

TOP 10 MARKETING TRENDS YOU NEED TO KNOW FOR 2019

Democratised data

The transformation of the data marketplace with power shifting to the people. **Democratised data** gives consumers control of what is shared, with whom and the return they expect from the exchange. Zero-party data is the default in a zero-trust world.

Data upcycling

The zero-waste approach to data management in 2019 is **data upcycling**. Unused business by-product can deliver insight and potential revenue streams in the broader marketplace. First party data can be a competitive advantage.

All eyes on you

As tech smartens up we're seeing the rise of Out of Home screens with **all eyes on you** for personalised interactions. Meet consumers in new locations at moments that matter, powering CX and creating digital distinctiveness. Every frame of AI captured vision is an opportunity for insight.

Shapeshifting media

Traditional media are not so traditional anymore. **Shapeshifting media** stay true to their core strengths but in formats preferred by new audiences. Seize the first mover advantage in expanding media ecosystems.

Instagramification of culture

In our visual first society, Instagram is shaping popular culture. Harness the Stories explosion and social shopping opportunities, but think light-handed inspiration. Elevate social capital with the **instagramification of culture** trend.

Working assets

In the era of Glass Box Brands your internal culture is on display. Employees are an often untapped asset, with potential to build reputation, trust and brand love. Skill up and amplify your **working assets** to gain both customers and quality talent.

Emerging brandstars

The heroes of the gaming world are **emerging brandstars**. They are the new breed of super-celebrities. Brands are accessing their highly engaged communities to build affinity. Gaming is the latest source of water-cooler moments.

E(xperiential) commerce

A shift from the era of 'engagement' to 'experience' marketing is driving the **e(xperiential) commerce** trend. Physical stores are being reborn as inspiring, creative cultural playgrounds. Keep pace as both real world and online shopping get supercharged.

Social impact goes deep

The emergence of **deep social impact** is a response to alarm bells ringing during the chaos of 2018. It's not enough for brands to take a passive stand on issues, engineer your business to fix problems. Deep impacts will create wins for your bottom line and the planet.

Progressive representations

Marketers are owning up to their role in the propagation of cultural norms. **Progressive representations** take the lead by showing the full complexity of humanity. Fuel change by being bias free and inclusive in a world that is binary and divided.



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