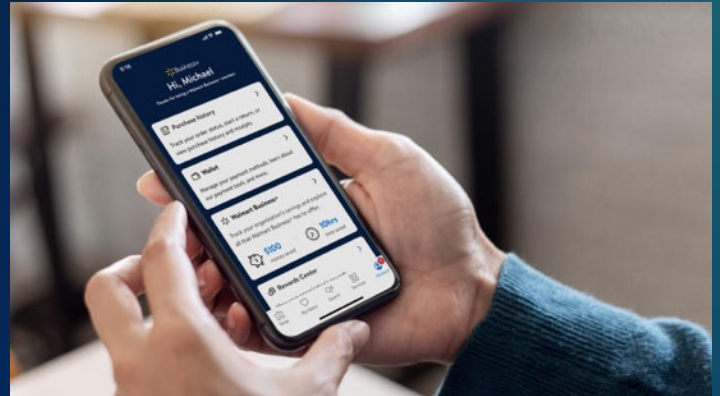
With continued evolution around XR experiences, there were several companies and advances in the technology of 'non-wearables' with companies like Ultraleap that create technology that allows you to use your own hand to interact with content in 3D. In other words, no controller is needed. As technology improves, this will enable a more natural AR experience to better bridge real and virtual worlds that users will start to expect.



EXHIBIT EXAMPLES (CONT'D)

The Democratization of transaction and fulfillment will make commerce experiences simpler and more seamless for brands and consumers

Amazon's showcase hit on the idea of the connected consumer, displaying multiple products that allow you to be connected to everything, everywhere, all at once. From Alexa in your car that you can ask to turn on the garage lights, to a fridge you can ask Alexa to order more food from based on what's stocked inside of the fridge. The idea of multimodal commerce, where apps are talking to other apps talking to other apps, will continue to shape how simplified commerce will be for consumers as technology will advance to be predictive in nature, learning to anticipate our needs based on our daily behavior



Walmart mentioned its new AI solutions were not just consumer-facing but also help store associates streamline job tasks and workflows. For example, in an announcement with Sam's Club, consumers will not have to show receipts upon exiting the stores anymore, and instead AI tools will verify customer purchases. Additionally, Walmart teased another product with AI predictive capabilities, Walmart InHome Replenishment, that will send groceries in a timely manner based on what's in the users shopping cart.





PEOPLE AT PLAY

Sports and Gaming have exploded into mainstream culture, providing major opportunities for brands – with revenues in areas like esports, fantasy sports, and live-streaming continuing to grow rapidly.

Sports sponsorships allow brands to tap into passionate fan bases during live events, both in-person and online. Jerseys, equipment, and stadiums offer prime sponsorship for real estate to be woven into the live experience.

Gaming and esports enable brands to organically integrate into popular streams, tournaments and even within the games themselves. As the sports and gaming landscape evolves, marketers must find authentic ways to align with trends and creators shaping these communities. While tricky, getting the fusion of sports, gaming and marketing right enables brands to seamlessly engage these highly passionate audiences through content they love.

We hosted three panels on Sports + Gaming with experts in the fields. Optimum Sports welcomed Candace Parker, WNBA champion and TNT NBA analyst and Katlyn Gao, CEO, LOVB Volleyball to a panel with Amazon.

Zero Code welcomed guests from Mod.io and Gamefam in a panel moderated by IGN.

OMNICOM CO-DEVELOPS CREATOR BENCHMARKING INSIGHTS ACROSS META'S PLATFORMS

THIS STORY BROKE ON DIGIDAY

Wrapping its blitz of moves with major social and commerce platforms to align the discovery, planning and measurement of marketing-driven influencer and creator content with other media channels, Omnicom is rolling out creator benchmarking insights for all Meta platforms.

The news follows research that aims to better understand the value influencers bring to the marketing equation, as well as partnerships and deals with TikTok, YouTube and Amazon — all aimed at putting influencer marketing alongside other channels as well as to boost its performative abilities.

The co-development deal with Meta revolves around the ability to benchmark creators mainly within Omni, Omnicom's central operating system, which was intentionally designed to be open to data inputs from any source (ie Meta) to harmonize it with its own data. The benchmarking ability lets planners across Omnicom's global markets analyze the performance of creator content across Facebook and Instagram against more than 28,000 creators curated by Omnicom Media Group. Insights within these data lakes can be broken out by industry and influencer to drill down to granular decisioning levels.



