Looking at the Future ?

Bootcamp AXA

23 february 2010

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Chief Visionary Office

Emakina Group

EMAKINA

building brand experiences

Try to look at the Future !

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I come to this discussion… as someone searching for answers to an emerging medium that is not my native language…
I'm a digital immigrant. I wasn't weaned on the web, nor coddled on a computer…
My two young daughters, on the other hand, will be digital natives. They'll never know a world without ubiquitous broadband internet access…

We may never become true digital natives, but we can and must begin to assimilate to their culture and way of thinking.

Rupert Murdoch

What do Digital Natives see?

A world
that change

Internet will
be everywhere

Web
Mobile
Enterprises
Marketing
Media
Commerce
Agencies

will change

Retail will change too but
this is for another presentation ;-)

The Web Will Change

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Paradox: simultaneous left/right brain development

More emotional

Rich Internet Applications

Emotional experiences

Microsoft Silverlight

Adobe Flash

WATWG HTML5

3D, Video...

Buzz/Viral,

Campaigns, SMO

(Social Media Optimization)

as a main traffic driver

More rational

Added Value Content + Context

Platforms & Systems

Portal, Communities

Direct Sales

CMS & Analytics

driven

SEA (Search Engine

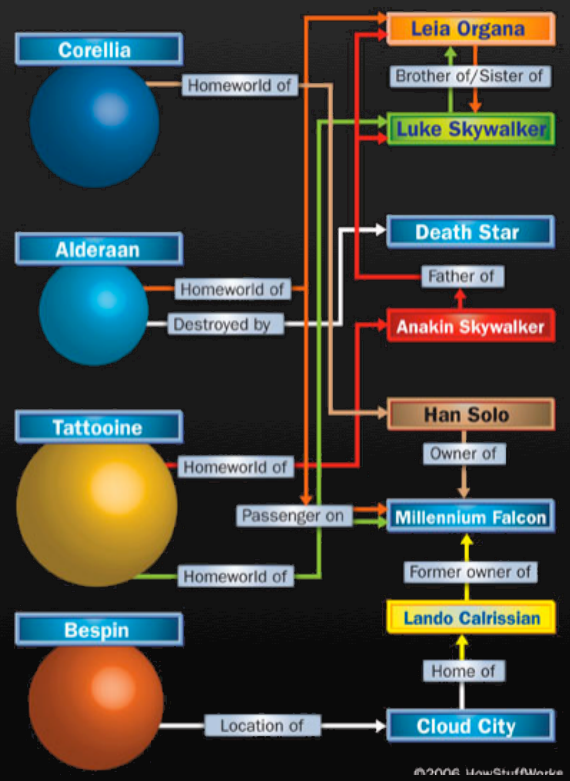
Advertising), SEO

(Search Eng. Optimization)

as a main traffic driver

Getting meaningful and smarter

- Semantic web
  - Microdata (HTML5)
  - RDFa (XHTML)
- Search smarter :
  - Rich Snippets (Google)
  - SearchMonkey (Yahoo)
  - Wolfram Alpha
  - Bing (Microsoft : Powerset & Zoomix)

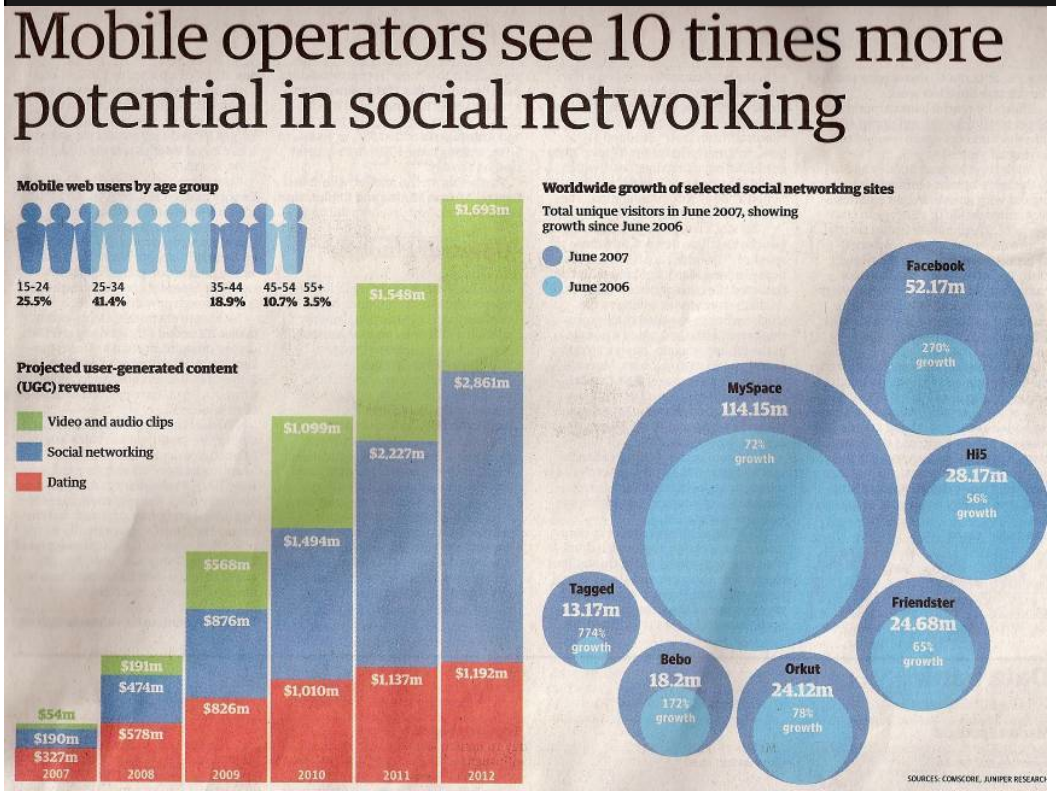


- Produce :
  - ex. CMS Drupal 7 will ship with RDFa enabled on nodes, comments, terms & users

Social Networks are here to stay

Social Media are here to stay

- Becoming embedded in most devices (phone, camera, ...)



