FUTURE FOCUS 2022

MEET US AT THE NEW INTERSECTION OF MEDIA

iPROSPECT

a dentsu company

© 2022 iProspect | All rights reserved

FUTURE FOCUS 2022

MEET US AT THE NEW INTERSECTION OF MEDIA

iPROSPECT
Brands Accelerated

/ INTRODUCTION /

Constant adaptation is a reality of our current times, the continual need to react, adapt, and respond to unparalleled change in our world, our industry, and most importantly in ourselves.

In a world reshaped by numerous crises, we have seen human interaction, digital behaviour, and consumer habits fundamentally shifted. With nervousness about the future the overwhelming feeling in societies globally[a] , and with 86% of global leaders believing that both positive and negative digital change will be the longest lasting change the world we see[b], the digital world holds the potential to completely reshape how we move forward as a global community.

Whether this shift is permanent, remains to be seen. This pace of change in our lifetime has given focus on a need for availability, accountability, and sustainability across media and yet has also borne witness to the reimagining of what media could be.

At iProspect, we have seen a new intersection of media emerging. Media has become the intersection of culture, content, data, and technology. With digitally native brands accelerating growth at this new intersection at triple the rate of ecommerce overall[c], we see that this new intersection of media allows for possibility, innovation, and change. Brands must examine the fundamental shifts in how they operate, organise, and ultimately transact.

A greater emphasis on ecommerce has radically changed brands' relationships with consumers, with 73% of consumers continuing to use newly discovered purchasing channels and brands from the past year[d], brands must focus quickly on both the experiences that they build, and how they target these new consumers. It has brought a fundamental shift in how advertisers and agencies must organise ourselves, what skills we use, and how we do business.

In the old world we spent much of our business lives in transit, and on planes, leading to it taking much longer to understand, and breakthrough international challenges. A reshaping of digital connections has increased the frequency of human contact, giving way to increased diversity of perspectives and cultures all in the same virtual space interacting, debating and reimagining our future.

Future Focus 2022 helps us to define this time and look to our next era of marketing, examining the three most urgent intersections of possibility for brands. The Intersection of Next and Normal examines the rapid adjustment, experimentation and innovation that is currently taking place as companies and consumers adapt to new ways of living, including new hybrid models in many parts of life, greater use of virtual worlds, and greater flexibility in working patterns.

We examine the Intersection of Empathy and Responsibility, examining how many brands are taking a more public-spirited approach to their manufacturing and marketing, using their knowledge and market power to help make the world more sustainable and fairer.

The Intersection of Personal and Private looks at why it is more important than ever that people be able to prove who they are, but at the same time harder for brands and third parties to know who they are. The new intersection of media offers unrivalled possibilities for those that desire it.

We'll meet you there.

AMANDA MORRISSEY,
Global President, iProspect

CONTENTS

INTRODUCTION

MEGATREND 1
THE INTERSECTION OF NEXT AND NORMAL

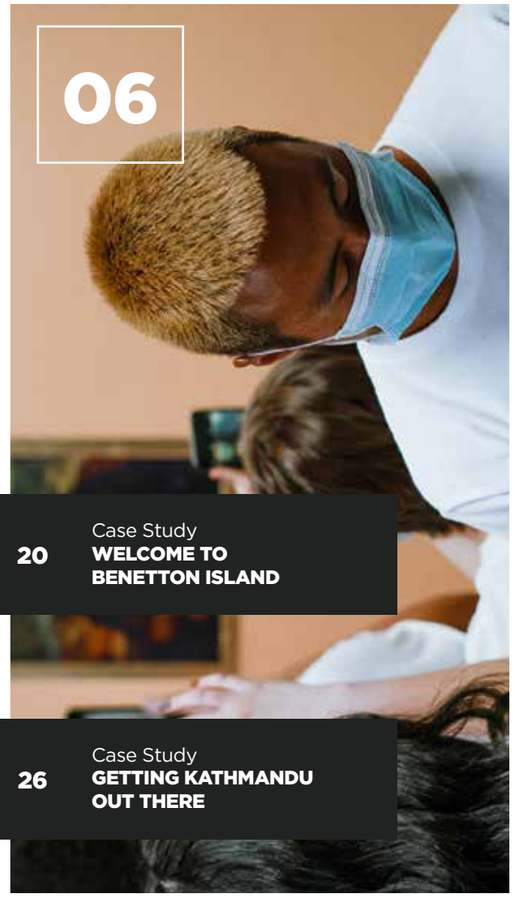
10 The Hybrid Human

12 Shop Here. Shop Now.

16 Get Virtual

22 Secure but Scarce

24 The Remote Revolution



20 Case Study **WELCOME TO BENETTON ISLAND**

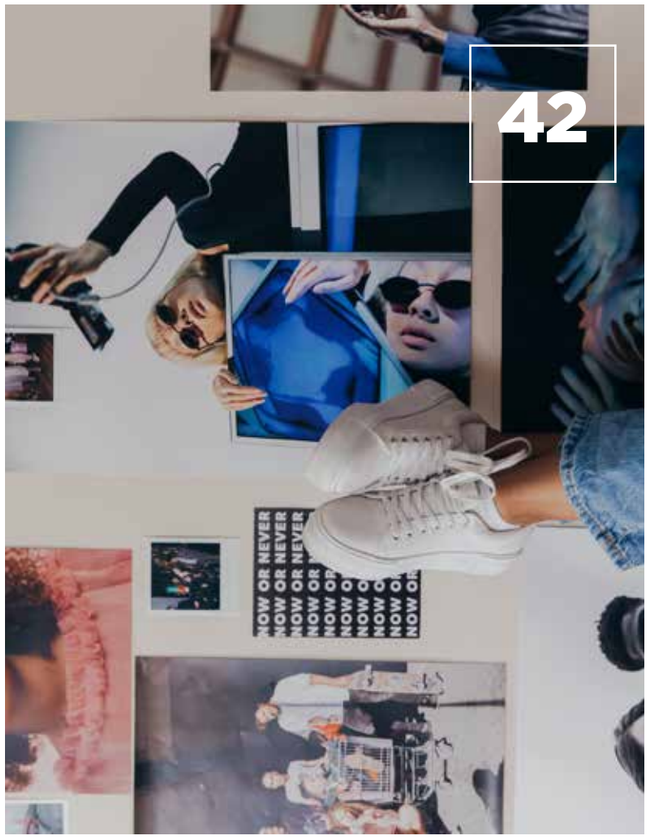
26 Case Study **GETTING KATHMANDU OUT THERE**

MEGATREND 2
THE INTERSECTION OF EMPATHY AND RESPONSIBILITY

34 Reimagining with Responsibility

36 Media for a Sustainable Future

38 Case Study **A&W: SERVING BEYOND MEAT**



MEGATREND 3
THE INTERSECTION OF PERSONAL AND PRIVATE

46 Anonymously Yours

48 Cookie No More

52 Your Data. My Data.

54 Case Study **MAKING MAGGI THE DESTINATION FOR MOMS**

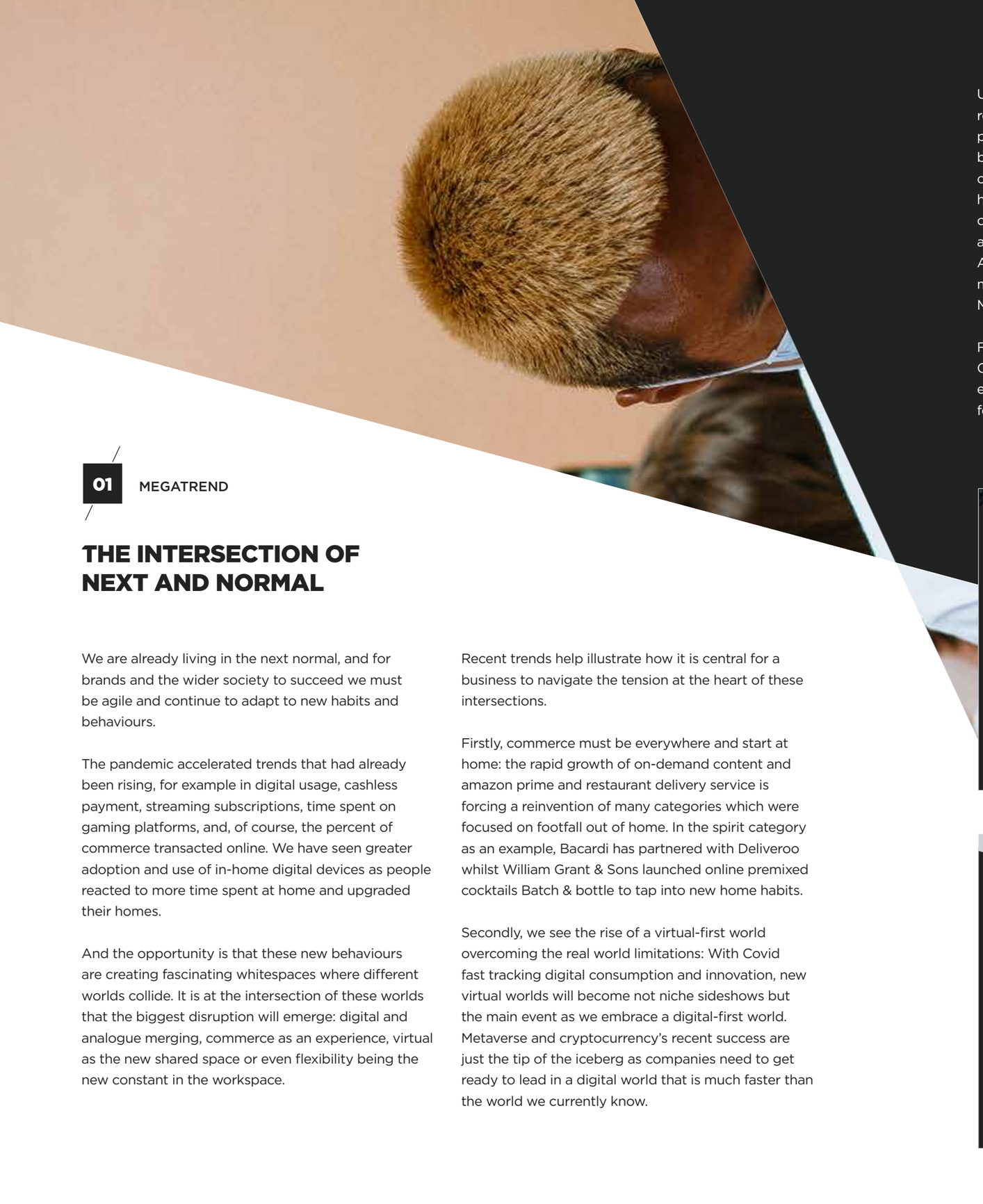
MEGATREND

01

THE INTERSECTION OF NEXT AND NORMAL

Our world was completely upended by the COVID-19 global pandemic, which lasted longer than many initial forecasters told. While not yet endemic and that point in time not yet known, we have started to see the signs of societies and the global economy reopening. Countries are loosening travel restrictions, vaccination rates increasing, and mask mandates and public health measures are lessening.

We find ourselves at an intersection of next, and normal. Consumer behaviour has so rapidly changed over the last 18 months that we have seen more change in the way many people live, work, shop, and socialise than any time in the past 70 years.



01 MEGATREND

THE INTERSECTION OF NEXT AND NORMAL

We are already living in the next normal, and for brands and the wider society to succeed we must be agile and continue to adapt to new habits and behaviours.

The pandemic accelerated trends that had already been rising, for example in digital usage, cashless payment, streaming subscriptions, time spent on gaming platforms, and, of course, the percent of commerce transacted online. We have seen greater adoption and use of in-home digital devices as people reacted to more time spent at home and upgraded their homes.

And the opportunity is that these new behaviours are creating fascinating whitespaces where different worlds collide. It is at the intersection of these worlds that the biggest disruption will emerge: digital and analogue merging, commerce as an experience, virtual as the new shared space or even flexibility being the new constant in the workspace.

Recent trends help illustrate how it is central for a business to navigate the tension at the heart of these intersections.

Firstly, commerce must be everywhere and start at home: the rapid growth of on-demand content and amazon prime and restaurant delivery service is forcing a reinvention of many categories which were focused on footfall out of home. In the spirit category as an example, Bacardi has partnered with Deliveroo whilst William Grant & Sons launched online premixed cocktails Batch & bottle to tap into new home habits.

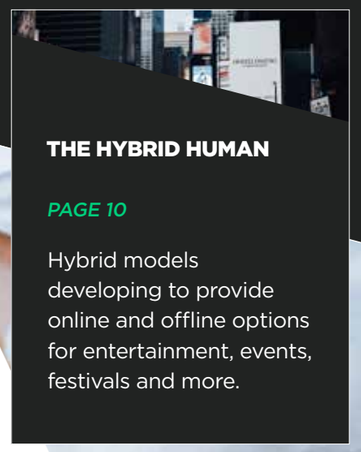
Secondly, we see the rise of a virtual-first world overcoming the real world limitations: With Covid fast tracking digital consumption and innovation, new virtual worlds will become not niche sideshows but the main event as we embrace a digital-first world. Metaverse and cryptocurrency's recent success are just the tip of the iceberg as companies need to get ready to lead in a digital world that is much faster than the world we currently know.