Megan Pagliuca, OMG's North American Chief Activation Officer, said the benchmarking extends work Omnicom has been doing with Meta for more than a year. "It started as kind of a paid social intelligence suite where we had paid social benchmarking, and it's now extended to have to creator benchmarking capabilities that help inform planning," said Megan. "So we're looking at an array of attributes rather than just looking at something like the number of followers."

That resonates with other agents of the industry that have a stake in making influencers a bigger part of marketing.

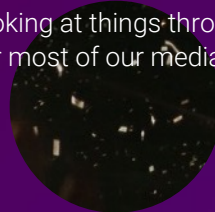
"A good influencer campaign should look beyond follower counts, emphasizing audience loyalty and engagement," said Matilda Donovan, digital talent agent at UTA. "Aligning the creator's brand with the promoted product ensures resonance with the audience's established preferences, driving the strongest results."

Ben Hovaness, Chief Media Officer for OMD, added that this is another step toward assessing creator marketing side by side with other established media channels. "This gives our clients insights far beyond what you can get out of using the platform's built-in planning tools, because we have the advantage of a huge volume of client performance data to use," said Ben, just recently elevated to his current role. "So we can drill in by different objectives, formats and so forth."

"As we are moving towards influencer [marketing] being a full-fledged media channel, we had to think about what are the ways you would optimize," said Clarissa Season, chief experience officer at Annalect, which manages Omni. "So that caused us to look at data a little differently for the influencer audience and how we visualize that and bring that to life for our users, so that they can quickly and easily optimize and make those adjustments."

Bianca Bradford, Meta's Head of Agency for North America, said it's the context that's key to the co-developed benchmarking: "It can help provide additional context around the impact an individual creator is making, and we believe that providing these types of insights to advertisers can help push forward the broader creator ecosystem."

Ben pointed out the importance of understanding regional nuances of creator partnerships — and the benchmarking effort will occur in a variety of global markets starting in Q1 of this year. "Influencer Marketing varies a great deal from one region to the next from one market to the next," he said. "What a micro influencer is in the United States is very different from what it might be in China or another major market. Being able to cluster our data into tranches or tiers of influencers is enormously powerful, especially when we're looking at things through a market-specific lens which we do for most of our media activations."







WATCH NOW

THURSDAY, 11
4:00PM -
4:30PM PST

DRIVING FORWARD:

WOMEN'S SPORTS AND BRANDS SHAPING THE FUTURE

Women's sports are growing across the board, consistently setting records and becoming a larger piece of American culture. Brands have taken notice, capitalizing on increased viewership to distribute their media and heightened popularity to enhance their sponsorships. However, challenges persist in improving the perception, visibility, and participation of women in sports. Amy Adelbush, Managing Director, Optimum Sports, Candace Parker, WNBA Champion and TNT NBA Analyst, Katlyn Gao, CEO, LOVB Volleyball, and Amy McDevitt, Sports Brand Partnership Lead, Amazon, delve into the impact of the women's sports movement and why brands and sponsors will be a critical driver to sustain the momentum.

OMG PARTICIPANTS

Amy Adelbush
Optimum Sports

PARTNER PARTICIPANTS

Candace Parker
WNBA Champion

Katlyn Gao
LOVB Volleyball

Amy McDevitt
Amazon



KEY TAKEAWAYS:

1. CELEBRATION OF PROGRESS:

There have been several notable positive developments in women's sports over the past year, including the 50th anniversary of Title IX, equitable coverage, and equal pay. This recognition of achievements, such as Caitlin Clark becoming a popular athlete, reflects the growing success and popularity of women's sports.

2. BRAND RESPONSIBILITY AND AUTHENTICITY:

Authentic storytelling was identified as a key aspect, with brands urged to showcase the individual stories of athletes and avoid generic approaches such as simply placing logos.

3. STREAMING OPPORTUNITIES:

The flexibility of streaming allows for a more personalized and in-depth approach to content and storytelling in women's sports. Amazon's involvement in the National Women's Soccer League and the potential for long-form storytelling were a few key examples of leveraging streaming capabilities.