Mobile Will Change

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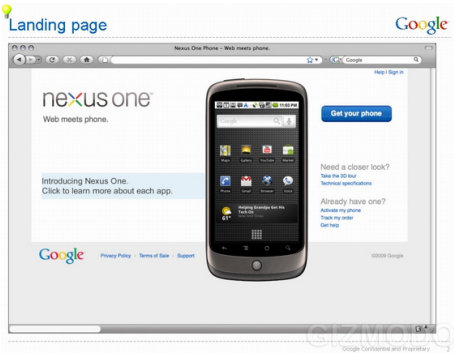
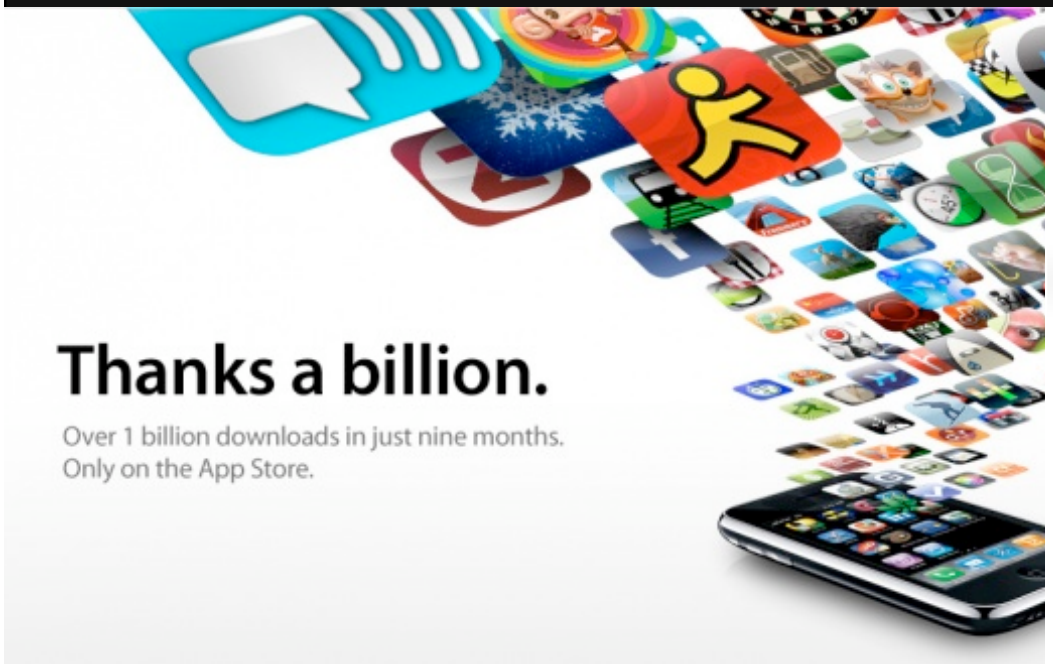
Voice/SMS usage will lower, Internet usage will grow

- Lot's of innovation (both on terminals, networks) resulting from heavy investments
- Symptom : Social Network primary access device today



Apps main digital marketing tactic soon

- Always in the user pocket (not like bookmarks)
- Apple Store (1B downloads), Nokia Ovi, Android Marketplace
- New : WAC 24 Mobile telco + LG + Samsung + Sony Ericsson
- Software (lost) ←→ Web (won)
- Web ←→ Apps (still open)



Sony Ericsson · SAMSUNG · TeliaSonera · Telefónica · Sprint · T · at&t · orange · LG · docomo · MTN · telenor · olleh kt · TELECOM · américa móvil · vodafone · 中国移动通信 CHINA MOBILE · SoftBank · verizon wireless · China unicom 中国联通 · Airtel · ORASCOM TELECOM · WIND · SK telecom

