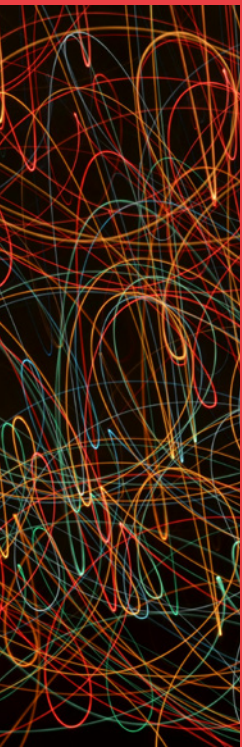


6 TRENDS REVOLUTIONIZING MEDIA IN 2024



Ogilvy

INTRO- DUCTION

SIX TRENDS REVOLUTIONIZING PERFORMANCE MEDIA & AMPLIFYING CONSUMER CONNECTIONS



AS WE FORGE AHEAD into 2024, the media landscape is teeming with innovation and evolution. Advertisers, who once clung to the security of proven channels, are now poised at the brink of a transformative era. From the integration of immersive AI technologies to the strategic utilization of data analytics, the six trends outlined below are reshaping the way advertisers think about engagement. They offer a canvas for creativity that has been long-awaited, allowing for more personalized and impactful consumer experiences. With these trends gaining traction, we're witnessing a renaissance in big media—a return yet with a modern twist that could redefine the industry's parameters.

1. AI Creates a New Dawn for Context
2. Game On
3. 'Google It' Becomes 'Tik-Tok It': Blurring the Lines Across Channels
4. The Deinfluencing Movement: The Rise of Anti-Hype Consumption
5. Shifting Eyes to Ears for Overstimulated Audiences
6. Adapting to the Human Touch in Digital Commerce

AI CREATES A NEW DAWN FOR CONTEXT

Envision a technology that doesn't just understand your audience's desires but anticipates and fulfills them instantaneously. Leveraging tools like Generative AI and Large Language Models (LLMs), brands can now sift through and organize extensive consumer data, crafting hyper-personalized content on a scale previously unimaginable. This revolution transcends mere volume—it's about delivering a diverse array of content

with unprecedented speed. These advances lead to more pinpointed and impactful campaigns for marketers grappling with multifaceted audience strategies. AI isn't just another tool; it's set to become an indispensable ally in the marketing realm. And that's a game-changer worth getting excited about. This will lead to much faster adaptations and iterations faster, opening the door for efficiency at scale.

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GAME ON

The gaming industry is evolving far beyond just entertainment; it's becoming a strategic arena for brand engagement. This shift is evident in the success of brand activations within popular games, particularly in the sneaker and apparel sectors, and significant corporate moves like Microsoft's \$65 billion bid for Activision Blizzard. The entry of major media players into the gaming sector is poised to change this. With their advanced AdTech capabilities, these companies are expected to enhance in-game advertising offerings, addressing ad fraud and brand safety. We saw significant interest in last year and in 2024 we expect even more clients seeking integrated gaming campaigns within their campaigns. The appeal of gaming for advertisers is further enhanced by low Cost

2024 will see Marketers reconsider their perspective on gaming

Per Mille (CPMs), the ability to reach specific audiences, and the ability to maintain brand safety. 2024 will see Marketers reconsider their perspective on gaming — rather than viewing it as a niche or secondary channel, it's increasingly clear that gaming should be integrated into broader media plans.





2024 MEDIA
TRENDS

‘GOOGLE IT’ BECOMES ‘TIK-TOK IT’: BLURRING THE LINES ACROSS CHANNELS

The “Google it” mantra is increasingly sharing space with the new “TikTok it” phenomenon. TikTok, primarily known for its viral short-form videos, is stepping into Google’s traditional territory by inserting ad placements directly within search results. This bold move is not just about capturing market share; it’s about changing the very way in which users seek and find information online. Meanwhile, Google, the long-standing giant of search, is adapting to the times by integrating social feed-like features into its search pages, aiming to

retain its user base that craves the social interaction found on platforms like TikTok. Opportunities for advertisers and brands are ripe in this evolving environment. They can now leverage TikTok’s rising influence in the search domain to reach audiences where they are most engaged. At the same time, Google’s adaptation offers a chance to capitalize on a more integrated and social search experience. For brands, this means a need to be more dynamic and flexible in their approach to online presence and advertising.