Unlimited creativity, connections and recommendations powered by AI will open possibilities that will mean these new worlds won't be clunky replicas of our analogue life but instead open new possibilities that are unlike anything we have seen before. NFT's success is a great example of something that defies "analog" logic yet proving a runaway success for luxury and collectors' items. And Facebook's recent rebranding of Meta is a great marker of that change and the potential behind the Metaverse for such a company to want to own.

Finally, we are witness to the rise of work-on-demand. COVID-19 has fundamentally changed employee and employer expectations, with agility, flexibility, and a focus on mental health the new priorities as remote or hybrid working becomes the norm. As a result of "the great resignation", companies are now putting in place specific benefits focused on promoting a culture of agility in order to attract the best candidates. As our relationship to how we work changes so does our location and personal time evolve.

The Intersection of Next and Normal sees many brands leaning into change that is set to be permanent. Those that succeed will make the most of these opportunities by investing in ambitious media strategies and transformation plans to capitalise on new opportunities.

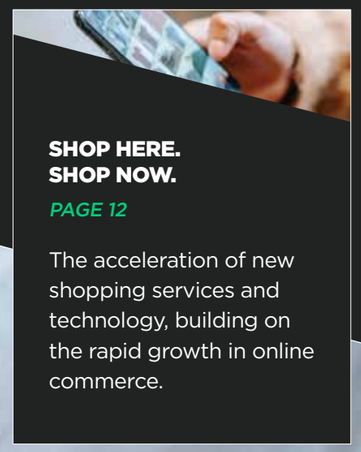
This chapter examines:



THE HYBRID HUMAN

PAGE 10

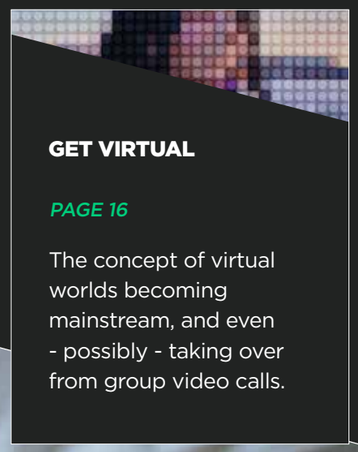
Hybrid models developing to provide online and offline options for entertainment, events, festivals and more.



SHOP HERE. SHOP NOW.

PAGE 12

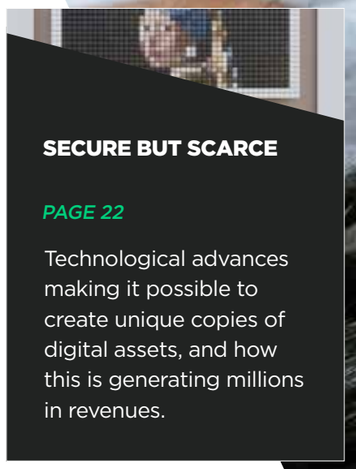
The acceleration of new shopping services and technology, building on the rapid growth in online commerce.



GET VIRTUAL

PAGE 16

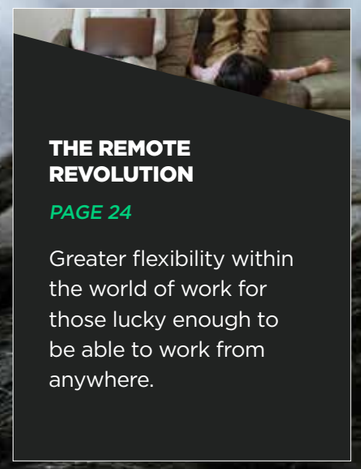
The concept of virtual worlds becoming mainstream, and even - possibly - taking over from group video calls.



SECURE BUT SCARCE

PAGE 22

Technological advances making it possible to create unique copies of digital assets, and how this is generating millions in revenues.



THE REMOTE REVOLUTION

PAGE 24

Greater flexibility within the world of work for those lucky enough to be able to work from anywhere.

MEGATREND

01

THE INTERSECTION OF NEXT AND NORMAL

THE HYBRID HUMAN

THE HYBRID HUMAN

Consumers have become accustomed to the flexibility offered by omnichannel retail - the ability to research and buy both online and in-store, and combinations of the two. We now see many other areas of life becoming omnichannel, developing hybrid models that mix digital and in-person participation.

/ IN THE CINEMA AND IN THE HOME /

Entertainment is increasingly hybrid. Studios like Disney are releasing films in theatres and online at the same time. For example, Cruella was released both in cinemas and online in May 2021, generating a global box office of just under $250m,[1] with streaming revenues, from an additional fee for Disney+ subscribers, reaching a bit under $50m.[2] While these numbers may seem big, they are much lower than would have been expected from a high-profile theatrical release before the pandemic. Cinema chain Cineworld has reported a 70% fall in its US admissions,[3] and while a combined model offers flexibility for film fans, it changes the economics for the industry.

Netflix is experimenting with physical entertainment. It has created live action experiences for two hit shows, Bridgerton[4] and Money Heist,[5] for which fans can buy tickets.

Events and festivals are also becoming hybrid. The Edinburgh Fringe Festival featured approximately 1,000 shows, of which about 600 were live in venues around the city, 100 were available to stream live at specific times, and 300 were available to stream on-demand.[6] The flexibility allowed audiences to take part anywhere around the world, and also allowed performers to submit their shows to be part of the platform remotely. No figures have been made public, but inevitably the box office takings will be down; the festival normally has more than 3,000 shows.[7]

/ FLEXIBILITY FIRST /

IKEA took advantage of this trend when they hosted their global festival in-store and online in mid-September.[8] Online elements included films, shows, and even DJ sets from famous DJs in their own homes. In-store elements included talks on wellness, and classes on how to upcycle and give older IKEA furniture a refresh.

Work is becoming hybrid for those lucky enough to be able to work effectively from home. Many offices are trying out new ways of working where people spend two to three days a week in the office, and the rest from home. Microsoft reports that its Teams collaboration technology now has 145m daily users.[9] Some transport companies are adapting their models accordingly, offering season tickets available for a limited number of days per month.

Health is becoming hybrid, with new technologies allowing virtual consultations, and even apps that let people report their own health regularly, like the Covid Symptom Tracker.[10] Again, this has been happening for a few years, but the pandemic rapidly accelerated adoption.

We expect this trend to expand to many other areas of life. As experiences blend online and offline, brands will want to either partner with or buy companies that will help them to control as much of the experience as possible. New companies will emerge that make it easier to manage and fulfil omnichannel experiences.

INDUSTRY OUTLOOK

To learn more about how brands can create meaningful change through health innovation in the next years, download the report Health 2030 on dentsu.com.

WHAT CAN BRANDS DO

Act as trusted guides during times of uncertainty and change.

Adapt to new patterns of living, taking new footfall patterns and media usage as cues for omnichannel media planning.

Explore new audiences who may enter the market as a result of the new models – for example, those living in different countries who can now become customers under hybrid models.

MEGATREND

01

THE INTERSECTION OF NEXT AND NORMAL

SHOP HERE. SHOP NOW.

SHOP HERE. SHOP NOW.

Commerce has seen great changes, many brought on by lockdowns. Digital has grown its share, for example, reaching a peak of 40% of all consumer sales in the UK in May 2021.[11] New services and technologies have emerged to make shopping even more convenient and omnipresent.

/ THE BRING IT TO ME ECONOMY /

Grocery shopping has traditionally had low levels of online sales, but lockdown made many try it for the first time and experience how convenient it can be. It is now being blended with another lockdown staple, takeaway delivery, to create on-demand grocery shopping, with services from both established delivery companies like Deliveroo and Instacart, and also new entrants like Gorillas and Getir. The Financial Times reports that $14bn has been invested in these companies since the start of the pandemic, including over $8bn in 2021.[12]

All of these are offering limited numbers of products, both fresh and packaged, for delivery either from a dedicated hub, or an existing retailer in as little as ten minutes. Because inventory is managed, 'live' shoppers only see products that are available at the time of ordering; no substitutions.

This on-demand model is moving to other categories. In Germany, Arive offers products from a selection of lifestyle brands - including Apple, LEGO and Lululemon - for delivery within 30 minutes.[13]

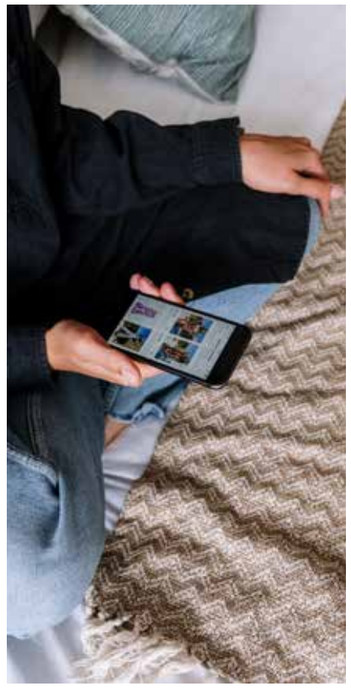
INDUSTRY OUTLOOK

To learn more about how new shopping behaviours have transformed the grocery landscape, and discover which initiatives key players in the space are launching in order to meet new challenges, download the report Industry Outlook: Online Grocery on dentsu.com.

/ ONLINE COMMERCE BECOMES LIVE & IMMERSIVE /

Commerce is also becoming more embedded into content, finally delivering the promise of shopping within social media. Snapchat, TikTok and Meta (including Instagram and WhatsApp) added more ways for merchants and influencers to sell on their platforms, and ways for users to set up payment and delivery details to make buying more seamless. Meta reports that more than 1bn of its users regularly access its local shopping service Marketplace,[14] and Mark Zuckerberg recently revealed that there are more than 1m stores on Meta's platforms, where 250m people interact with them.[15]

Live video shopping within apps has also arrived in the West in force, with both Facebook and Instagram promoting it with partners like Bobbi Brown, Clinique, and Sephora.[16] This technology first took off in China, and Alibaba has started to offer its AliExpress live shopping apps in European countries, recruiting presenters to host shopping shows.



While AliExpress is significantly bigger in Asia than in the West - it is reportedly a $60bn revenue channel[17] - it is even becoming popular with niches. WhatNot is an app with a $1.5bn valuation selling collectables like toys and trading cards through live video events.[18]

SHOP HERE. SHOP NOW.

/ SHOPPABLE CTV /

The rise of connected TV has created the potential for integrated shopping on the biggest screen in the home. This time it is not through live video streams, although those channels still exist, but through letting viewers send information and shopping links seen on-screen to their mobiles. YouTube is currently experimenting with this in the US through new formats for people watching on their smart TVs,[19] and in the UK, ITV partnered with LG to create shoppable content for their show Love Island.[20] Viewers watching on an LG smart TV could get prompts when products appeared on screen, for example, clothing or cosmetics, and the opportunity to see more or buy on their phones.

Getting into the sci-fi area, YouTube is also experimenting with AI-based image recognition technology that is capable of identifying products in videos that people watch, and then recommending those products.[21] For example, if someone was watching a baking video the tech could recognise a food mixer, and the next time the viewer logged into YouTube they might be presented with recommended products as well as recommended videos.

Netflix does not run advertising, but it is possible to imagine technology like this being part of the service at some point in the future, particularly around their more reality based programmes. It has already created an online store to sell products inspired by shows; could they be planning to offer on-screen buying?

Some of these new ways to buy are currently very limited in geographical or technological scope, but as we have seen with the rapid rise of services like Uber (from launch to 300 cities in 5 years[22]), or technologies like augmented reality (currently 1.5bn users, projected to rise to 4.3bn in 2025[23]) growth can be very fast.

Similarly, expect shopping to become easier, with the number of clicks needed to buy falling over time, and, in the case of the TV, the need to send details to your phone rather than buying directly falling away.