Enterprises Will Change

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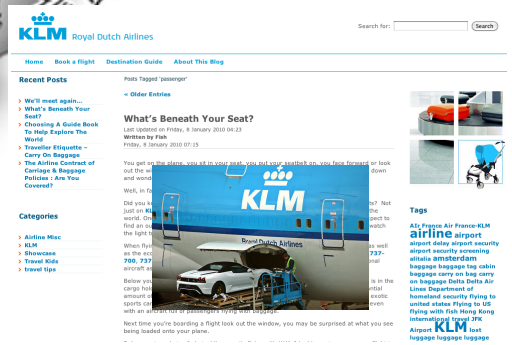
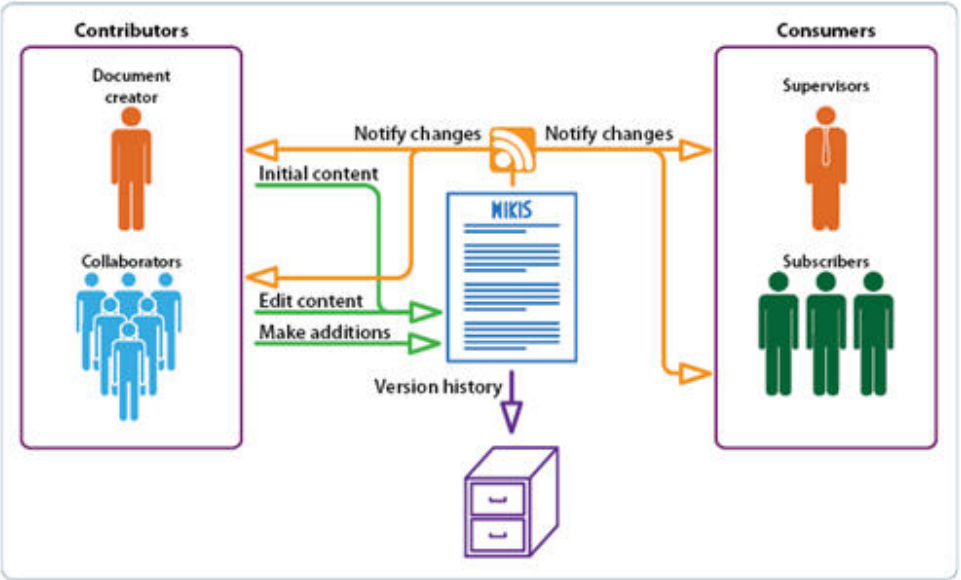
Because Digital natives come to power, work habits are changing Enterprise will have to adapt their obsolete processes

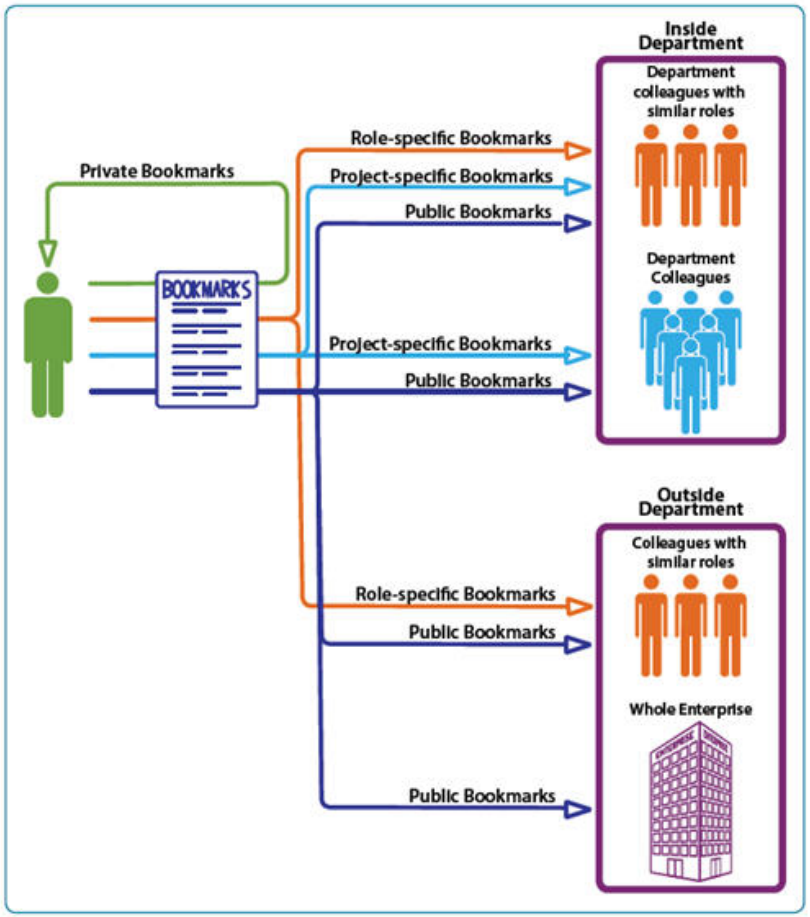
Social Media Marketing now top priority



Enterprise 2.0 tools inside



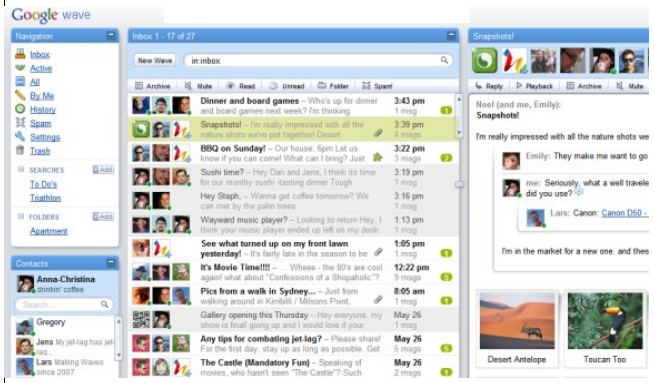
Conceptual illustration of wikis in the enterprise

