



# 2019 HIGHLIGHTS

## D2C INCREASES PRIVACY CONCERNS

CES featured no less than 2.7 million net square feet of exhibit space and over 180,000 visitors, but marketers can breathe a quick sigh of relief: Taken as the whole, the show did not produce an obvious “move-budget, act-now” marketing opportunity.

One trend stood out: We continue to see more and more brands stepping out of their traditional channels and making efforts to go direct-to-consumer (D2C) in order to gather first-party data on their customers. This is happening side by side with an ever-present anxiety in the tech world: privacy. Highlighted not least by Apple’s giant ad playfully referencing the famous Las Vegas meme “What happens in Vegas, stays in Vegas”:

Keeping consumer data safe must be a top priority moving forward in 2019.



To help you get the most out of CES, below you’ll find marketing insights from our clients and experts. Above all, the conversations we had around what’s coming and how marketers must prepare for the future made the trek to Vegas more than worth it.

## ARE YOU FUTURE READY?

Our Future Ready breakfast featured a three-part discussion of what brands must think about to prepare for whatever comes next. Highlights from some of our panelists include:

“The use cases for 5G are endless. It will open new audiences for us. Movies will be downloaded in one minute. There will be more complexity in the marketing stack and it will require a new level of creativity. Branding will elevate. It will happen organically. We’ll need to deliver higher value messaging versus rational messaging.”

—**Liya Sharif, Head of Global Brand, Content & Creative Services, Qualcomm**



“There has always been an interplay between humanity and technology. It usually works for us but along the way, people lose jobs and have to change. People don’t like change.”

—**Steve Brown, former Intel futurist**

“Innovation is not an option. It is not icing on the cake. You need to create a culture that is curious. The expectation is that people don’t use the same playbook. You have to create boundaries and fail fast.”

—**Kirsten Ward, GM, Integrated Marketing for Modern Life & Devices, Microsoft**



“Using AT&T data to enrich Turner’s value proposition is a key industry advantage.”

—**Kirk McDonald, CMO, Xandr**

# KEY TAKEAWAYS FROM CES



## VOICE GAINS A VOICE

Voice assistants were everywhere, even in places that you wouldn't want them (seriously, smart toilets?). For marketers, this category is not one for the future. Given its rapid adoption and increased daily use, your brand needed its voice strategy yesterday.



## AR/VR STEPPED UP, SORT OF

The technology that always seems on the cusp of getting big did have a large presence at the show, with one vendor even debuting a headset for wearing while driving a moving vehicle. While we're going to go out on a limb here and say that is probably not going to be a hit, AR did have some moments. It should be on every marketer's watch list, even if it is not an action item yet.



## A REVOLUTION BEHIND THE WHEEL

After decades of radio ads and a few years of mobile ads, brands will soon have new ways to target messages in cars. Honda announced its beta Dream Drive program that introduces a dashboard that rewards opted-in drivers and passengers for using the automobile's connected capabilities. Drivers earn points for using the dashboard to navigate to their next destination, pay for gas, order food, or make other purchases. Honda also promises brands "last mile" data showing how marketing led to sales. Creativity will be critical to making the most of this opportunity.



## PRIVACY TAKES CENTER STAGE

The three most important words marketers need to know about data are privacy, privacy, and privacy. With Apple leading the game, tech brands were at pains to stress their dedication to it, real or not, at CES 2019. Among others, Qualcomm, Byton, and Samsung named it as a key pillar of new initiatives. Snips took home a CES innovation award for its voice AI for connected home devices that runs offline with natural language processing. If your brand is collecting data, be sure to have a technology partner that knows how to keep it safe.



## HEALTH TECH RISING

Health tech continues to grow at CES, reflecting a growing appetite among consumers to proactively monitor and improve their health. Everything from optimized smart mattresses that help you sleep to thermal masks for managing anxiety made a big splash. Devices have also gotten more sophisticated, sometimes using AI, sensors, and diagnostics to offer professional-grade healthcare services. Exemplifying the trend was BPM Core, a device from Withings that includes both an ECG and digital stethoscope to monitor cardiovascular diseases at home.



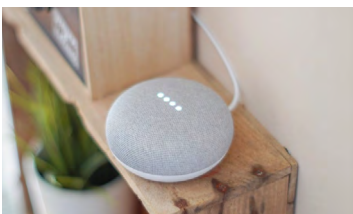
## PANIC ON THE SHOW FLOOR

Uncertain times are creating a recurrent trend among consumers: anxiety about everything. Among other things, air and water purifiers had a big presence at the show, with vendors such as Phonesoap, Lishtot, Mitte, R-pur, and Larq promising to keep you thoroughly unpolluted. These mirrored personal safety concerns, which are perhaps best highlighted by Helite', a wearable airbag vest for cyclists. Look for 2019 to be a year where reassurance in advertising connects.



## NOW FOR REAL-TIME TECH

Technology that responds, translates, or diagnoses in real-time was out in force at CES. Google Assistant's interpreter mode was able to offer real-time translation of conversations. WaverlyLabs introduced The Pilot Smart Earbuds that translate 15 languages and 42 dialects, stream music, and make voice calls. Likewise, iFlytek introduced upgraded versions of its portable live translation and voice-to-text devices (capable of translating 63 languages). Once expanded these assistants should provide interesting avenues for marketing and customer service, especially in underserved markets.



## CHOOSE YOUR ECOSYSTEM

When it comes to the smart home and smart world, consumers will need to choose an ecosystem of products and services. Key takeaway: marketers will need to up their collaboration efforts with ecosystem providers.

For more information, contact [globalmarketing@wunderman.com](mailto:globalmarketing@wunderman.com).

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