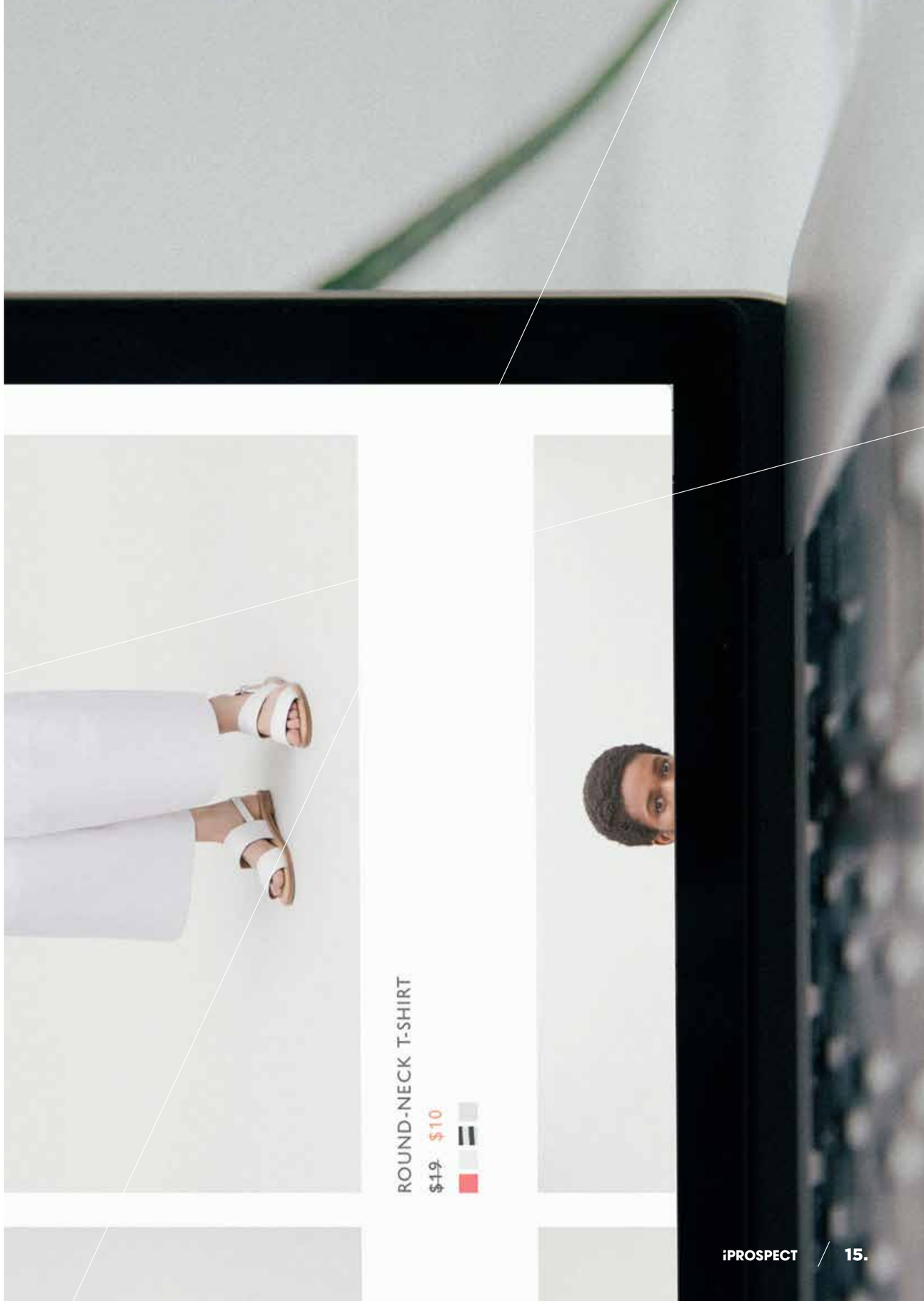
WHAT CAN BRANDS DO

Experiment with new ways to sell, testing in the most advanced markets to be ready for broader roll-out and adoption.

Target shopping and payment messages around these new contexts and keywords, rather than simply targeting page categories.

Include strong, brand-based messages, to balance with more shoppable ads.

> **Digital has grown its share, reaching a peak of 40% of all consumers sales in the UK in May 2021[11]**



MEGATREND

01

THE INTERSECTION OF NEXT AND NORMAL

GET VIRTUAL

GET VIRTUAL

Virtual interactions, whether in gaming or on video calls, have become perfectly natural to many. Gaming is booming in popularity, and more people getting used to the idea of not actually being in the same space as the people they interact with for hours each week.

/ VIRTUAL WORLDS, REAL GROWTH /

The success of online worlds like Fortnite and Roblox has led to increased interest in the concept of The Metaverse, virtual worlds where people can 'live' for much of their time with activities, identities, and economies creating an immersive experience.

Both games have millions of daily active users. Roblox now hosts companies like Gamefam, which creates games within the platform that people pay for, and is reportedly generating six figures a month in revenues.[24]

The past year has also seen an acceleration in the adoption of virtual reality, with (comparatively) high sales for new headsets, especially the Oculus Quest, which allows an untethered VR for less than £300,[25] and (again comparative) fast take up of new games like I Expect You to Die 2, which is the first VR game to reach more than $1m in sales in the first week.[26] Research from CCS Insight reports that 70% of VR users bought their headsets in the last year, and 90% play games in VR at least once a week.[27]

/ PLAYING, EXERCISING & WORKING VIRTUALLY /

New use cases are being found for VR, like fitness. There are now a number of apps like FitVR that allow people to take part in immersive workouts that feel real because of the headset.

More people now work remotely, meaning that contact with colleagues is based on video calls and emails. This could also be an opportunity to create something like a virtual world around workplace collaboration.

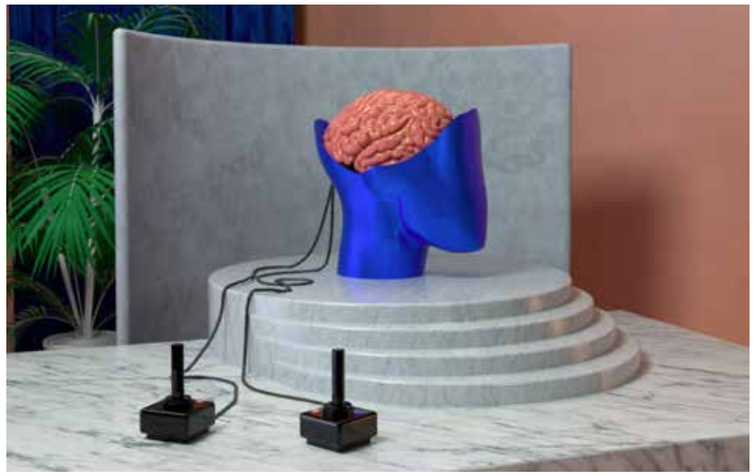
In August, Meta, owner of Oculus, revealed its virtual workspace, Horizon Workrooms, and declared that it was transitioning into a metaverse company. In an interview, Mark Zuckerberg spoke about the joys of more immersive experiences, for example, visiting virtual comedy clubs, vs. the experience of watching things like that on video calls. Facebook has more than 10,000 employees working in metaverse-related projects, including VR and AR.[28]

GET VIRTUAL

ALL ROADS LEAD TO THE METAVERSE

To learn more about the metaverse opportunity, understand the role of gaming, and explore how brands can get a head start on their journey to the metaverse, read All Roads Lead to the Metaverse on dentsu.com

Crucially, Meta seems to see its version of the metaverse as identity based. Similar to Apple's Memojis, and Snapchat's Bitmojis, the point is that your avatar looks recognisably like you, so that when you meet your colleagues in the office they can recognise that it's you.



/ DTA – DIRECT TO AVATAR /

Probably the biggest indication that we are moving into a time of metaverses is the development of virtual economies, or Direct to Avatar instead of Direct to Consumer. Established brands like Vans[29] and Balenciaga[30] are the latest to sell clothing within virtual worlds – Roblox and Fortnite, respectively – with Balenciaga selling items like hoodies in game and in real life.

We see huge developments in this area - more brands, more drops, more partnerships, and more physical/virtual crossovers.

Brands are also emerging in games, offering clothing for characters. Brands like The Fabricant, Tribute Brand and Hanifa do not exist in the physical world but are successful businesses through virtual sales.[31] If this is relevant to their audiences, brands should include virtual and in-game elements in existing campaigns; virtual should be part of an omnichannel strategy. Virtual worlds allow brands to do things that would not be possible in the real world, from in-game powers to virtual sub brands.

WHAT CAN BRANDS DO

Incorporate virtual and in-game elements into existing campaigns; virtual should be part of an omnichannel strategy.

Experiment with the idea of avatars as an audience. Explore ways to target based on new, virtual and in-game metrics.

Evaluate any applicable lessons from social media that could also work in virtual worlds.

CASE STUDY

benetton

/ BENETTON /

WELCOME TO BENETTON ISLAND

THE REALITY

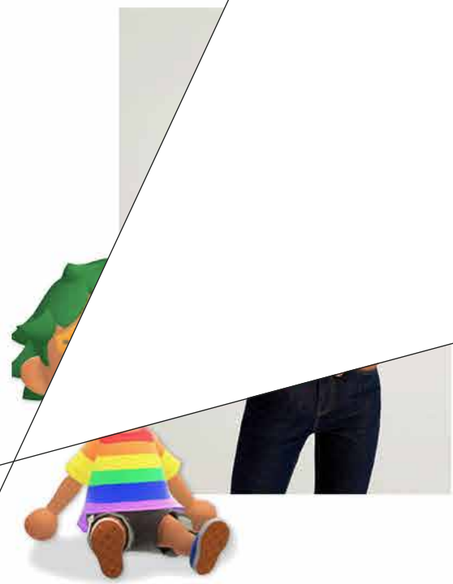
Gamers spend hours of their days bringing their characters to life in the fantastic worlds of e-gaming. Now a primary channel for social interactions and self-expression, video games allow a great customization of the environment in which the action takes place and of the characters themselves. Benetton needed its brand to be presented in a relevant way for players and at the same time to bring to life the values in which the brand believes.

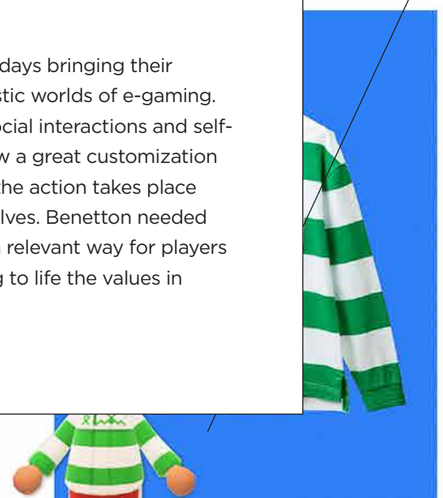
THE SOLUTION

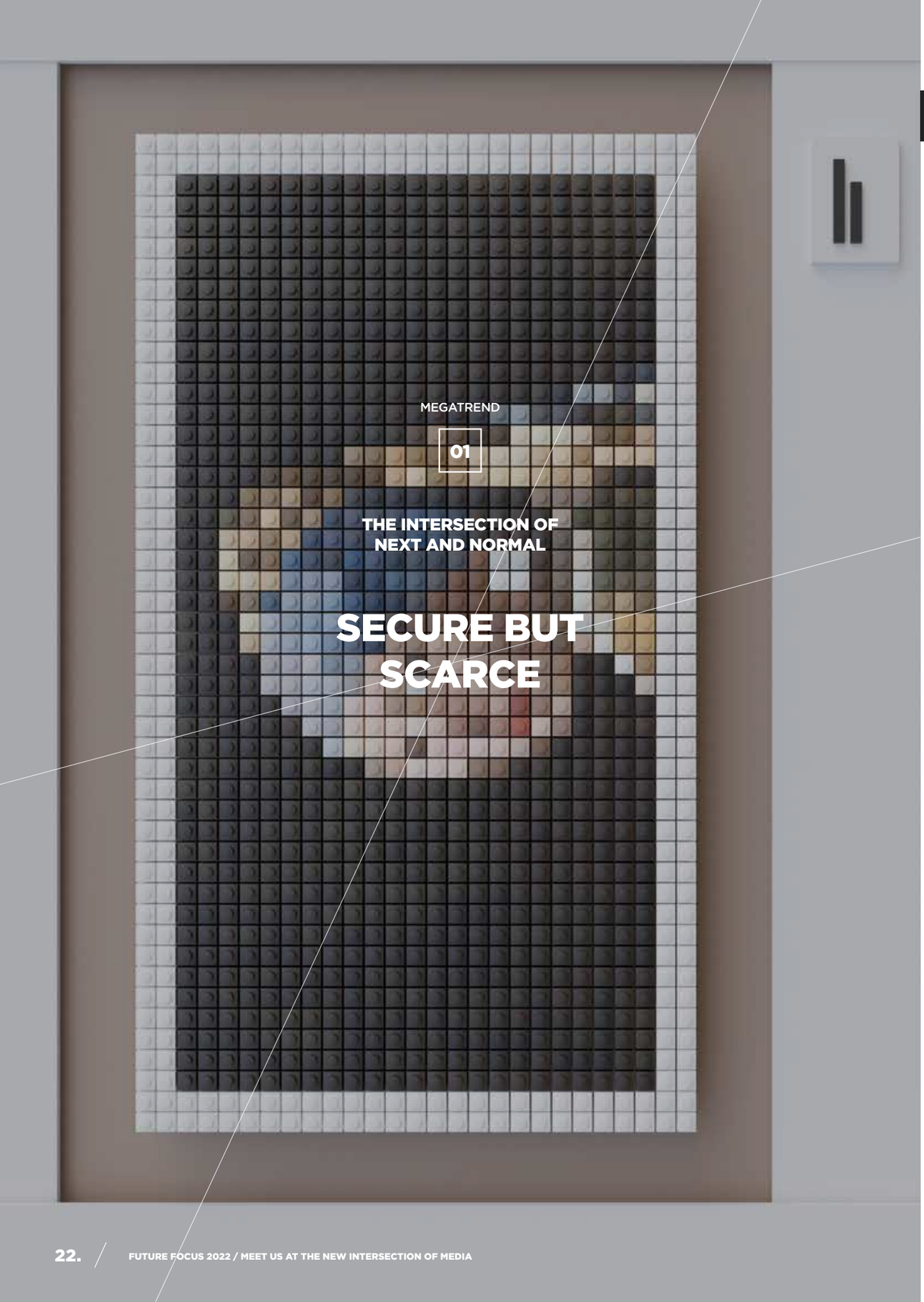
What better way to be present in the life of gamers than to live together with their characters? Using a character on Animal Crossing created our own Benetton Island, in collaboration with creator Azalona. She developed an online island respecting Benetton's values: sustainability, diversity, and inclusion.