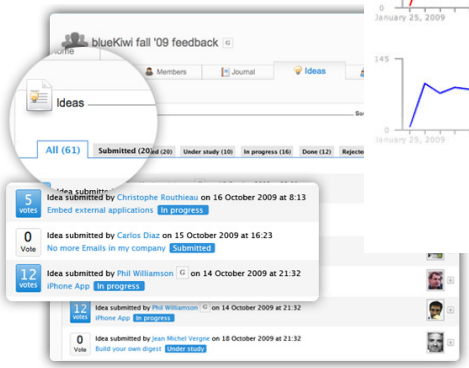


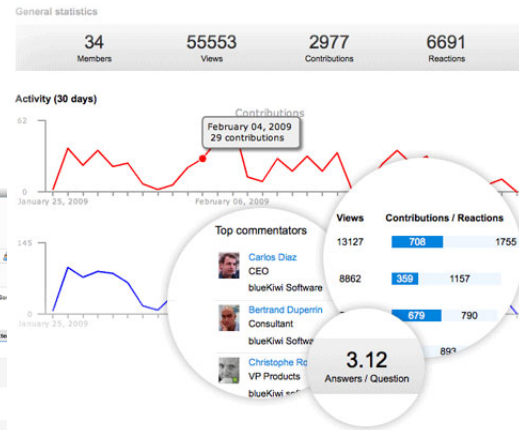
Conceptual illustration of social bookmarking in the enterprise

