



Photo credit: Consumer Technology Association

Technology is transforming advertising: CES just showed us how

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Welcome to the future. The Consumer Electronics Show (CES) is this year's most influential electronics and technology event. This event brings in over 100,000 attendees and 3,200 exhibitors, representing over 174 different countries. CES celebrates a consumer world full of exciting new possibilities and innovations, from AI-powered gadgets and next-generation devices to electric vehicles and smart home appliances. This year didn't disappoint! Attendees got to witness an array of innovative prototypes including self-driving strollers, AR brow applicators, energy-sensing smartwatches, hands-free toilet devices to monitor metabolic health, color-changing fridges, and color-changing vehicles.

CES showcases the year's biggest trends in tech, from startups to major brands like Sony, LG, Apple, and Samsung. This event offers a fascinating window into how brands must elevate the way they connect and engage with consumers to advertise their products and services. After attending this year's CES and contemplating the future of these technologies, I see three major trends developing:



Evolving consumer expectations: sustainable tech and entertainment everywhere

Consumer expectations drive innovation. Major transformations in the cultural and societal landscape

have reshaped what consumers demand of companies and advertising. Two changes are top of mind as of late: the growing interest in sustainability and the need for everywhere-entertainment. First, consumers expect brands to reduce carbon emissions where possible, improve energy efficiencies, use responsible materials, and show genuine care for the environment. Second, the attention economy has increased consumer demand for engaging experiences on every device. Consumers increasingly expect new technologies, entertainment, and media channels to be part of their everyday life, whether they are driving, on the go, or at home. This integration of entertainment and lifestyle offers advertisers new places to sponsor content, produce contextually relevant advertising, and deliver consumer value. Today's consumers increasingly expect advertising to be both socially responsible and continually engaging.



Transforming experiences: purpose and practicality

All interactions with brands are an opportunity to provide consumers with purposeful and practical value. Connecting mindlessly through a multitude of touch points is no longer

enough. Today's consumers want to relate to the brand mission or see how the interaction is improving their life. Omnichannel communication, the future of television and streaming, is showing great technological progress. The metaverse and web3 offer less sensational but more purposeful scenarios for everyday activities. Unsurprisingly, practical innovation at CES focuses on digital health, sports technology, fitness, nutritional technology, smart cities, smart homes, and vehicle technology. L'Oreal's Brow Magic, for example, allows users to get natural and precise

“Technology is evolving how advertising is done for years to come, driven by new or fast-changing consumer expectations, experiences and digital ecosystems.”

microblading, micro-shading, and filler effects at home. This cutting-edge product uses 2,400 tiny nozzles, printing technology, and Modiface AR technology to adjust to the user's natural brow and facial features. Time is too valuable and resources are too limited for superficial exchanges. Moving forward, meaningful connection must be grounded in a sense of higher purpose or greater practicality.



Maturing digital ecosystems: data, privacy, and AI

Every device and piece of consumer technology requires some value exchange between the media platform and its user. Data and

trust are at the center of this exchange. When consumers agree to provide their data, they are trusting the platform to improve their experience while safeguarding their personal information. Privacy is key to any platform. Thankfully, the extended use of Artificial Intelligence (AI) enables smarter, more efficient collection and management of data. This is a win-win for brands and consumers.

Technology has always shaped the world of advertising. Progressing technology, enhanced sustainability, purpose-driven connections, and digital capabilities are transforming the future of media, production, and marketing. This year, CES energizes the advertising industry to explore how technology can deliver commercially-sound and valuable consumer experiences. CES provides an insightful glimpse into the evolving future of technology and advertising.



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Bruno Galpois is the co-founder of Agency Mania Solutions, a premier service and technology firm specialized in helping companies realize the transformational value of managed partnerships. Bruno is the author of best-seller “Agency Mania” and the former chair of the Association of National Advertisers (ANA) Client/Agency Committee and a faculty member of the ANA School of Marketing.

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