The campaign gave life to Green, the main character with no defined gender identity, who can wear all of the clothes among Benetton's 10 most iconic items. Visitors couldn't land with their plane on Benetton Island, as this would have damaged its unspoiled nature, so they would have used a "Codice Sogno" (dream code) to visit the island while asleep. In order to drive traffic towards the Codice Sogno, print articles, social media, and high-profile influencers drove traffic; and above all, a personalized landing page where gamers could upload their personal Animal Crossing characters while wearing the Benetton outfit they liked the most was created.

Benetton was among the first brands to experiment with such a disruptive solution on e - gaming platforms, and will soon see the execution placed live in select retail stores.







MEGATREND

01

THE INTERSECTION OF NEXT AND NORMAL

SECURE BUT SCARCE

SECURE BUT SCARCE

Online trading also boomed during the pandemic, and the rise in popularity of cryptocurrencies has had an unexpected knock-on effect: the rise of the secure asset technology, the NFT. One of the issues within the digital economy has always been the ease of copying content and assets. Paywalls and subscriptions have taken off in the past few years, but it is still comparatively easy to copy an article to send to friends or forward a paid for newsletter. You can argue that part of the appeal of live audio apps like Clubhouse is the fact that it is not recorded, and not shareable - be there or miss out.

/ NFTS - THE SECOND BREAKOUT APP FOR THE BLOCKCHAIN /

The real advance in secure scarcity is NFTs. NFTs (non-fungible tokens) are the second big use of blockchain technology to capture the public imagination, after cryptocurrencies. While digital money is fungible - one bitcoin is effectively equal to another, in the same way that one £10 note is effectively equal to another - NFTs are created to be unique.

The growth of interest in NFTs comes after a big rise in the number of people who own some form of cryptocurrency, estimated to be at nearly 60m people in the US, up 61% in two years, according to research by Finder.[32] Trading in assets like Bitcoin and Etherium took off under the pandemic in a similar way to stock market trading, fuelled by individuals with time on their hands, and a new generation of trading apps like Robinhood and Coinbase. This has led to greater interest in NFTs, which generally need to be bought with coins like Etherium.

Artists and creators have started to use the technology to mint proofs of ownership for their items, like an original artwork, or a limited run of prints. Adoption of NFTs started off in areas traditionally associated with collecting - artworks and memorabilia like baseball cards - but is now spreading to a much wider range of creators, and even brands.

The two most well-known content collections are CryptoPunks, a limited collection of pixelated portraits, and Bored Ape Yacht Club, a collection of automatically generated cartoons of apes, each with slightly different features (hats, clothing, facial expressions). In May 9, CryptoPunks sold at Christie's for $16.9m,[33] and in September, a set of 101 Bored Ape Yacht Club NFTs fetched $24.4m at Sotheby's.[34]

The numbers are extraordinary. The market has grown from $13.7m in 2020 to $2.5bn in the first six months of 2021,[35] while the value of NFT-related companies is even higher: Sorare, a French company that runs fantasy football games secured by NFTs, is now worth $4.3bn following an investment from Softbank.[36] While a lot of this is likely to be speculation, as is also true of cryptocurrencies, there is clearly something going on!

/ CPG & NFT /

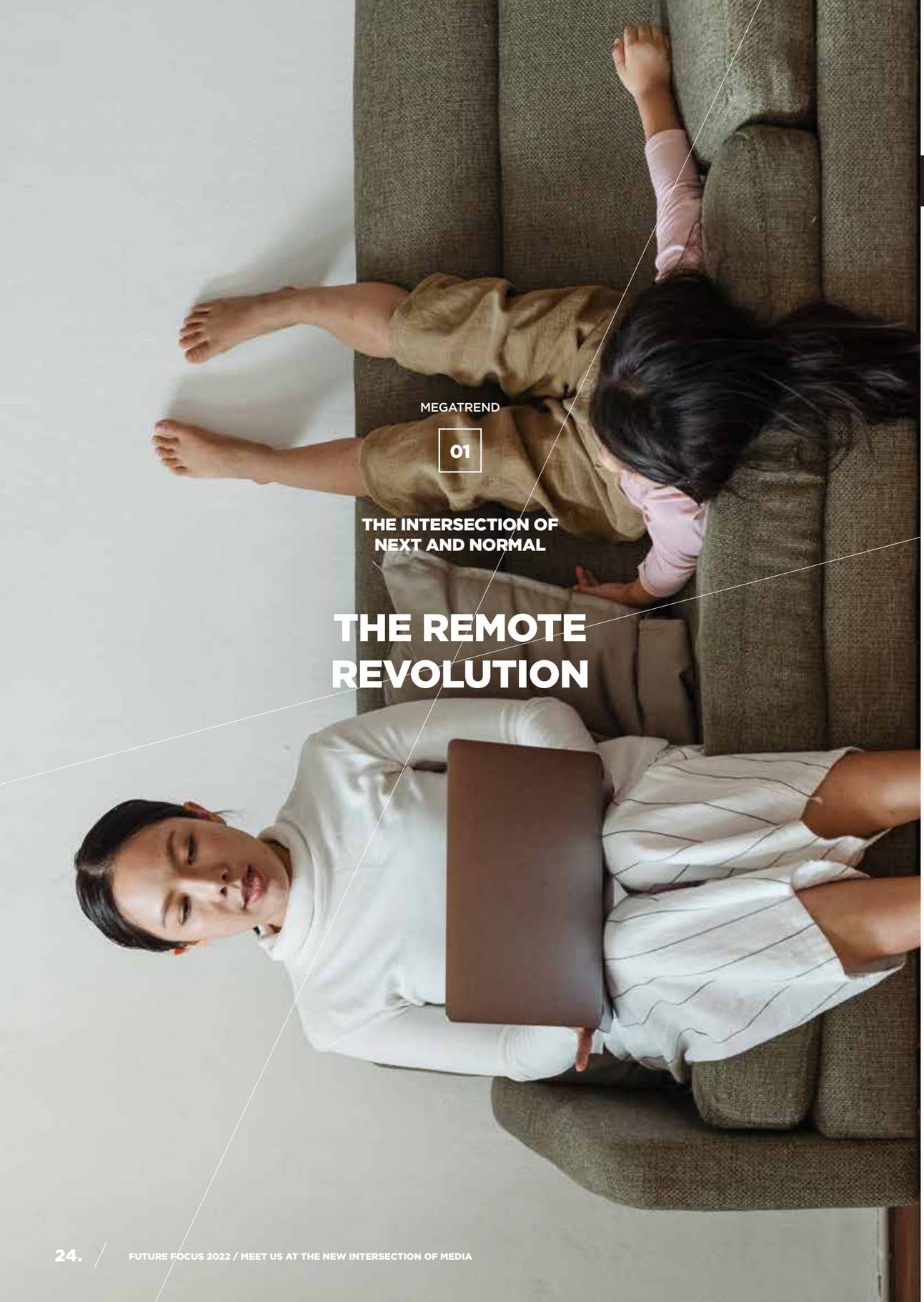
Not surprisingly, brands are also testing the water. Several, including Taco Bell, Coca-Cola, Campbell's, Budweiser, Microsoft, Nike, Marvel, and Warner Bros have produced NFTs, either for existing campaigns, or as one-off activations, for example, raising money for charity.[37] In September, Bacardi released a single NFT around the launch of a new limited-edition rum, with proceeds going to Backing the B.A.R., Bacardi's partnership with the NAACP to help black-owned bars.[38]

Perhaps the most interesting category is luxury, where brands have passionate fans who want beautiful and rare items. Burberry recently created an exclusive set of characters and accessories for the game Blankos Block Party and sold these as NFTs. Fans could buy items ranging from characters within the game for $299.99 to arm bands for $24.99, with a total value of $395,000. All items sold out; the characters sold out within minutes.[39]

The secure scarcity that NFTs offer is leading them into new use cases beyond just proof of ownership for artworks. In March, the band Kings of Leon created NFTs associated with their new album. Most were just proofs of unique ownership, but one set of six offered the owners the right to attend any Kings of Leon shows at any time in the future, essentially a golden ticket,[40] Given that NFTs can be kept in digital wallets on phones, they can be very useful as proofs of payment.

WHAT CAN BRANDS DO

If relevant to your audiences, identify the superfans willing to pay for items or experiences connected to the brand and develop strategies to appeal to them. Partner with platforms and intellectual property that will appeal to the fans, or already have a strong crossover in audience. Start small, test, and scale.



MEGATREND

01

THE INTERSECTION OF NEXT AND NORMAL

THE REMOTE REVOLUTION

THE REMOTE REVOLUTION

The pandemic is also having an ongoing impact on working patterns and living arrangements which has resulted in more flexibility for many people. Technology flattens distances, and the shift to freelance work has been accelerated. Freelance platform Fiverr was founded in 2010. It took 10 years for its members to be paid $1bn, but just 14 months to reach $2bn.[41]

/ TRUSTING COLLEAGUES TO WORK FROM HOME /

Lockdowns made many office and creative industries switch to working from home, and indications are that many will not go back to the office full time, or, in some cases, at all. For example, the crypto trading platform Coinbase has given up its office space, letting staff work remotely for the foreseeable future.

Using home broadband, video conferencing and collaboration apps means that many people can be just as productive from home, at least for some of their tasks. Why go to a specific space if you will only be on calls or sending emails all day?

Research from Stanford found that some workers view the option to work from home as a benefit equivalent to a $10,000 pay rise.[42] Huge fans of flexibility! Google is one company that is offering its staff continued flexible working options but has warned that if people choose not to go back to the office at all they will not be paid as much as those who do, based on a presumed lower cost of living if they have moved away from a city. Anecdotes abound of colleagues moving out of cities to get more space, and of new hires expecting to work remotely much of the time. Thailand has just announced a new visa programme giving wealthy foreigners and their families the right to stay and work for ten years, as long as they buy property for at least $500,000 or invest at the same level, and will be earning at least $80,000 a year, clearly targeting remote employees looking for relocation options.[43]

/ FLEXIBILITY BRINGS ADVANTAGES /

Holidays may also change. While travel has become harder, with tighter border controls and mandatory tests, it is now also potentially possible to go away for longer and spend at least some of the time working from the Airbnb, making WFH mean work from holiday, and then take a shorter period as actual holiday.

Companies will be able to employ people based on their time zones, for example, creating teams that can take over projects at the end of another team's working day. Staff who love the freedom of I can work from anywhere need to be aware that it also means someone from anywhere can do your job. It is also possible that staff who can guarantee to be physically present will start to charge a premium.

We must stress that this is only likely to apply to a small percent of the workforce. The UK's Office of National Statistics (ONS) reports that in the UK 25.9% worked from home for at least part of 2020, more than double the level for 2019, but still a small part of the overall workforce.[44] However, changes experienced by this cohort could lead to more workers being employed in support industries including cleaning, hospitality, storage and other services that wealthy travellers are likely to use.

WHAT CAN BRANDS DO

Target globally if regional and national boundaries will mean less for some consumers.

Clarify the attributes of existing customers and targets: affluent audiences traditionally seen as urban may have become more rural in the past three years.

Be conscious that not everyone will have this flexibility – this could create new economic and cultural divides.

CASE STUDY

/ KATHMANDU /

GETTING KATHMANDU OUT THERE

THE REALITY

Kathmandu was perceived by older Aussies & Kiwis as a brand delivering on both form and function, while also well -known for their impressive sales. For their winter campaign Kathmandu faced two challenges: the need to move away from reliance on sales periods, and an ambition to drive brand re -appraisal with a younger audience, in order to guarantee growth and future -proof their business.

THE SOLUTION

A purpose driven audience of digital natives, a creative idea based in feeling, and a cultural shift towards balancing indoor and outdoor activities were all factors we needed to address. 'We're Out There,' was a powerful creative platform that portrayed a clear and defined home in the outdoors for Kathmandu, and spoke to the spirit and freedom that nature provides. The role of media was therefore to celebrate Getting Out There, creating collective escapism for consumers across both indoor and outdoor media, in order to increase consideration of the Kathmandu brand in the 25 -34 audience.

The media strategy had three roles, which became pillars our media adhered to: Inspire, Connect and Act. Inspire's role was to recreate the moments people experience when being outdoors within urban environments, Connect centered Kathmandu within the cultural zeitgeist, and Act ensured Kathmandu was constantly available and shoppable.

The campaign drove key KPIs of consideration and reach with this new audience whilst still engaging older current shoppers. It delivered a projected cross-channel reach of 95% with Kathmandu's strategic audience, and in Australia, 50% of target audience said they were now more likely to consider Kathmandu after seeing the campaign, 65% said their brand affinity had increased and 73% said that the campaign made them feel better overall.

01 MEGATREND

THE INTERSECTION OF NEXT AND NORMAL

KEY TAKEAWAYS

We have seen great changes over the past 20 months that will have a lasting impact on how we live, work, shop, and interact with each other. For many, life has become more flexible, and ideas that may have seemed like science fiction not long ago are breaking through to the mainstream.

Brands need to innovate and adapt to the new behaviours, take a flexible first approach, potentially picking up new customers in the process. It should be a time for testing an innovating, both in offering new ways to engage, but also in trying out new technologies and channels.

01

UNDERSTANDING THESE NEW BEHAVIOURS AND USE THE RIGHT SIGNALS TO GET A HEAD START.