4. INVESTMENT AND VISIBILITY:

The historical underinvestment in women's sports was acknowledged, and panelists stressed the need for brands to make a significant commitment to support the growth and visibility of women's sports to foster a new era of fandom amongst a younger generation.

5. DIVERSITY AND REPRESENTATION:

Brands were encouraged to recognize and authentically represent the diversity within women's sports, including racial, LGBTQ+, and socioeconomic, in their storytelling and partnerships.



WE'RE EXPANDING IN TERMS OF VISIBILITY - I'VE SEEN THE TREMENDOUS AMOUNT OF GROWTH AND I'VE SEEN THE POSSIBILITY. THIS ISN'T A CHARITY - THIS IS AN OPPORTUNITY FOR BRANDS.

CANDACE PARKER

WNBA Champion & TNT NBA Analyst





WATCH NOW

THURSDAY, 11
4:30PM -
5:00PM PST

MODIFYING THE GAME:

**HOW GAMERS ARE SHAPING THE FUTURE
OF BRAND ENGAGEMENT**

In the ever-evolving world of gaming, MODs (Modifications) are taking center stage, reshaping how both publishers and fans engage with games. Whether it's a game enthusiast crafting Fortnite maps, designing unique games in Roblox, or creating new maps in Halo, MODs have become a major source of new content, bringing new perspectives and creativity to established game franchises. This panel, featuring Dario Raciti, Managing Director, Zero Code, Andy Swanson, Head of Publisher Relations, mod.io, Ricardo Briceno, Chief Business Officer, Gamefam, and Bo Moore, Executive Director, IGN Entertainment, delved into the fast-growing world of MODs and how they drive fan engagement and open up a new world for brands.

OMG PARTICIPANTS

Dario Raciti
Zero Code

CLIENT PARTICIPANTS

Andy Swanson
mod.io

Ricardo Briceno
Gamefam

PARTNER PARTICIPANTS

MODERATOR:
Bo Moore
IGN

KEY TAKEAWAYS:

1. DEFINITION OF GAME MODS:

The panelists provided a clear definition of game mods, emphasizing that they involve user-generated content that modifies the game code. This modification can include various elements such as cosmetics, vehicles, weapons, maps, and entire conversions.

2. IMPORTANCE OF UGC GAMING PLATFORMS:

User-Generated Content (UGC) gaming platforms like Roblox and Fortnite boast massive user bases, with Roblox having 70 million daily active users and Fortnite reaching 270 million monthly active users.

3. ECONOMIC IMPACT:

The economic impact of gaming is projected to grow to a revenue of \$212 billion by 2026. Additionally, there's a focus on the growing importance of user-generated content, with projections suggesting that one out of every \$10 will be spent on such content.

4. BENEFITS FOR GAME DEVELOPERS AND BRANDS:

There is a 90% greater retention rate for games with UGC, a 26% higher Downloadable Content (DLC) rate, and 23% more revenue for game studios. Brands are encouraged to engage with UGC platforms to connect with the audience organically.

5. EVOLUTION OF MODDING COMMUNITIES:

The panel predicts a shift towards professional modding, where individuals and teams will be dedicated to creating high-quality mods for games. Brands are encouraged to explore opportunities within the UGC space, offering value to gamers and becoming an integral part of the gaming experience.



WITH A UGC ROUTE, THE DEVELOPMENT OF CONTENT BECOMES A LOT MORE FLEXIBLE AND OFFERS A LOT MORE AVENUES FOR US TO PLAY IN AS BRANDS, BRINGING VALUABLE CONTENT TO THE AUDIENCE.

DARIO RACITTI

Managing Director, Zero Code





WATCH NOW**9:00AM –
9:30AM PST**

CREATORS AT THE FOREFRONT:

CRAFTING CONTENT FOR SUCCESS

The dynamic between sports sponsorships and creators blurs the lines between on-field performance and social performance. Joining us for a fireside chat was Colleen Soriano Weinrich, Head of Agency, Meta, Kevin Blazaitis, Head of OMG Influencer Practice, Joanna O'Connell, OMG NA Chief Intelligence Officer, and Nicholas Youngman, Managing Director, Optimum Sports, who together discussed the interplay between sports and social and how different creative formats can support your marketing goals.