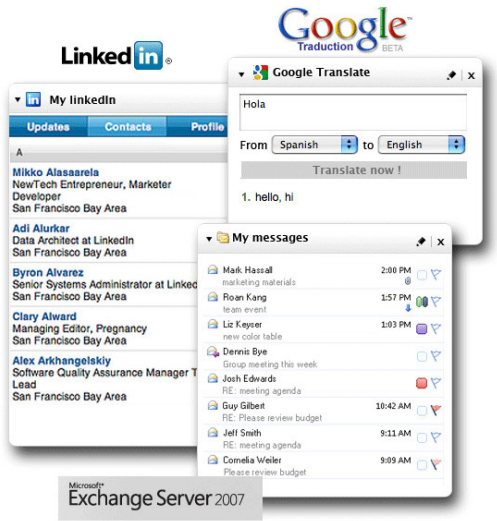
Knowledge sharing platforms

- Blogs
- Wikis
- Podcasts
- RSS







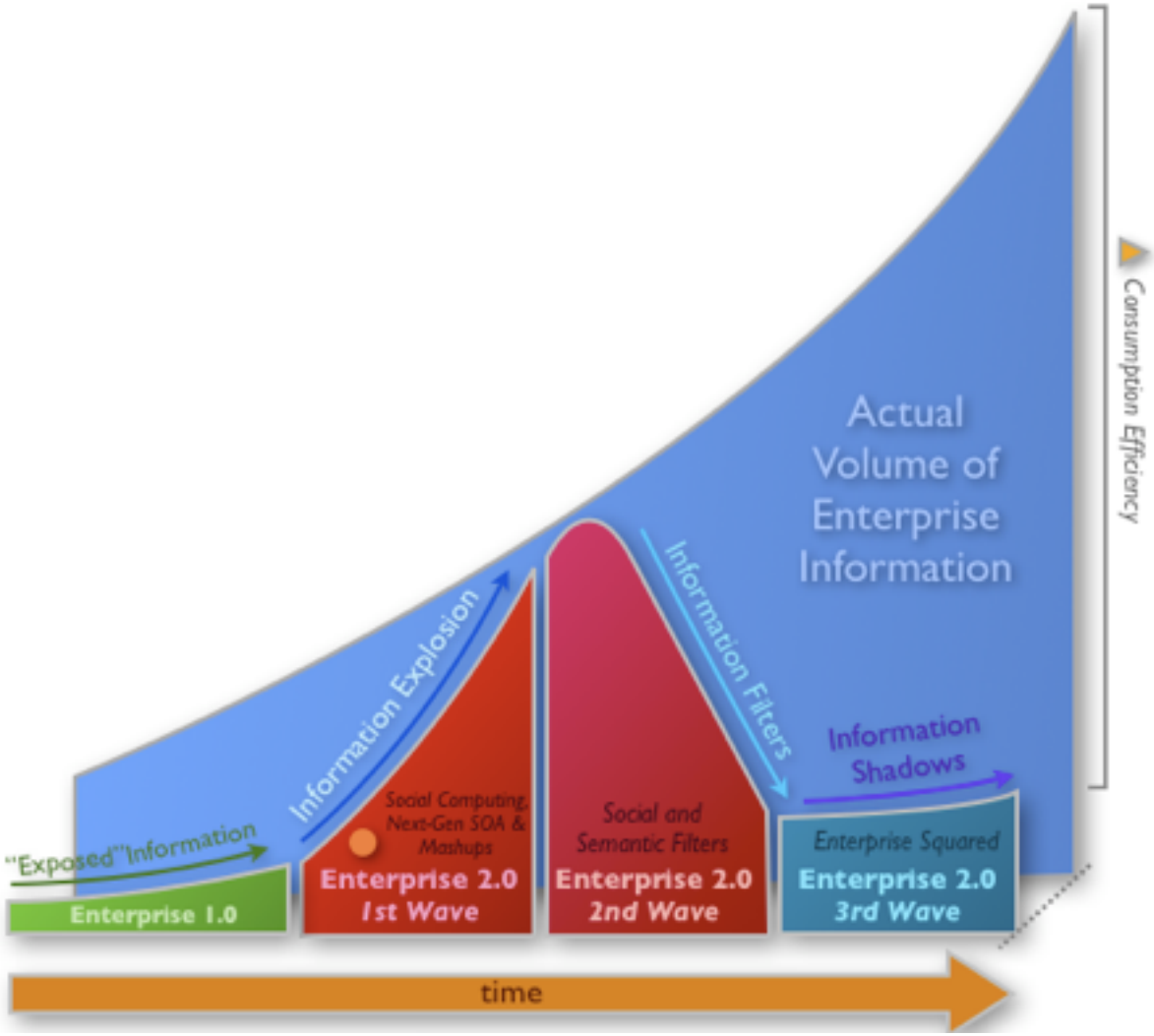


Enterprise Crowdsourcing

- Web 2.0 enabled mass collaboration to achieve business goals

Social CRM coming to marketeers toolbox soon

The result


Actual Volume of Enterprise Information
Consumption Efficiency
Information Explosion
Information Filters
Information Shadows
"Exposed" Information
Enterprise 1.0
Social Computing Next-Gen SOA & Mashups
Enterprise 2.0 1st Wave
Social and Semantic Filters
Enterprise 2.0 2nd Wave
Enterprise Squared
Enterprise 2.0 3rd Wave
time

Marketing Will Change

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More complex

- Internet devices wil keep multiplying

  Computer, TV, iPad, GPS, Video Game Consoles, indash car computers, ambient devices, photo frames, camera that are Internet connected and publish in Social Media

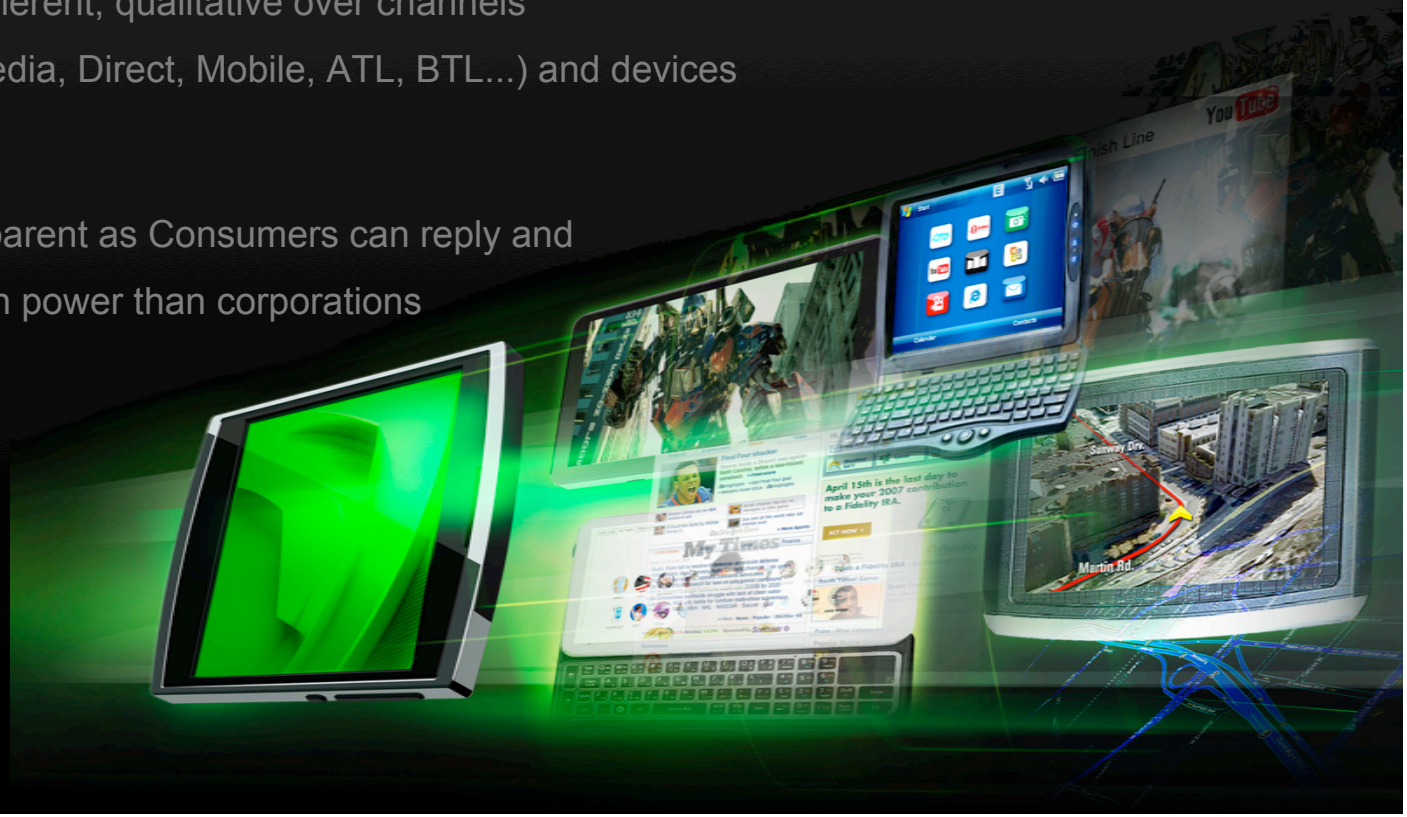
- Multi touch points brand experience

  New challengo to stay coherent, qualitative over channels (digital Social, Search, Media, Direct, Mobile, ATL, BTL...) and devices