- Accelerate zero-party data strategies, the data consumers proactively share, to better capture behaviour changes from your richest source of insights: your current customers.
- Deliver tailored experiences to high priority segments within your audience groups.

02

GROW NEW COMMERCE CHANNELS

- Start with social commerce availability best practice: start with audit to ensure current opportunities available are unlocked.
- Look east first: what can you learn from China's new commerce platforms that applies.
- Partner with emerging platforms to create meaningful standout partnerships (eg Ntwrk and fashion, Drizzly etc).
- Lean on technology to ensure every media touchpoint is an opportunity to drive sales

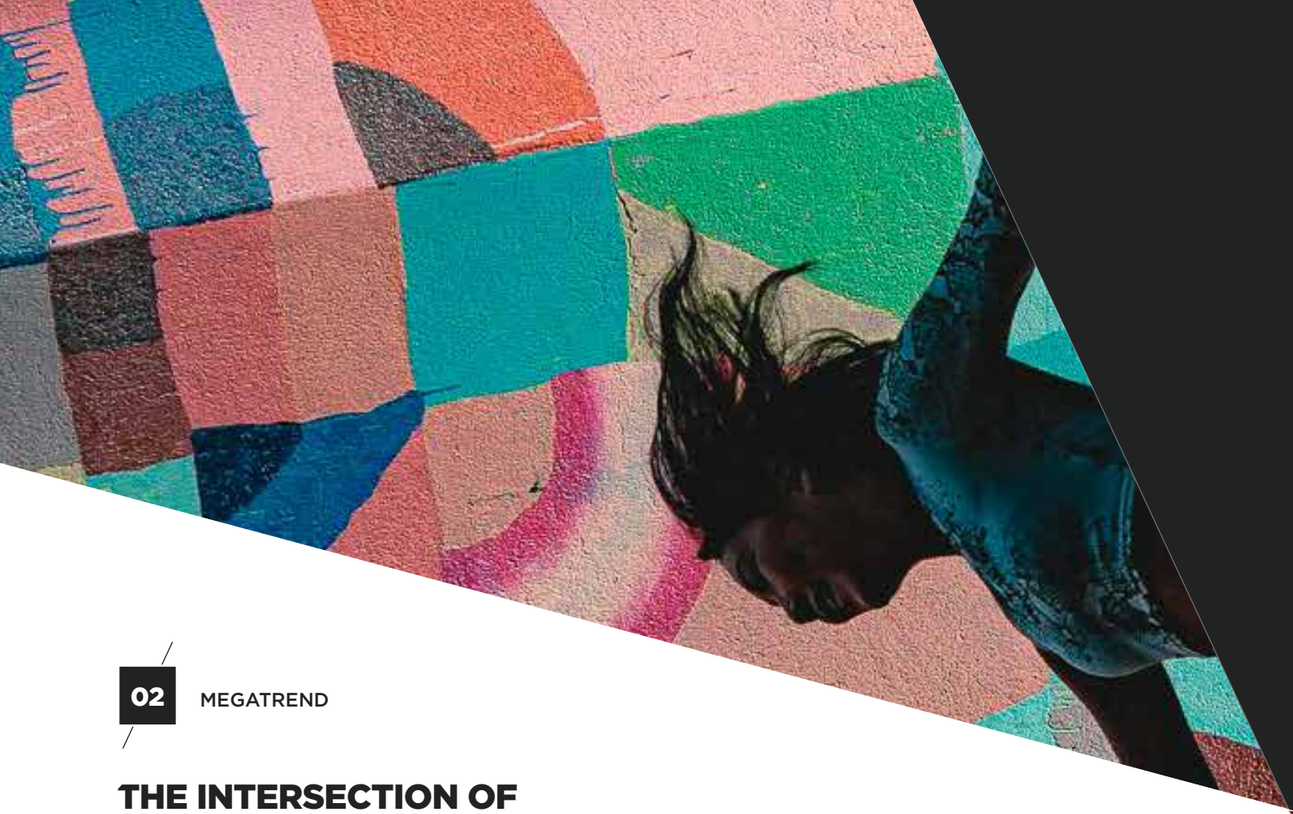
03

BUILD FOUNDATION FOR VIRTUAL PRESENCE

- Test gaming as part of new world communication mix
- Grow metaverse content strategy and capabilities

THE INTERSECTION OF EMPATHY AND RESPONSIBILITY

Winning for brands in the previous decade arguably meant focusing on the data arms-race and having the most information on their customer vs understanding them, in order to accelerate and grow. This has seismically changed over the last three years for multiple reasons (chord cutting, data breach scandals etc) but on a more philosophical level, customers have changed in their demands from brands on how they want to be understood. They have radically shifted in their perception of what it means to win at life, especially over the past three years.



02 MEGATREND

THE INTERSECTION OF EMPATHY AND RESPONSIBILITY

A perfect storm of pandemic and ethical and moral gearshifts towards a more equal society, has meant that people are making decisions, including purchase decisions, based both on left-brain short term need and right-brain long term impact. This has prompted consumers to consider whether a brand behaves and feels like they do about the world around them and shows up to have a point of view on things they care about. Therefore, brands have also realised that there is more need than ever to show authentic humanity.

The intersection between the head and heart for brands; being able to show caring, empathy and citizenship, whilst also being efficient, experience-driven and precise is now a requirement for brands who want to accelerate in this new-age we have seen develop at lightning speed.

The evolution of insight has shone a light on how the head and the heart can intersect for better results. For example, how Spotify has used the listening data it has on its consumers to spark joy, hilarity, emotion and, at times, soft embarrassment, creating a Spotify Wrapped campaign that has become a much-anticipated event each year. And the change in how we, as a society, view ourselves is reflected demonstrably in the way we see and respond to consumer audiences. To know consumers today we need to know their emotions, motivations and attitudes as well as their demographics. It would have seemed impossible to build Audience Affinity groups some years ago, when now it seems archaic to define an audience simply by one facet of their demography. Data intersecting with human nuance is the key to unlocking the most powerful insights that build better campaigns.

When we think about brand citizenship, there are many examples of companies trying to do good and set a good example to their customers, their peers and governments. Kering-owned Gucci launched *Gucci Off The Grid*, the first collection from *Gucci Circular Lines*. It uses recycled, organic, bio-based and sustainably sourced materials. Leather scraps from the collection are also recovered and upcycled as part of the *Gucci-Up* program.

Estée Lauder was an early pioneer in Breast Cancer awareness – co-creating the iconic pink ribbon back in 1992. Last year, they went further, donating $25 for every social post by members of the public with featuring both #TimeToEndBreastCancer and #ELCdonates.

Brands are increasingly showing their human side. The rise of social media has meant that many consumer-facing brands now have a more human tone of voice, used to share news and to reply to consumer queries, and now many are acting in a more human way, showing a more empathetic and caring side.

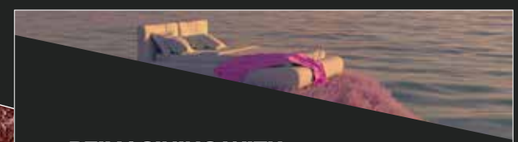
The twin shocks of COVID-19 and Black Lives Matter protests in 2020 have helped companies to refocus on what they stand for, and increasingly become involved in causes, including climate and equality.

There are many examples of companies trying to do good and set a good example to their customers, their peers and governments. Facebook's offices and data centres use renewable energy, and reached net zero emissions 2020.[45]

IKEA has announced plans to start offering clean energy to households in Sweden. Pay the membership fee and get certified solar- or wind-generated electricity with usage tracked through a mobile app.[46]

LEGO has developed a way of making its standard bricks using recycled plastic, producing a prototype, with a goal to make all core products out of sustainable materials by 2030.[47]

We see two interesting trends:



REIMAGINING WITH RESPONSIBILITY

PAGE 34

Companies are rebuilding their supply chains and working practices to try to make the world a better place.

MEDIA FOR A SUSTAINABLE FUTURE

PAGE 36

Companies are also taking more care to spend their marketing budgets in a way that will support causes they care about, as well as driving effectiveness.

MEGATREND

02

THE INTERSECTION OF EMPATHY AND RESPONSIBILITY

REIMAGINING WITH RESPONSIBILITY

REIMAGINING WITH RESPONSIBILITY

While some brands have always tried to make the world a better place, in the words of a recent Financial Times editorial, "Let's not go back to a past which wasn't working anyway" and find new, more sustainable, fairer ways of working.

/ BRANDS CAN HELP THEIR CUSTOMERS LIVE SUSTAINABLY /

More brands are making public pledges on climate, including brands like Nando's[48] and BrewDog[49] that are becoming carbon neutral or negative, providing an extra selling point to customers who are trying to do their bit to help.

Brands like Levi's[50] and Nike[51] are focussing on the circular economy, both making it easier for people to recycle, but also repairing and reselling pre-owned items that they buy back from customers. IKEA made this idea the focus to their Black Friday campaign, and is now offering to take back and resell items from shoppers in more locations.[52]

Jacqueline Windsor at PwC, quoted by the FT, believes second-hand will increasingly encroach on fast fashion turf. "Teens don't think in terms of resale versus new. They think about what they can get for the amount they have."[53]

/ REUSE, RESELL AND REPAIR /

Technology companies are also becoming more sustainable. Samsung has developed a programme to create apps that transform old handsets into other useful household items like baby monitors that still use some of the capabilities of phones that still work but won't work very well as day-to-day communication devices anymore. Governments around the world are debating whether to try to introduce 'right to repair' legislation, aimed at targeting unfixable products and built-in obsolescence.[54]

Strategic partnerships also help make brands more sustainable. Resale brand thredUp has partnered with other fashion labels like Madewell to manage their resale process and site, buying back old items from customers to catalogue and then remarket them.[55] Meanwhile adidas has formed a partnership with Allbirds to pool their technologies to innovate with a collaborative sneaker, billed as the most sustainable ever created.[56]

FMCG brands are also working on their supply chains. PepsiCo is creating millions of acres of regenerative farmland,[57] while a coalition of competing brands including Colgate-Palmolive is investing in an incubator to help start-ups finding different ways to use technology to make supply chains more sustainable.[58] While it is still rare for brands to become B corps, making sustainability one of their key aims, several have now achieved this accreditation, including Ben & Jerry's, Danone North America, and Patagonia.[59]

These brands are acting ahead of government regulation, and you can argue that one reason for this is that their most important audience is a younger, more aware one, rather than elected governments who normally have to follow what the majority want.

Green companies all demonstrate that there are sound business reasons for taking sustainability seriously and acting as good global citizens . It is easier for brands with younger and more liberal consumers to do so, but where they lead others will follow.

WHAT CAN BRANDS DO

Understand where your consumers stand on issues and work out how you can align with them, or set an example.

Clearly articulate messages to explain the benefits of what you are doing, and recruit relevant influencers to help explain actions.

Develop packaging as media, offering tools and experiences to explain and demonstrate changes in supply chains or traceability.

MEGATREND

02

THE INTERSECTION OF EMPATHY AND RESPONSIBILITY

MEDIA FOR A SUSTAINABLE FUTURE

MEDIA FOR A SUSTAINABLE FUTURE

According to the 2021 Advertiser Perceptions' Trust in Advertising Report, the percentage of advertisers that apply corporate responsibility and brand values to media spending decisions has increased more than 20% from a year ago to 82%.[60] Brands and agencies are trying to spend their advertising budgets to make marketing more sustainable, and promote fairness. Driven by the need to make the world better, large advertisers are starting to make principled choices.

/ BUILDING SUSTAINABILITY INTO KPIs /

For example, Unilever has introduced a new marketing philosophy based on three principles: Get Real, which focuses on data and empathy to solve real-world problems; Do Good, which continues the need for each of its stable of brands to serve a purpose that drives positive change; and Be Unmissable that spurs them each on to be culturally relevant.[61] GSK's Brands with Humanity positioning aims to close the gap between selling products and solving consumer problems.[62]

Principles like these are changing how brands act. Coca-Cola has a quota in the United States to spend a set percentage of budgets with minority owned channels.[63] PepsiCo is working with black-owned restaurants to help them grow - and presumably to sell more of their drinks in the process.[64]

/ ADVERTISING IN A MORE SUSTAINABLE WAY /

There are also ad formats that encourage good works. Good-Loop works with brands like Levi's, and their digital units let exposed viewers decide which causes should get a donation at the end of the ad, meaning that they choose to watch the full ad, but also engage by voting at the end, with a proportion of the ad budget going to charity.[65]

A recent Coca-Cola campaign to promote a new 100% recycled plastic bottle asked shoppers to pledge to recycle in exchange for a free ten-minute ride on a Lime electric scooter, a good way of getting the message across.[66]

THE RISE OF SUSTAINABLE MEDIA

Dentsu and Microsoft Advertising conducted global research to help business leaders understand where consumers stand on key climate issues and what steps should be taken to move forward. Download the key findings on sustainablemedia.dentsu.com.

Agencies are working hard to make media more sustainable. In 2019 dentsu launched DIMPACT, a collaboration with Bristol University and some of the world's most innovative media companies including Sky, the BBC and Netflix. DIMPACT is a web-based tool that calculates greenhouse gas (GHG) emissions associated with serving digital media content. This helps dentsu collectively map emissions sources and data from the point of content production up to and including the end user device. Many other marketing groups including dentsu, IPG[67] and WPP[68] are pledging to be carbon neutral by 2030.

