

# Top 10

lessons from...

**...CES 2020**

CES 2020 was, as always, a smorgasbord of innovation, insight and thought-provoking content. From foldable screens to launches and passionate debate, it was all here. So what were the key takeaways for marketers?



### **1. It's all about the consumer**

This isn't new, but the consumer remains firmly at the heart of it all, whether that's tech innovation such as folding screens, or new ways of marketing. Consumer-centricity is at the root of many of the other trends, including...

### **2. Experiences, not things**

74% of consumers prioritise experiences over products, so many of the brands at CES focused their activity towards delivering meaningful experiences. This included Samsung launching 'The Age of Experience' and Mastercard's marketing strategy being 'nothing but curating experiences'.

### **3. Tech is getting subtler**

Consumer-centricity is also behind a move to more subtle, simplified technology. People want their tech to be less intrusive, blending into their homes and lives in a more natural way.

### **4. AI will be 'consumerised'**

AI is permeating every facet of commerce and culture, and consumers are embedded at the heart of it all. AI will enhance the user experience of devices and services, and will work alongside humans to create human-machine partnerships. All companies are now tech companies, working out how they can harness the power of AI to create better experiences for their customers.

### **5. IoT now stands for the Intelligence of Things**

When AI is layered over the Internet of Things, the devices and systems that we use to make our lives easier can analyse our data and make decisions on our behalf based on that data. This is transforming our everyday lives, from within the home to smart cities, and will drive a shift in consumer behaviour, resulting in a dramatic effect on culture.



**6. 5G will change everything**

5G networks are being launched across the world. It will enable different applications such as the IoT to grow exponentially, with instant communications enabling robots to receive instructions in real time: an infinite array of capabilities will open up. 5G is expected eventually to overlay the entire economy.

**7. XR will make science fiction a reality**

VR and AR capabilities are constantly improving - AR glasses now resemble regular eyewear and offer smart watch features and apps. The possible use cases include workforce training and travel experiences.

**8. Cord-cutters won't be spending any less**

The streaming wars will open up an abundance of choice for consumers who will get the content they want, when they want it – but the number of services, from established media players such as NBCUniversal and Disney to start-ups like Quibi, is likely to mean viewers will spend as much on streaming as they currently do on cable bundles.

**9. Data privacy and security will remain key priorities**

5G, the IoT and AI will require and create a huge amount of customer data. However, consumers are demanding privacy and they are increasingly backed up by strict data legislation, so organisations will need to prioritise data security, and leveraging first-party data.

**10. A willingness to experiment is the key to success**

With so many new tools and possibilities, it's crucial to embed a learning mindset both personally and within an organisation. Failure is inevitable and important, as it is how we will learn how best to harness the power of innovation.



# About ECI

## ECI: HIGHER MEDIA VALUE

Technology is transforming the media landscape at an unprecedented pace. But in the right hands, change can be a force for good. ECI, the market's fastest growing global media management company, leverages these changes to help you drive **higher media value** from your advertising investment.

## A modern, forensic approach

Ever since our formation we have championed a modern approach to media and financial auditing. As pioneers in the field of digital auditing, we include sophisticated analysis of programmatic activity in our audit model, and we pride ourselves on a forensic, fact-based approach which harnesses the power of our world-class talent and proprietary technology. Along with our innovative benchmarking capabilities, we are confident in our ability to empower our clients to drive **higher media value** and media-led impact on business performance.

## Cutting-edge services

Capitalizing on today's dynamic, fast-paced media landscape to drive **higher media value** requires data-driven decision-making, global experience and a deep understanding of the latest technologies. At ECI we are proud to be able to offer these and so much more, including TV auditing, financial compliance auditing, pitch management, KPI setting and management and contract consultancy.

## Global experience, local expertise

We are proud of our client portfolio, which contains some of the world's largest and leading advertisers. Our network of owned offices and leading affiliates supports them where they need us, across the Americas, Europe and Asia Pacific. We offer them high-level media intelligence and rigorous benchmarking and, ultimately, the insight, experience and savvy to ensure that their advertising investment and agency relationships drive **higher media value**.

## CONTACTS

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