- Age of conversation

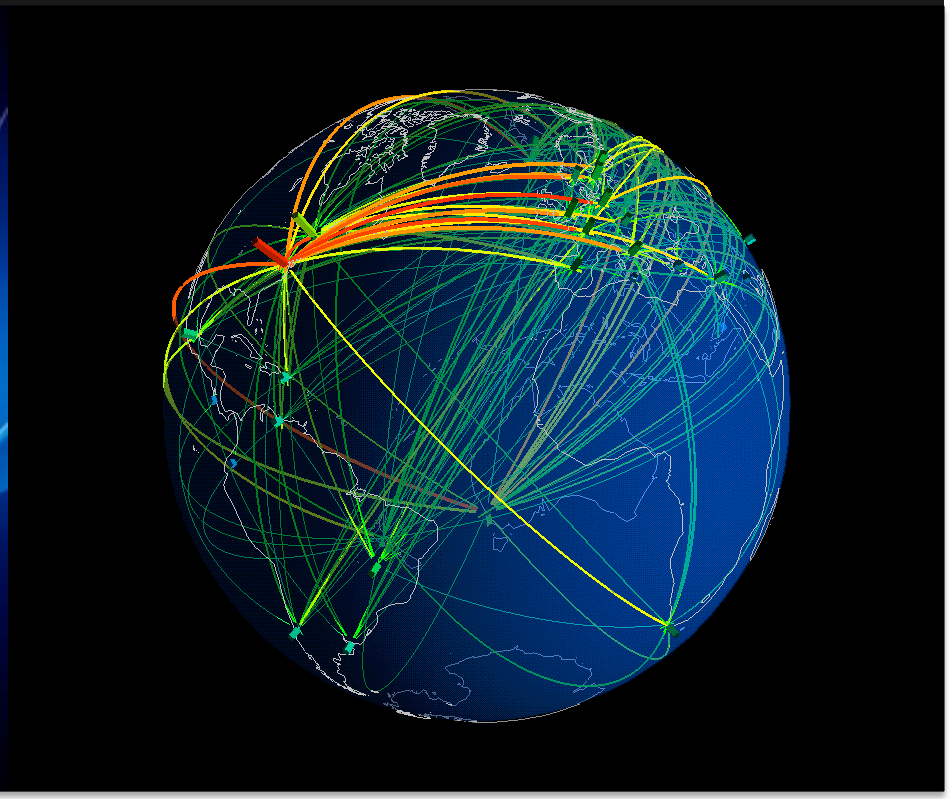
  Need to be honest, transparent as Consumers can reply and have more communication power than corporations

  Must make sense, create real value in the life of consumer



More Global

- Internet has no border
- Concentration of means on larger than nation territories (EU, US, ...)