THE DEINFLUENCING MOVEMENT: THE RISE OF ANTI-HYPE CONSUMPTION

The number of influencers convincing us to buy unnecessary, overhyped products is seemingly at an all-time high. The 'deinfluencing' trend is gaining momentum, championing mindful spending, economic thriftiness, and environmental sustainability. Creators like Elle Grey (@basicofcourse) on TikTok contribute to this trend by reminding viewers to be intentional with their purchases. To remain relevant, brands are advised to embrace this shift towards more conscious consumerism by encouraging informed purchasing decisions and adapting their marketing strategies to focus on sustainability and genuine product value. It challenges the notion that buying more can lead to

a better or more fulfilled life and instead promotes the use of what people already own, encouraging a lifestyle less driven by material goods. These creators are contributing to a larger conversation about the role of influencers in consumer culture and the potential for social media to promote more sustainable habits. As the #deinfluencing hashtag continues to gain traction, it's clear that this movement is resonating with many, signaling a shift in how consumers approach their buying decisions and how brands may need to adapt their marketing strategies to be more relevant and impactful.

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2024 MEDIA
TRENDS

SHIFTING EYES TO EARS FOR OVERSTIMULATED AUDIENCES

In an era where our eyes are constantly bombarded with visual content, a shift is occurring towards auditory media, especially among digital audiences. By the end of 2024, digital audio is projected to command a significant portion of media consumption in the US, making up one-fifth of our digital media time. This trend is particularly pronounced among Gen Z, with 50% expressing more trust in podcasts over traditional media. Furthermore, 56% of Gen Z and Millennials are turning to digital audio as a respite from visual overload.

Podcasts are becoming a medium for integrating brands into larger cultural discussions. This trend is highlighted by Spotify's reported surge in podcast listening related to major events, such as a 1,208% increase in Met Gala-related listening and an astonishing 11,148% increase in NBA-related podcast listening following the NBA All-Star Game. By aligning with these significant events and conversations, brands can position themselves at the forefront of their audience's interests, tapping into the growing preference for audio over visual media.



2024 MEDIA
TRENDS

ADAPTING TO THE HUMAN TOUCH IN DIGITAL COMMERCE

In a landscape where consumers are increasingly numb to conventional marketing strategies, such as aggressive promotions and product placements, there's a growing necessity to infuse a human element into the lower funnel of the marketing strategy. The incorporation of AI-driven search functions by e-tailers marks a significant step in this direction. These advanced technologies enable a more conversational and responsive online shopping experience, narrowing the experiential divide between digital and physical retail environments. Envision AI not just as a tool, but as a conduit, offering a personalized touch akin to in-store interactions

IKEA's AI-driven virtual room design tools enable customers to visualize how products would look in their homes, offering a bespoke shopping experience that mirrors the in-store consultation process. Amazon's AI-driven recommendations personalize the shopping experience by suggesting products based on browsing and purchase history, mirroring a store clerk offering tailored suggestions. Similarly, Sephora's virtual make-up artist app uses AI to provide a personalized makeup trial experience, allowing customers to try products virtually before purchasing.

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CONCLUSION

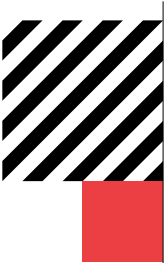
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AS WE NAVIGATE THROUGH the transformative landscape of 2024, these six trends underscore a pivotal shift in media and marketing strategies. From the rise of AI in contextual advertising to the reinvention of gaming as a branding haven, and the subtle yet powerful transition to digital audio, the terrain is ripe with innovation geared towards personalized, one-to-one engagement. Brands that adapt to these evolving dynamics – embracing new technologies, engaging in meaningful cultural conversations, and humanizing the digital experience – are poised to thrive.

At Ogilvy we bring together expert Creative and Media teams to create not only memorable experiences but also drive business results. As we continue to track and explore these trends, we know one thing; in 2024 the potential for brands to connect with their audiences in revolutionary ways is immense. The journey through 2024 and beyond promises to be an exciting one, filled with opportunities for those ready to embrace change and innovation.

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