**OMG
PARTICIPANTS****MODERATOR:**

Joanna O'Connell
OMG NA

Kevin Blazaitis

OMG Influencer Practice

Nicholas Youngman
Optimum Sports

**PARTNER
PARTICIPANTS**

Colleen Soriano Weinrich
Meta

KEY TAKEAWAYS:

1. SOCIAL MEDIA IMPACT ON SPORTS SPONSORSHIPS:

Nick Youngman, an expert on sports, discussed how social media has accelerated the trend of proliferating sports content beyond live games. The complex fan ecosystem requires understanding modern fan consumption and leveraging influencer insights into athletes' lifestyles, interests, and hobbies.

2. RISE OF INFLUENCER MARKETING IN SPORTS:

The discussion emphasizes the shift from relying solely on star athletes for influencer marketing to leveraging a network of influencers. This approach provides better reach, authenticity, and relatability, challenging the traditional expensive deals with star athletes.

3. EXPANDING SPORTS CONTENT BEYOND HIGHLIGHTS:

The panel acknowledged the evolution of sports content, which now includes discussions about lifestyle, fashion, and culture associated with sports, broadening the sponsorship landscape.

4. INFLUENCER MARKETING NUANCES IN SPORTS:

The panel emphasized the importance of understanding the nuances of working with sports influencers. This involves being agile, utilizing real-time moments, and accessing data and analytics to measure the effectiveness of influencer networks.

5. STRATEGIC APPROACH TO INFLUENCER MARKETING:

The discussion emphasized the importance of being strategic and creative in influencer marketing. It's not just about content deals or sponsorships but creating interactive and unforgettable experiences for consumers.



IT'S REALLY BRINGING THE INFLUENCER TO PARITY IN A LOT OF THE WAYS THAT OTHER MEDIA CHANNELS ARE PLANNED MEDIA. WE CREATE CONTEXT AND INTEGRATE ALL OF THE DIFFERENT TOUCH POINTS INTO ONE APPROACH.

KEVIN BLAZAITIS

President, OMG Influencer Practice





FROM THE FLOOR:

PEOPLE AT PLAY

Omni allows clients to discover and identify audience insights and intersection points where they can activate a brief. Through different sports and entertainment-related passions and cultural tentpoles (such as season premieres or game launches), audiences can be activated across multiple platforms to create immersive moments and experiences for people at play. Tailored assets designed to inspire, entertain or enhance audience engagement in these moments create highly engaged segments, driving campaign and brand outcomes.



IMMERSING FANS INTO CULTURAL IP:

Fandom continues to revolutionize as worlds that were once only viewed on screen or in a stadium can now be experienced through consoles, mobile experiences, and haptic immersion. The feeling of watching the latest Netflix sci-fi show, being in the Manchester United stadium, or walking through the streets within the Last of Us all extend the cultural cache of traditional entities such as sports teams, television series, and arcade games and bring them to a new life. This opens up the door for merchandise, whether digital or physical, as well as exclusive brand experiences that extend money spent on more traditional channels.

GAMIFICATION OF OUR LIFESTYLES:

Special computing headsets (e.g. AR/VR/VR glasses and headsets) play in the world of spatial reality. Larger curved screens, motion sensors, and haptic technology leverage a digital world where we can mirror physical space activities. As people needed to adopt more virtual behaviors in the pandemic, the continued expansion of life, whether in a sports arena, a mountain top, or in a co-working virtual space, all continue to provide new opportunities to tap into early adapters to help shift consumer habits.



THE CONTINUED DECENTRALIZATION OF PLAY:

The evolution of mobility is creating new access points for entertainment engagement. This year at CES, we saw many exhibitors showcase the potential future of accessing sports and gaming content via enlarged curved digital screens within personal vehicles, and additional gaming accessories like VR/AR/XR headsets being incorporated into the vehicle as well. As self-driving technology advances towards full autonomy, we can anticipate the passenger experience to alter. With no need to pay attention to driving, the passenger experience can lend itself to viewing live sports and engaging with gaming content while on the go.



THANK YOU

to our panelists, tour guides and contributors