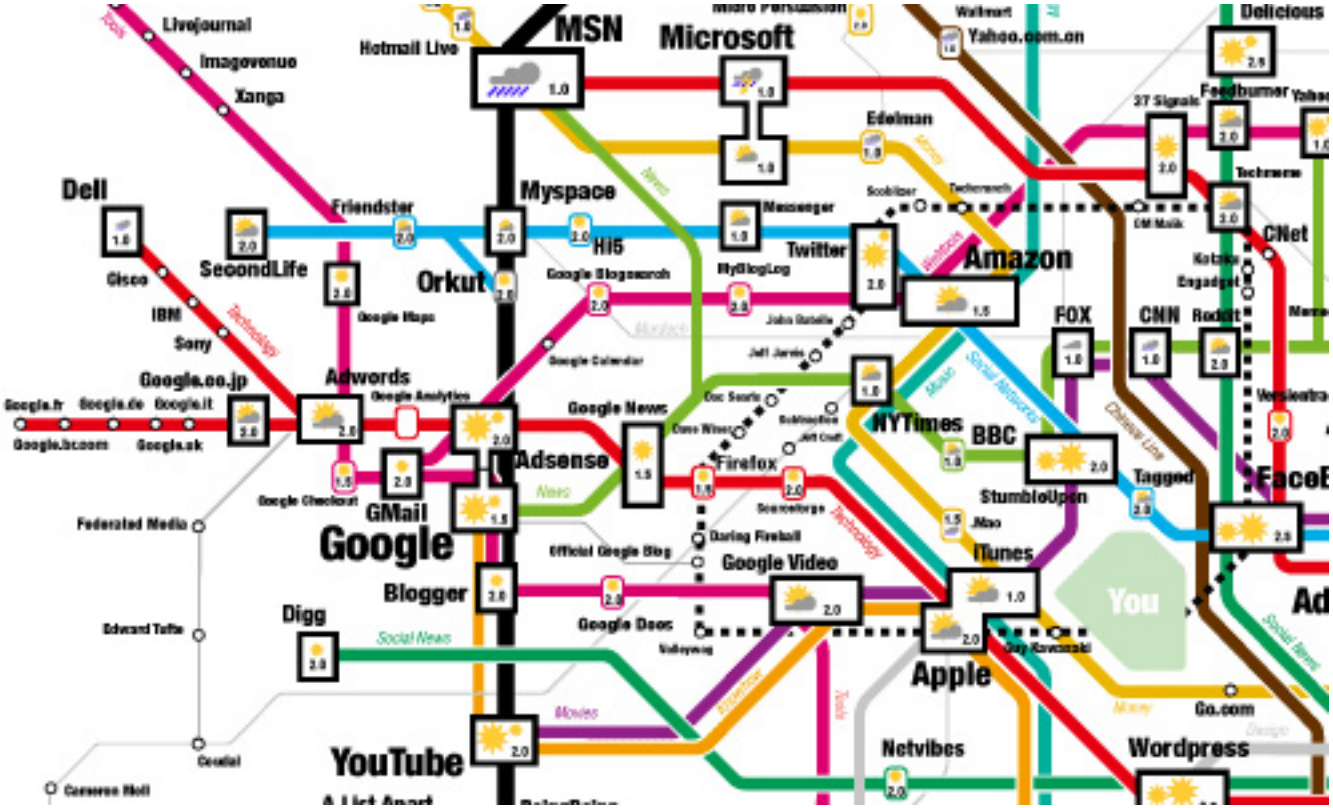


More local

- A world of new marketing possibilities thanks to geolocalisation of the user
- Google Maps, Bing Maps (Microsoft), Ovi Maps (Nokia), …
- HTML5 browsers include geolocalization API (via IP or triang. of wifi hotspot)
- Windows Phone 7 mandatory GPS, iPhone, Android A-GPS or via triangul.
- Google going local on mobile today, in the browser tomorrow

More Realtime

- Twitter, Facebook public status, Google Buzz
- Social CRM tools needed ASAP



More ROI oriented

- Integrated Digital Dashboards
- Web analytics + Social + Sales

Media Will Change

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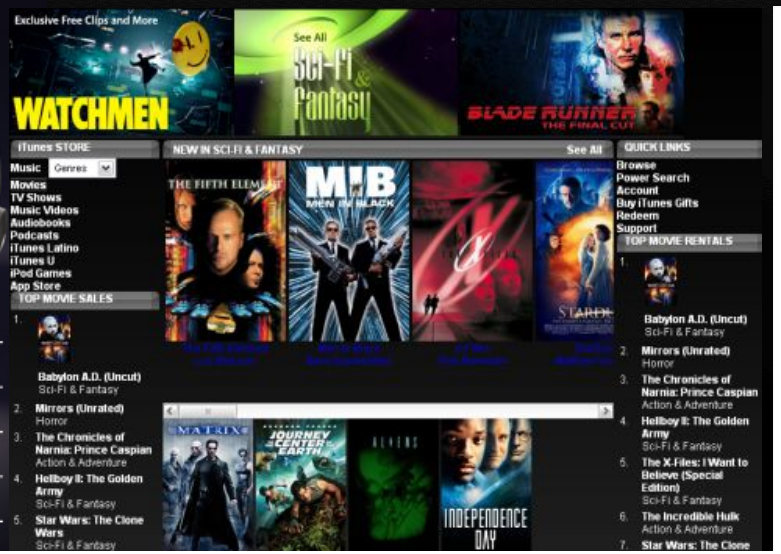
All media will become digital :