It is also possible to reduce the impact of creative production with consultancies such as Green the Bid[69] helping companies reduce the impact of their work, including ensuring that any unused food on set is donated to local food banks, and that, where possible, props and sets are repurposed with the local community.

WHAT CAN BRANDS DO

Focus on communication objectives first, but ensure that budgets also support sustainable values through messaging and supporting channels that also want to create a sustainable world that is fair and open.

Move budgets into more sustainable channels, using market power to help new technologies and minority owned media to grow.

Test new techniques and channels to ensure that more sustainable marketing does not mean less effective marketing.

CASE STUDY

/ A&W /

THE FIRST QUICK SERVICE RESTAURANT TO SERVE BEYOND MEAT.

THE REALITY

While more and more businesses today are doing their part to reduce their local carbon footprint, very few are being innovative by taking what they do best and adapting it to what consumers are asking for. A&W did just this, becoming the first Quick Service Restaurant in Canada to launch a plant-based burger – The Beyond Meat Burger. After one of the most successful product launches ever, Beyond Meat is a household name, a stock market superstar and a permanent menu item for A&W. Our communications would have to get the attention of guests that were decreasing their visits to fast food restaurants, introduce them to a brand they'd never heard of, and change their entrenched attitudes towards a product category. A&W were confident that there was a big opportunity for a plant-based burger that tastes just like real beef. In a Canadian first, the Beyond Meat Burger was launched, appealing not only to millennial meat reducers, but also to Whole Foodies and Planeteers. But there was a challenge: how do we get them to try the Beyond Meat Burger given the barriers that stood in our way? Careful consideration of these barriers and understanding of our audiences shaped the strategy: target and win over the endorsement of early adopters to accelerate mainstream adoption.

THE SOLUTION

The campaign started with a pre-launch event with a guest list including plant-based food bloggers and celebrity chefs. We monitored interactions and built lookalike audiences from those most engaged, serving them ads that focused on taste and ingredients.
In Google Ads we focused on core product terms, collecting data from the search activity of early adopters. Those searching in the first wave of the launch received a 'coming soon' countdown message. We collected these audiences to later deploy via YouTube targeting. With the product now available in-restaurant, we turned on mass media. Video content – run across TV, YouTube and paid social - demonstrated the shocked reaction people had when they first tried the burger.

The results and impact of this campaign were unprecedented. A&W saw 13% same store sales growth, 4x increase over the same period a year prior. The campaign drove 1% market share increase over launch period while all competitor shares declined. Media help drive 62% brand recall of the Beyond Meat Burger (from 1.3% pre-awareness).

02 MEGATREND

THE INTERSECTION OF EMPATHY AND RESPONSIBILITY

KEY TAKEAWAYS

In some ways these ideas are not new. There have always been high profile examples of brand philanthropy, and using their economic power and infrastructure for good, but this time it feels different. The new pledges, the new focus on a circular economy and the idea of using marketing budgets to support minority-owned media channels are happening more than ever before and hopefully will soon become the norm.

Brands need to be conscious of their consumers' views and help them live more sustainable lives. For this to be fully sustainable for brands, these actions also need to make business sense, and deliver profits while achieving social impact.

01

TANGIBLE ACTION AMPLIFIED THROUGH COMMUNICATION

- With sustainability a growing criterion for product selection, it is imperative brands have a clear sense of current initiatives they need to grow and can be legitimate leaders as a force for good. Brands should leverage communication as an opportunity to amplify this force for good.
- Be wary of vague "greenwashing" as consumers will be weary. Aim to be supportive of tangible initiatives that align to brand and business goals as consumers will also view these as authentic and making a difference.

02

MEDIA AS FORCE FOR GOOD

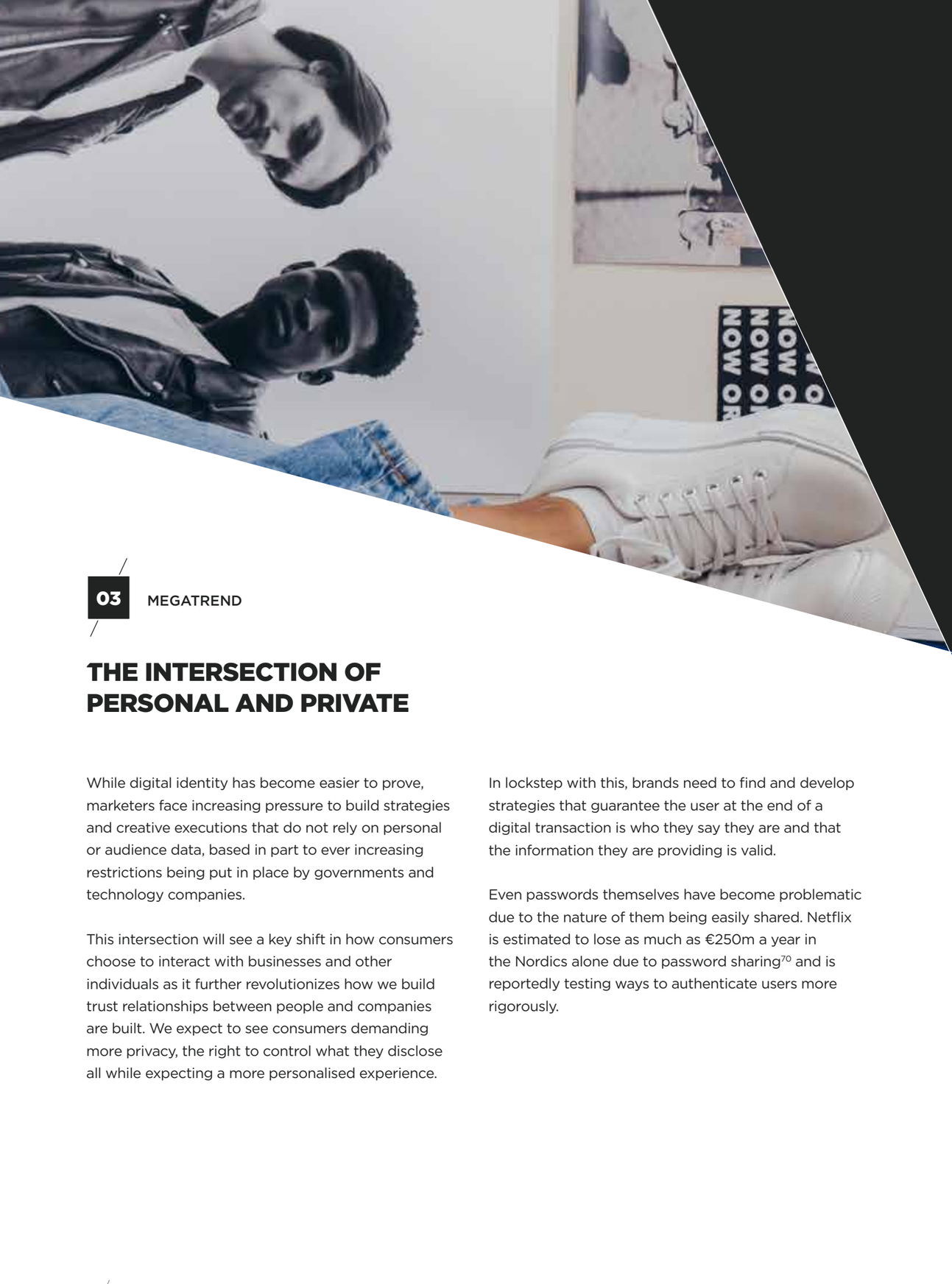
- Ensure media delivery is also a tangible manifestation of sustainability and inclusivity through innovative partnership and making it a clear campaign delivery objective.
- There is some great innovation happening in both the outdoor and digital media space to address this so make the most of it.

MEGATREND

03

THE INTERSECTION OF PERSONAL AND PRIVATE

Biometric identifiers have worked their way into our everyday life, be it finger scanning at airports or on our phones. Our health data is shared across apps, across devices, and across companies. Unique identifiers exist for us in both the online and offline world in an era where the intersection between the personal world and private world becomes ever more relevant.



03 MEGATREND

THE INTERSECTION OF PERSONAL AND PRIVATE

While digital identity has become easier to prove, marketers face increasing pressure to build strategies and creative executions that do not rely on personal or audience data, based in part to ever increasing restrictions being put in place by governments and technology companies.

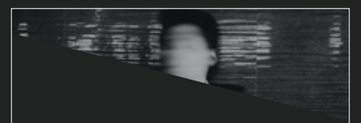
This intersection will see a key shift in how consumers choose to interact with businesses and other individuals as it further revolutionizes how we build trust relationships between people and companies are built. We expect to see consumers demanding more privacy, the right to control what they disclose all while expecting a more personalised experience.

In lockstep with this, brands need to find and develop strategies that guarantee the user at the end of a digital transaction is who they say they are and that the information they are providing is valid.

Even passwords themselves have become problematic due to the nature of them being easily shared. Netflix is estimated to lose as much as €250m a year in the Nordics alone due to password sharing[70] and is reportedly testing ways to authenticate users more rigorously.

As opt-out messages increase across global platforms, users become more and more savvy to ad-blocking technology, and browser extensions that share what information is being collected on users become more frequent, marketers must lean in to strategies that ensure the space at the intersection of personal and private is one that allows relationships to be nurtured, and brands to grow.

We see three interesting trends around identity -



ANONYMOUSLY YOURS

PAGE 46

Increasing pressure to be authenticated, signed in and paying digitally is bringing an end of anonymity in life.

COOKIE NO MORE

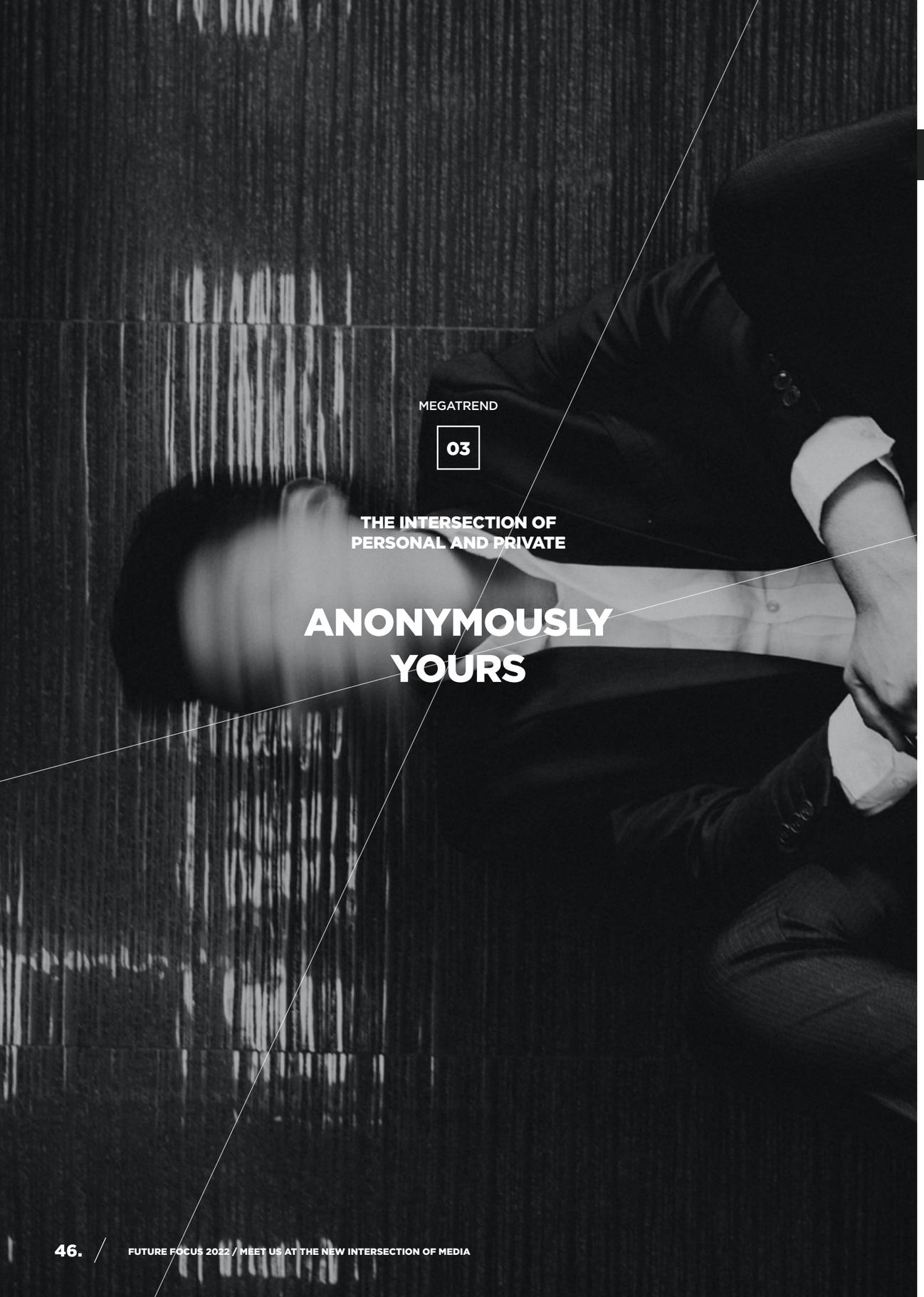
PAGE 48

New technologies are emerging to replace advertisers' reliance on cookie-based technology.

