



CES 2024

Influence beyond tech

Updated: January 12th 2024

Better decisions, faster.



More than a technology trade show

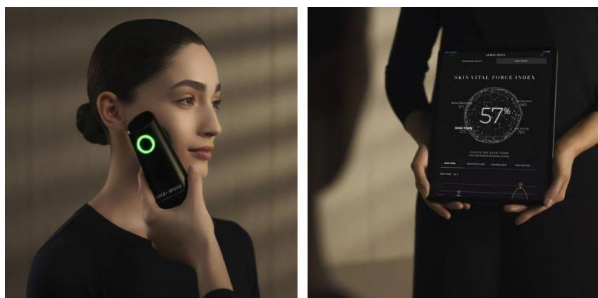
CES 2024 expects [130,000 delegates](#) and 400 exhibitors, the largest post-pandemic crowd yet. The event has become more than a trade show announcing [new gadgets](#).

Technology is having an increasingly profound impact on human [society and development](#). In October 2023, the United Nations announced that [access to technology will be an 8th pillar](#) of its 'Human Security For All' framework.

Over the past decade, CES has expanded beyond consumer electronics manufacturers to attract attention from [virtually every sector](#). This year saw announcements and perspectives across [health](#), [mobility](#), [energy](#), [food](#), and [smart cities](#).

Major global brands now [share their visions](#) of the impact of technology on their products and sectors.

L'Oreal Group delivered the first-ever CES keynote presentation from a beauty brand, illustrating their [innovations in beauty tech](#) and receiving 7 CES innovation awards this year across [digital expression](#), [advice sustainability](#), [empowerment](#), and [convenience](#).



Walmart presented a vision of the [future of retail](#) – such as using [generative search](#) to intuitively find products based on a need or accession, [social shopping](#), and even [automated delivery to the refrigerator](#).

This year saw a real step change in brand engagement with CES, no longer just visiting and learning about technology.

Brand executives are now presenting and leading conversations about the impact of technology on their businesses and consumers and recognizing technology as both a key driver of growth and a mechanism to deliver better outcomes.

Gen AI goes everywhere

Over the past couple of years, [rapid progress](#) in generative AI has provided a significant opportunity for brands to create value and savings in [products](#) and [marketing](#).

AI technologies are being infused into all sorts of [personal and household gadgets](#). Grills that teach how to [cook your perfect steak](#), washing machines that [buddy up with vacuum friends](#), or induction hobs that know how to cook your [favorite recipes the healthiest way](#) possible.

However, many of [these interactions are fleeting and have a single purpose](#).

The most potential comes from an environment where we spend significant time and need help. For these reasons, automotive brands foresee a revolution for AI-enabled in-car experiences.

Mercedes-Benz launched its [MB.OS operating system](#) at CES 2024 with a proprietary larger language model to enable conversational interactions.



Volkswagen announced an [integration of ChatGPT](#) into vehicles as a [standard feature starting in Q2 2024](#).

Through Gen AI, we can expect our cars to have massively expanded capabilities in coming years, supporting driving and navigation and personalized [exploration and learning](#).

Cars may become a [significant distribution mechanism](#) for content, especially games, and an emerging [media channel in their own right](#) as we spend increasing amounts of time in vehicles.

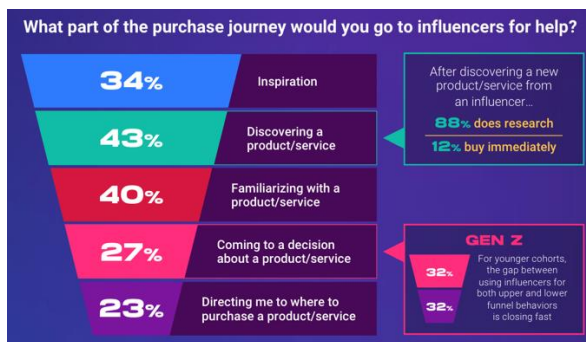
Responsibility and ethics will be [vital in 2024](#) as AI technologies scale. An Omnicom panel at CES 2024 focused on '[Working Together Towards More Inclusive AI](#).'

OMG at CES

In recent years, CES has grown in importance for the advertising industry as clients and agencies speak and meet to discuss how technology-driven innovation can be adopted for growth. [OMG hosted](#) a series of discussions at CES covering;

- [Content and creativity](#) and how we can create more [authentic connections](#).
- How Generative AI is [democratizing data](#) and [unleashing creativity](#).
- ‘[The Transformation Experience](#)’ explored what’s new in tech and the implications on consumers’ and clients’ business.
- The [increased role of Influencer channels](#).

Influencer content is a central theme for this year, as evidenced by a recent [OMG survey illustrating influencers' increased role](#) in purchase journeys, particularly for younger audiences.



At CES this week, [OMG announced a series of partnerships](#) to drive the scaling of influencer marketing for brands, including;

- A first-to-market partnership is [accessing TikTok’s Creative Exchange \(TTCX\)](#) to drive influencer discovery with Omni audiences. For now, the deal is effective in the U.S. to expand globally.
- A [Generative AI Data Matching approach](#) developed with Google to increase the efficiency and efficacy of brands’ investment with YouTube influencers.
- Influencer [activation and measurement with Amazon](#) to pilot Amazon’s Posts API, tying influencer creative to sales performance.

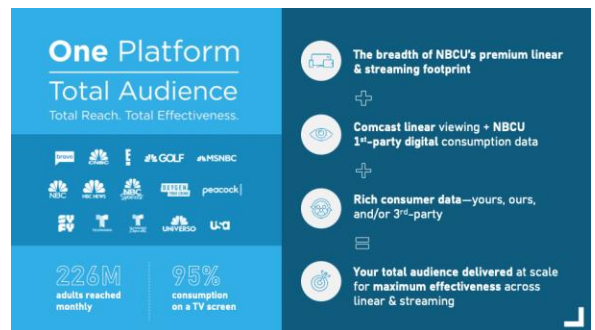
Influencers can be more significant in communications plans this year as technology enables planning, activation, and measurement across the influencer ecosystem.

Implications for media

Across the media value chain, brands focus on CES globally to announce new technology innovations.

This week, NBC Universal announced new AI tools to [automate TV ad buying in streaming and linear](#) ad environments.

[One Platform Total Audience](#) delivers cross-platform audience-based advertising with a measure of cross-platform unduplicated reach. It aims to transact 50% of business on strategic audiences in 2024 and has already sold out for Q1.



The cross-platform video was always going to be a key battleground, but this year, especially so, as connected TV scales up through streaming brands’ adoption of ad-supported models, alongside shifts in digital media with the long-awaited deprecation of 3P cookies in Google Chrome, which [began this week for the first 1%](#) of users.

Expect more channels as more environments, devices, and services become scale-connected. Effective monetization of data and attention may be the differentiator in highly competitive markets such as the connected home, car, or city.

Consumer adoption is already high, and technology can be adapted from sectors such as retail media or connected TV.

The ‘future signals’ we utilize for effective marketing are not going away with cookie deprecation; instead, they are changing in structure and variety.

The OMG US team shared [Future Signals 8](#) recently, and later this month, we will be sharing an EMEA-focused perspective; sign [up here](#).



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