YOUR DATA. MY DATA.

PAGE 52

The need to gather first-party data and customer data permissions is leading to more content and tools being hosted on brand sites.



MEGATREND

03

THE INTERSECTION OF PERSONAL AND PRIVATE

ANONYMOUSLY YOURS

ANONYMOUSLY YOURS

Greater need for identity and authentication means that it is becoming harder to be anonymous. The growing reach of tech giants' walled gardens means that there are limited things that you can do online without signing in, and in many cases signing in includes associating a means of payment with your account.

/ A GREATER NEED TO BE SIGNED IN /

Within social media Meta has always pushed for real names, and other services like Apple's Memojis and Snapchat's Bitmojis encourage people to make their avatars recognisable likenesses of themselves. It is noticeable that when bad behaviour happens online, for example trolling, it is much more likely to be on the more anonymous channels.

2021 saw a rapid expansion of Amazon's just walk out shopping technology,[71] where customers have to scan a QR code on their phone and identify themselves before even entering the store. Other retailers are also starting to introduce similar technologies. Even the move to digital payment is a sort of loss of anonymity; your bank statements will show where you have been shopping.

Online dating is becoming less anonymous. To combat catfishing and fake accounts, Tinder introduced tools to let members prove their photos were genuine, and has just started to bring in a voluntary blue tick programme that will authenticate users.[72] People still won't know exactly who it is they have been matched to, but crucially someone within Tinder does, and this adds extra reassurance.

We have also seen the secure scarcity of NFTs enhancing identities both in virtual worlds and in the real one. NFTs are typically held in mobile phone wallets, and so they travel with the owner wherever they go. Just as a vaccine passport can be a proof that gets you into a gig or event, an NFT can prove that the owner has paid for digital or real-world access, and is a verified user.

/ CONVENIENCE & SECURITY /

Giving up anonymity has two key advantages for consumers: it provides reassurance of safety, and it makes transactions faster. In many cases these advantages are important enough in the value exchange that users will be happy, and if they are not, they can switch to different services.

The advantages are much greater for the platforms themselves. They can be sure who their customers are, and potentially get great insights from mining data in aggregate. They can improve and personalise the service, offering recommendations and more. They can also be sure that customers are the same across multiple devices, and while there are ways for customers to circumvent this, for example, by password sharing, companies can usually spot this if they really want to. Netflix is said to potentially lose millions from customers letting friends and relations log in using their credentials, and is testing how to limit their losses or reverse this trend.[73]

The end of anonymity is a trend that favours big, established brands. Customers are more likely to agree to sign in if they know and trust the brand; Amazon has managed to persuade people to check into their stores where a less well-known brand would struggle.

The bigger the network, the more likely people are to check in, as there is more potential benefit to signing into a large network than a single small site.

However, there is also likely to be pushback against having to sign in for everything. Just as Snapchat broke through by offering disappearing messages at a time when other online services were trying to encourage users to create a permanent online record of their life, other services will capitalise on the joy of anonymity and not leave a digital trail.

WHAT CAN BRANDS DO

Stress trust and verify messaging, particularly on platforms where people sign in for peace of mind.

Build partnerships with other trusted brands.

MEGATREND

03

THE INTERSECTION OF PERSONAL AND PRIVATE

COOKIE NO MORE

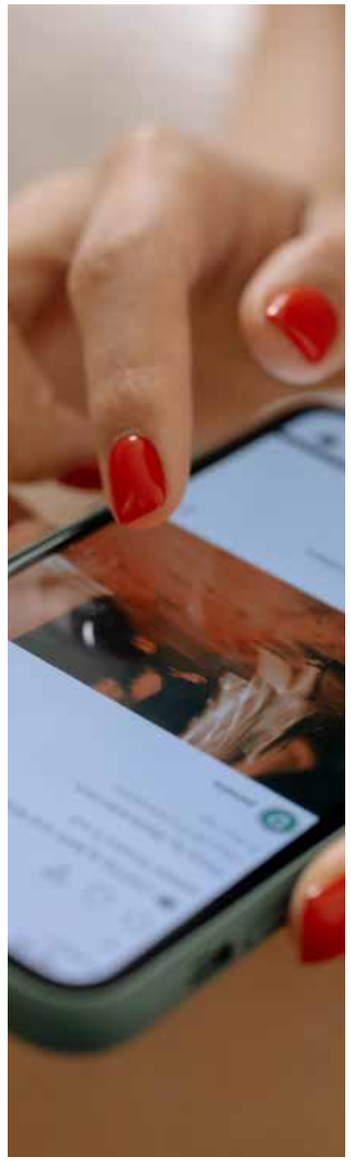
COOKIE NO MORE

2020 has seen even greater measures to protect individuals' data particularly in the context of online advertising. In early 2021 Apple released a whitepaper A Day In the Life of Your Data,[74] which followed the experience of a father taking his daughter to the park, highlighting all of the data that they unwittingly share simply by doing a few searches, and using a few apps. Apple's point is that people should be more aware of what data the apps on their phone are collecting, and how people should have more control of what they share.

/ CHALLENGES FROM THREE SIDES /

When it comes to data used for advertising targeting, the argument put forward is that while it might be reasonable and beneficial to allow a company that knows you, or sells to you, to collect and hold some data, this is not the case for unknown, third-party ad tech companies who will then use that data for unspecified purposes.

At the same time many of the world's leading economies including the US, EU, China, Japan, India and Brazil have either implemented or drafted privacy regulations to protect consumer privacy.



Consumers are looking for ways to keep their data more private. Research from Microsoft Advertising and iProspect shows that across the globe, 91% of consumers are concerned about the amount of data companies can collect about them.[75]

In summer 2021, Apple introduced their iOS 14.5 operating system which required users to grant permission for apps to track them and pass their data back for purposes like advertising. Early data collected by Flurry indicated that, ironically, only about 14.5% of users were giving apps this permission.[76] Google has announced that its Chrome browser, which has an estimated market share of almost 70%,[77] will stop accepting third-party cookies in 2023[78] and replace it with still unspecified tools to facilitate ad targeting and tracking.

This means that marketers need to find new ways to target their potential customers. The deprecation of cookies and tracking means there will be fewer opportunities for ad personalisation, inability to set the number of times an ad is seen across different platforms, and loss of tracking data, including view-through conversion data.

COOKIE NO MORE

/ CONTEXT GETS CLEVER /

One of the brightest opportunities post the 3rd party cookie demise is contextual targeting. Traditionally, contextual was very straightforward - car ads on car pages - but new ways of using AI to interrogate large data sets boost the potential for this to be much more sophisticated and accurate.

One way to try to group audiences together, based on anonymous, aggregate data is to sort by audience interests. Facebook, Twitter and others are now actively asking users to select topics they are interested in to help contextual targeting, and image recognition tools can also look at the sort of content people are interested in based on what pictures and videos they find engaging, again to try to build up tribes of interests.

THE COOKIELESS WORLD

To focus on what you should know today and investigate tomorrow to be ready in 2023, when the world will become cookieless, download the report The Cookieless World - A Guide for the New Era of Digital Marketing on dentsu.com.

Other companies can take an existing audience-based campaign and reverse engineer it to work out how it could have been targeted contextually.

There is also work being done on defining what context is, including weather, devices, and so on, and even looking to see price information. If petrol prices are rising in one area it could indicate that adverts for electric vehicles will work better. This sort of context can feed both into the targeting of messages and which creative is shown at what times.

The move to context also helps explain the growth of influencer marketing. Most influencers are influential just in certain realms, and their focus - food, travel, fashion - defines who their audience is likely to be.

WHAT CAN BRANDS DO

Use these changes as a unique opportunity to rebuild trust between brands and consumers around data. Invest in first-party data, as this is the key to future ID-based solutions and increasing lifetime value of your customers.

Use contextual targeting to address users' motivations and relevance, and as a way to drive new traffic to your own domains.

Use more unblockable channels like dynamic out of home, and be smart about anticipating where cohorts of people will be, and what they will be doing.

MEGATREND

03

THE INTERSECTION OF PERSONAL AND PRIVATE

YOUR DATA. MY DATA.

YOUR DATA. MY DATA.

The increasing threats to third-party tracking have led to advertisers needing to collect first-party data, and this, in turn, has led to the idea of more explicit value exchanges where brands ask users to give permissions and submit email addresses in order to get access to entertaining or useful content hosted on brands' own sites.

This is a marked shift from a few years ago where content and competitions were generally hosted on social channels. What we now see is the creation of many campaign-specific sites for brands, specifically to host experiences or some other form of data capture so that the customers or prospects can be later targeted with ads.

One example comes from PepsiCo's Lay's snacks brand. They used DeepFake technology to create a tool for fans to create a message from footballer Lionel Messi in multiple languages. Hosted on MessiMessages.com, the site asked users to select different options including their own and a friend's name, and then a few alternatives to produce a video message to send to a friend or embed in social media.[79]

Another example comes from Bud Light, whose Summer Stimmy campaign in the US wanted to help

people socialise again by offering stimulus rewards like free first drinks in the bar, and free festival tickets for site visitors who had submitted an email address and granted permissions.[80]

While to marketers some of these campaign metrics may seem pretty transparent, done properly they can feel like personalised velvet rope experiences for customers and prospects.

A more explicit value exchange is part of a journey that the whole media industry has been on, largely due to ad blocking and other ways of avoiding ad exposure. The value exchange used to be well known, but vague: watch these ads because they pay for content and services. Now that it is easier to get content without seeing ads, services like Spotify have made it more overt by offering an ad-free version for a monthly subscription, or even charging extra for extra features, as Twitter has done.

While this shift to a more overt value exchange is potentially a good way for brands to get access to customer data and permissions, the danger is that we will start to see content clutter or inflation in sweepstake prizes - the possibility that almost every beer, snack company or car will be offering incentives to visit their own sites.

WHAT CAN BRANDS DO

Create compelling tools and content, and support them with relevant channels including paid media, social posts, and PR.

Build in repeat use and loyalty elements to ensure that permissions given don't expire.

Innovate with ideas, test for resonance.

CASE STUDY

/ MAGGI /

"WHAT DO I COOK TODAY?"

MAKING MAGGI THE DESTINATION FOR MOMS.

THE REALITY

Maggi, the leading household pantry staple brand in the Philippines aims to inspire culinary creations for Pinoy moms and cooking enthusiasts alike. In 2020 with a brand website revamped to be more recipe focused, it housed dozens of recipes using Maggi products to bring to life the promise of being the resourceful ally to everyday cooking. With brands like Del Monte and Knorr putting their A-game to attract these audiences, iProspect was challenged to optimize the culinary journey so the site did not become wallpaper for consumers. How could Maggi make it a habit for moms to increase frequency of visits and dwell time in the inner recipe pages as the primary resource to strengthen the brand role for the cooking community?

THE SOLUTION

Success for Maggi was rooted in insight that high interest and intent of consumers had to match the utility and information that is found on their destination website. A cross-platform audience strategy increased both efficiency and effectivity of media selection and investment.

A new model with two ad groups was created: One containing the standard Lead-Compete-Participate (LCP) automated search keywords; the second, ad groups enhanced with manual keyword implementation based on the ad copies for each recipe. With both data signals in place, further remarketing for conversion led to a connected experience from paid search, to video, and ultimately landing on the website utilising relevant data signals. The improved user experience of the site allowed for seamless purchase as it links out directly to the 'buy now' commerce site.

The increased attribution of paid media tactics on search and video and driving traffic to the owned brand asset resulted in 33% impression and +7% higher CTR. Compared to new website visitors, the strategy delivered an average of 16% CTR for a total of 24 optimized recipes ads.

03 MEGATREND

THE INTERSECTION OF PERSONAL AND PRIVATE

KEY TAKEAWAYS

The issue of identity is perhaps the most important for marketers. It seems certain that people's online identities will become even more important to them, while being ever harder for brands to access.

As with many of the ideas we have featured, this shows the increasing importance of trust.

Brands need to be trusted for people to agree to sign into their sites (or stores) or submit email addresses to give them permissions to target.

Brands can build trust by acting in more ethical, fair and sustainable ways, essentially by demonstrating transparency and empathy.

Trusted brands will benefit by seeing customers willing to engage across multiple channels, try out new ways to buy, play with them in virtual worlds, buy virtual goods, and respect their flexible approaches.

01

BRAND CARE AT THE CORE OF WHAT YOU DO

- Beyond brand safety, establish clear guidelines that state media context and partner suitability as well as commitment to responsible usage of the data of consumers.
- Build and put in place technical foundations and data consent frameworks to deliver on brand safety goals and targets.

02

A CLEAR VALUE EXCHANGE AT THE HEART OF DATA STRATEGY

- While the race to grow zero and first party data will no doubt be key for many organisations in next few years, ensure that every experience and user journey is demonstrating a positive benefit to your consumers in exchange for data.
- Great opportunities lie in thinking about experiential led activation as great data capture opportunities that can bring offline and online world togethers in a more frictionless journey for consumers.

03

REVIEW BRAND TEST & LEARN PLANS

- The loss of cookies and tech evolution show that a solid test and learn plan can ensure you anticipate alternative solutions and start measuring their impact.

CREDITS

This year's report has been written with help and input from many colleagues around the network including:

Alexander May

Aurelia Noel

Danni Wright

Doug Ray

Elio LaGrua

Fred Westcott

Howard Titley

Jean-Guillaume Paumier

Jessica Bee

Jo Harrington

Mark Jones

Max Askwith

Rachel Leaver

Raul Baronetti

Renat Ageychik

Sean Healy

Sean Williamson

Silvia Marinescu

William Swayne

IMAGE SOURCES:

All images in this report are copyrighted material and all rights are reserved. Image sources include Adobe, Unsplash, Stocksy and Pexels. All brand images appear courtesy of respective brands.

© 2022 iProspect | All rights reserved

SOURCES

A. UN, UN Development Programme, Feb 2022 https://news.un.org/en/story/2022/02/1111432
B. Pew Research, The New Normal in 2025. Feb 2021 https://www.pewresearch.org/internet/2021/02/18/experts-say-the-new-normal-in-2025-will-be-far-more-tech-driven-presenting-more-big-challenges/
C. McKinsey, Digitally native brands: Born digital, but ready to take on the world. Oct 2021. https://www.mckinsey.com/industries/private-equity-and-principal-investors/our-insights/digitally-native-brands-born-digital-but-ready-to-take-on-the-world
D. Blueprint, Top 10 fastest growing DTC Categories, Apr 2022 https://blueprint.store/reports/top-10-fastest-growing-dtc-categories-in-2022

1. Box Office Mojo, IMDb, Retrieved September 17th 2021 https://www.boxofficemojo.com/title/tt3228774/
2. Deadline, 1st June 2021 https://deadline.com/2021/06/cruella-first-weekend-on-disney-was-39-behind-mulan-in-households-samba-tv-data-shows-1234767514/
3. Cineworld Group PLC, Interim Results for the 6 month period ended 30 June 2021, 12th August 2021 https://www.cineworldplc.com/en/investors/results-reports-presentations/year/2021
4. Netflix, 9th September 2021 https://about.netflix.com/en/news/the-queens-ball-a-bridgerton-experience-coming-to-cities-across-the-globe
5. Money Heist The Experience, Retrieved October 14th 2021 https://lacasadepapelexperience.com
6. Analysis by dentsu, using the EdFringe site https://www.edfringe.com/
7. EdFinge website – point 4, retrieved 14th October 2021 https://www.edfringe.com/experience/14-things-you-didnt-know-about-the-fringe
8. Ikea Festival, retrieved 29th September 2021 https://www.ikea.com/gb/en/campaigns/ikea-festival/
9. Microsoft Investor Relations, Earnings Release FY21 Q3, Earnings call transcript, 27th April 2021 https://www.microsoft.com/en-us/Investor/earnings/FY-21-Q3/press-release-webcast
10. ZOE Covid Study, retrieved 14th October 2021, https://covid.joinzoe.com/
11. Data from British Retail Consortium / KPMG, reported by Internet Retailing, 8th June 2021 https://internetretailing.net/customer/customer/almost-40-of-retail-sales-take-place-online-in-may-suggesting-shoppers-may-continue-to-do-more-of-their-shopping-over-the-internet-post-covid-19-23266
12. Financial Times, 12th April 2021 https://www.ft.com/content/87cd997e-534a-4b9c-94ce-8ee419efe184
13. Get Arive, retrieved 14th October https://www.getarive.com
14. Facebook Investor Relations, Q1 Earnings Call transcript, 28th April 2021 https://investor.fb.com/investor-events/event-details/2021/Facebook-Q1-2021-Earnings-/default.aspx
15. Mark Zuckerberg, interviewed on the Clubhouse app, reported by PYMNTS, 19th March 2021 https://www.pymnts.com/facebook/2021/facebooks-zuckerberg-talks-shop-on-clubhouse/
16. Facebook, 18th May 2021 https://about.fb.com/news/2021/05/introducing-your-new-favorite-way-to-shop-live-shopping-fridays/, Tweet by @Instagram, 1st September 2021 https://twitter.com/instagram/status/1433135044558680065
17. PYMNTS, citing data from Coresight Research, 13th July 2021 https://www.pymnts.com/news/social-commerce/2021/shopstreaming-on-the-rise-in-us-but-remains-aimed-at-female-shoppers/
18. Techcrunch, 16th September 2021 https://techcrunch.com/2021/09/16/whatnot-raises-another-150m-for-its-livestream-shopping-platform-evolves-into-a-unicorn/
19. Video from YouTube Advertisers, 4th May 2021 https://www.youtube.com/watch?v=dvcZcDjYgAI
20. Press release from ITV, 6th July 2021 https://www.itv.com/presscentre/press-releases/itv-launch-shoppable-tv
21. Blog post from Google / YouTube, 22nd March 2021 https://support.google.com/youtube/thread/18138167/youtube-test-features-and-experiments
22. Washington Post, 6th April 2015 https://www.washingtonpost.com/news/dr-gridlock/wp/2015/06/04/uber-turns-5-reaches-1-million-drivers-and-300-cities-worldwide-now-what/
23. Blog post by Snapchat, 13th May 2021 https://forbusiness.snapchat.com/blog/the-next-inflection-point-more-than-100-million-consumers-are-shopping-with-ar
24. Techcrunch, 11th March 2021 https://techcrunch.com/2021/03/11/gamefam/
25. Oculus.com, retrieved 29th September 2021 https://www.oculus.com/?locale=en_GB
26. Schell Games, 9th September 2021 https://www.schellgames.com/blog/i-expect-you-to-die-2-the-spy-and-the-liar-surpasses-1m-in-revenue
27. CCS Insight, 25th March 2021 https://www.ccsinsight.com/press/company-news/virtual-reality-gets-a-boost-during-the-pandemic/
28. The Verge's Vergecast podcast, 22nd July 2021 https://www.theverge.com/22588022/mark-zuckerberg-facebook-ceo-metaverse-interview
29. Press release from Roblox, 1st September 2021 https://corp.roblox.com/2021/09/vans-launches-vans-world-skatepark-experience-roblox-metaverse/
30. Blog post from Fortnite, 20th September 2021 https://www.epicgames.com/fortnite/en-US/news/high-digital-fashion-drops-into-fortnite-with-balenciaga
31. The Next Cartel, 17th April 2021 https://thenextcartel.com/discover/digital-clothing-nft-fashion-business
32. Blog post from Finder, 14th June 2021 https://www.finder.com/how-many-people-own-cryptocurrency
33. Christie's, 10th May 2021 https://www.christies.com/lot/lot-larva-labs-est-2005-9-cryptopunks-2-6316969/
34. Sotheby's, 9th September 2021 https://www.sothebys.com/en/buy/auction/2021/ape-in/101-bored-ape-yacht-club
35. PYMNTS, citing data from the NFT marketplace OpenSea and other marketplace data, 6th July 2021 https://www.pymnts.com/cryptocurrency/2021/nft-market-hits-2-5b-in-six-months/
36. Financial Times, 21th September 2021 https://www.ft.com/content/9b247322-fc83-4e7b-bd03-c66eaf1dc762
37. Forbes 28th July 2021 https://www.forbes.com/sites/martyswant/2021/07/28/as-coca-cola-auctions-its-first-nft-more-brands-are-entering-the-metaverse/

SOURCES

38. Bacardi, retrieved 14th September 2021 https://www.bacardicasknft.com/en/own-the-nft/
39. Vogue Business, 10th August 2021 https://www.voguebusiness.com/technology/why-games-became-luxury-fashions-nft-on-ramp
40. The Guardian, 4th March 2021 https://www.theguardian.com/music/2021/mar/04/kings-of-leon-to-release-new-album-as-a-non-fungible-token
41. Press release from Fiverr, 25th May 2021 https://investors.fiverr.com/press-releases/press-releases-details/2021/Freelancers-on-Fiverr-Have-Earned-Over-2-Billion-Dollars/default.aspx
42. 'Why Working From Home Will Stick' academic paper by Jose Maria Barrero, Nicholas Bloom, and Steven J. Davis, 21st April 2021 https://nbloom.people.stanford.edu/sites/g/files/sbiybj4746/f/why_wfh_will_stick_21_april_2021.pdf
43. Financial Times, 17th September 2021 https://www.ft.com/content/e24ca28c-2336-412a-8d0b-66da3c069c06
44. Office for National Statistics, 27th May 2021 https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/conditionsanddiseases/articles/coronaviruscovid19inchartswhatwelearnedoverthepastmonthmay2021/2021-05-27#wfh
45. Facebook Newsroom, 19th August 2021, https://about.fb.com/news/2021/08/restoring-water/
46. INGKA, 17th August 2021 https://www.ingka.com/news/sweden-first-ikea-market-to-start-offering-electricity-from-wind-and-solar-through-stromma-service/
47. LEGO.com, retrieved 29th September 2021 https://www.lego.com/en-gb/sustainability/environment/
48. Nandos.com, retrieved 29th September 2021 https://www.nandos.co.uk/carbonneutral
49. Brewdog.com, retrieved 29th September 2021 https://www.brewdog.com/uk/tomorrow
50. Levi.com, retrieved 29th September 2021 https://www.levi.com/GB/en_GB/features/sustainability
51. Nike refurbished, retrieved 29th September 2021 https://www.nike.com/sustainability/nike-refurbished
52. Press release from INGKA, 13th October 2020 https://www.ingka.com/news/ikea-launches-alternative-black-friday-campaign-a-deal-for-the-climate/
53. Financial Times, 11th June 2021 https://www.ft.com/content/469ca69b-c2ac-4974-a9d2-315c3e87da32
54. Wikipedia, retrieved 29th September 2021 https://en.wikipedia.org/wiki/Electronics_right_to_repair
55. Press release from Madewell and ThredUp Inc., 20th July 2021 https://newsroom.thredup.com/news/madewell-launches-madewell-forever-an-innovative-digital-resale-platform-powered-by-thredups-resale-as-a-service
56. Allbirds.com, retrieved 29th September 2021 https://www.allbirds.com/pages/allbirds-adidas-futurecraft-collaboration
57. Press release from PepsiCo, 20th April 2021 https://www.pepsico.com/news/press-release/pepsico-announces-2030-goal-to-scale-regenerative-farming-practices-across-7-mil04202021
58. 100+ Accelerator, retrieved 14h October 2021 https://www.100accelerator.com
59. Certified B Corporations, retrieved 14h October 2021 https://bcorporation.net
60. Advertiser Perceptions, March 2021 https://www.advertiserperceptions.com/wp-content/uploads/2021/03/AP-TRUST-REPORT-ONE-SHEET-PDF.pdf
61. Reported by Warc, June 2021 https://www.warc.com/content/paywall/article/event-reports/unilevers-global-framework-for-post-pandemic-marketing/en-GB/138085
62. Marketing Week, 8th July 2021 https://www.marketingweek.com/gsk-purpose-marketing/
63. Press release from Coca Cola, 21st June 2021 https://www.coca-colacompany.com/press-releases/minority-owned-media-spending
64. Pepsi Dig In, retrieved 29th September 2021 https://www.pepsidigin.com/
65. AdWeek, 21st April 2021 https://www.adweek.com/brand-marketing/this-levis-ad-will-make-donations-to-eco-charities/
66. Coca Cola, retrieved 29th September 2021 https://cocacola.promo.eprize.com/endlesslyrefreshing/
67. Press release from IPG, 9th June 2021 https://investors.interpublic.com/news-releases/news-release-details/ipg-announces-climate-action-plan-part-integrated-esg-program
68. WPP, retrieved 14th October 2021 https://www.wpp.com/sustainability/wpp-net-zero
69. Green The Bid, retrieved 29th September 2021 https://greenthebid.earth/
70. Mediavision, 17th March 2021 https://www.mediavision.se/en/2021/03/17/newsletter-17th-of-march-password-sharing-a-costly-business-2/
71. Blog Post from Amazon, retrieved 29th September 2021 https://blog.aboutamazon.co.uk/shopping-and-entertainment/meet-the-team-behind-our-amazon-fresh-uk-stores
72. Press release from Tinder, 16th August 2021 https://www.tinderpressroom.com/2021-08-16-Tinder-Commits-to-ID-Verification-for-Members-Globally,-a-First-in-the-Dating-Category
73. The Streamable, 11th March 2021 https://thestreamable.com/news/netflix-begins-test-to-crack-down-on-password-sharing-outside-your-household
74. Apple, A Day In The Life of Your Data, March 2021 https://www.apple.com/privacy/docs/A_Day_in_the_Life_of_Your_Data.pdf
75. iProspect and Microsoft Advertising Research, May 2020 https://www.iprospect.com/en/global/news-and-insights/insights/in-brands-we-trust/
76. Blog post by Flurry, 29th April 2021 https://www.flurry.com/blog/ios-14-5-opt-in-rate-att-restricted-app-tracking-transparency-worldwide-us-daily-latest-update/
77. NetMarketShare.com, retrieved 29th September 2021 https://netmarketshare.com/browser-market-share.aspx
78. Blog post from Google, 24th June 2021 https://blog.google/products/chrome/updated-timeline-privacy-sandbox-milestones/
79. MessiMessages.com, retrieved 29th September 2021 https://www.messimessages.com/index.html
80. BudLight.com, retrieved 29th September 2021 https://www.budlight.com/summerstimmy/endorse

For media inquiries please contact: media.pressoffice@dentsu.com

iPROSPECT
a dentsu company

© 2022 iProspect | All rights reserved