Today

- Music
- Movies
- TV / Radio
- VideoGames

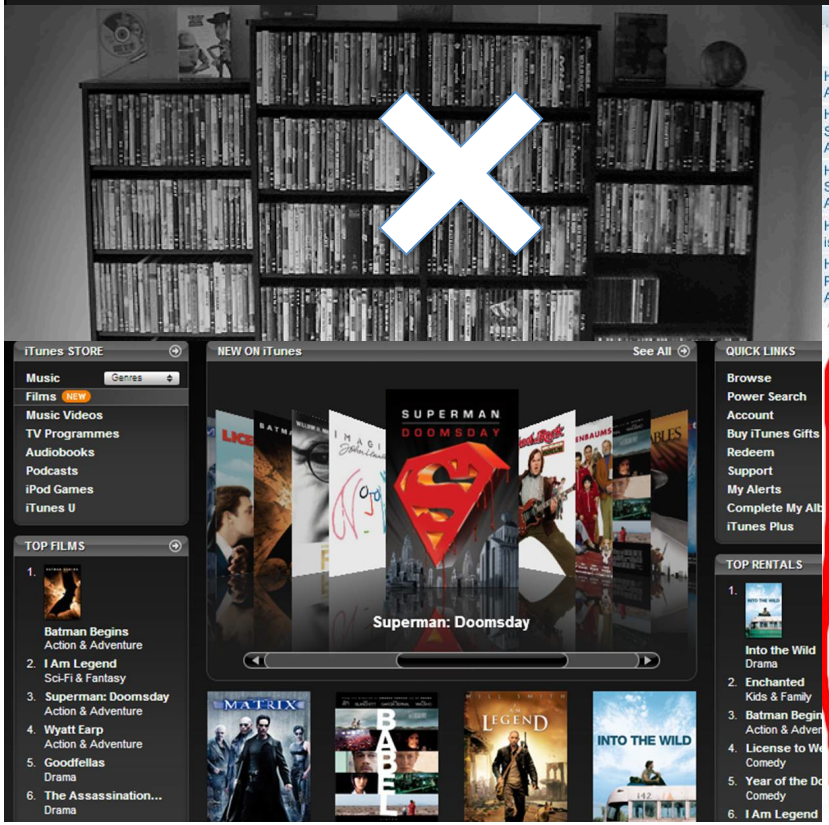
Tomorrow

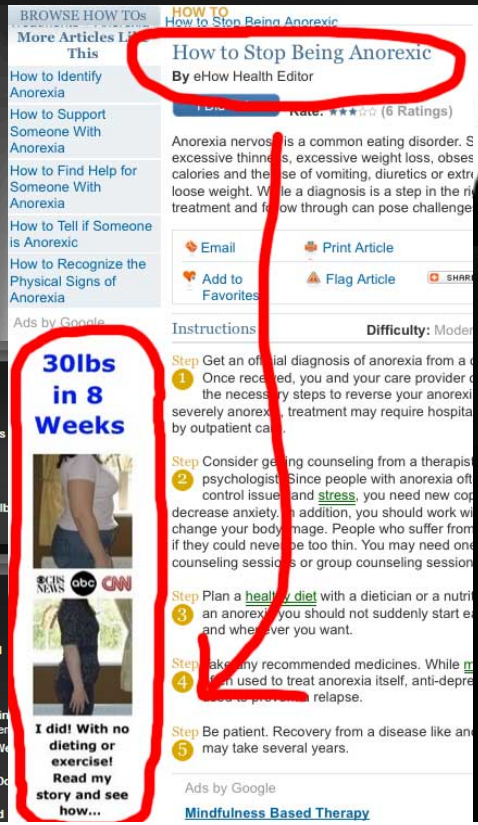
- Books
- Magazine
- Newspapers
- Even Outdoor (Digital Signage)



Business Model will changes

- Consumers will rent access to media instead of buying objects
- Digital consumption permit Behavioral tracking, Targeted advertising





Convergences

- Media will become labels with multi media extensions

Journalism

- Cut/Paste press agency news and or press releases is over
- Journalists must create value by going back to work :

  opinions, analyses, facts checking, investigations …

Commerce Will Change

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A leading Belgian car brand once said:

“Ecommerce in the car industry?
Yeah right…
I will only sell cars online the day
I can deliver them by email”

The challenge for brick and mortar shops:

“People browsing gadgets at FNAC and then buying cheaper online at Pixmania. ”

Everything will be sold through e-commerce

Yesterday / today

- Financial services
  - Banking, Credits, Insurances
- Cultural goods
  - Books, CDs, Tickets, Videogames
- Travel & Leisure
  - Flights, Hotel
- Electronics
  - Computers
  - Gadgets

Tomorrow

- EVERYTHING
- Cars (US:GM, BE:D'Ieteren, ...)
- Clothes (Vente Privees FR), shoes, accessories ...
- FMCG (Delhaize Direct, Caddy Home, Carrefour, Colruyt, ...)
- Jewellery, diamonds, luxury goods, ...

Agreed…
Some maiboxes will have to change… ☺

Agencies Will Change

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Emakina is a digital native agency born more than 10 years ago.

It has grown from building websites to a full set of marketing services, in a world that is ever more online and in which marketing programs interconnect with other media.

Technology → Consumers → Agencies

CAMPAIGNS → CAMPAIGNS → SHORT-LIVED, FOCUSSED

MESSAGES / MEDIA

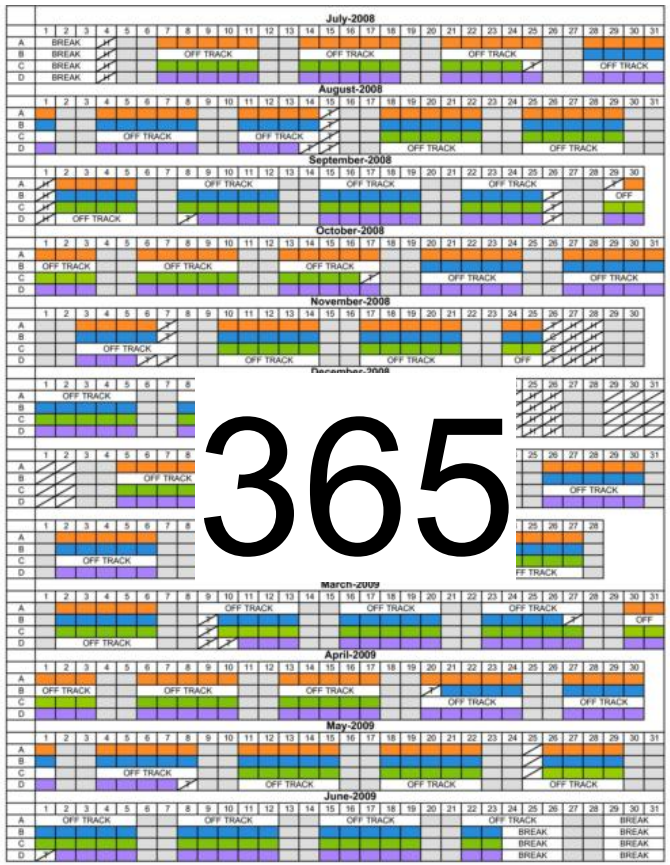
PROGRAMS → RELATIONSHIPS → ONGOING INTERACTIVE

DIALOGUE / CHANNELS / COMMUNITIES

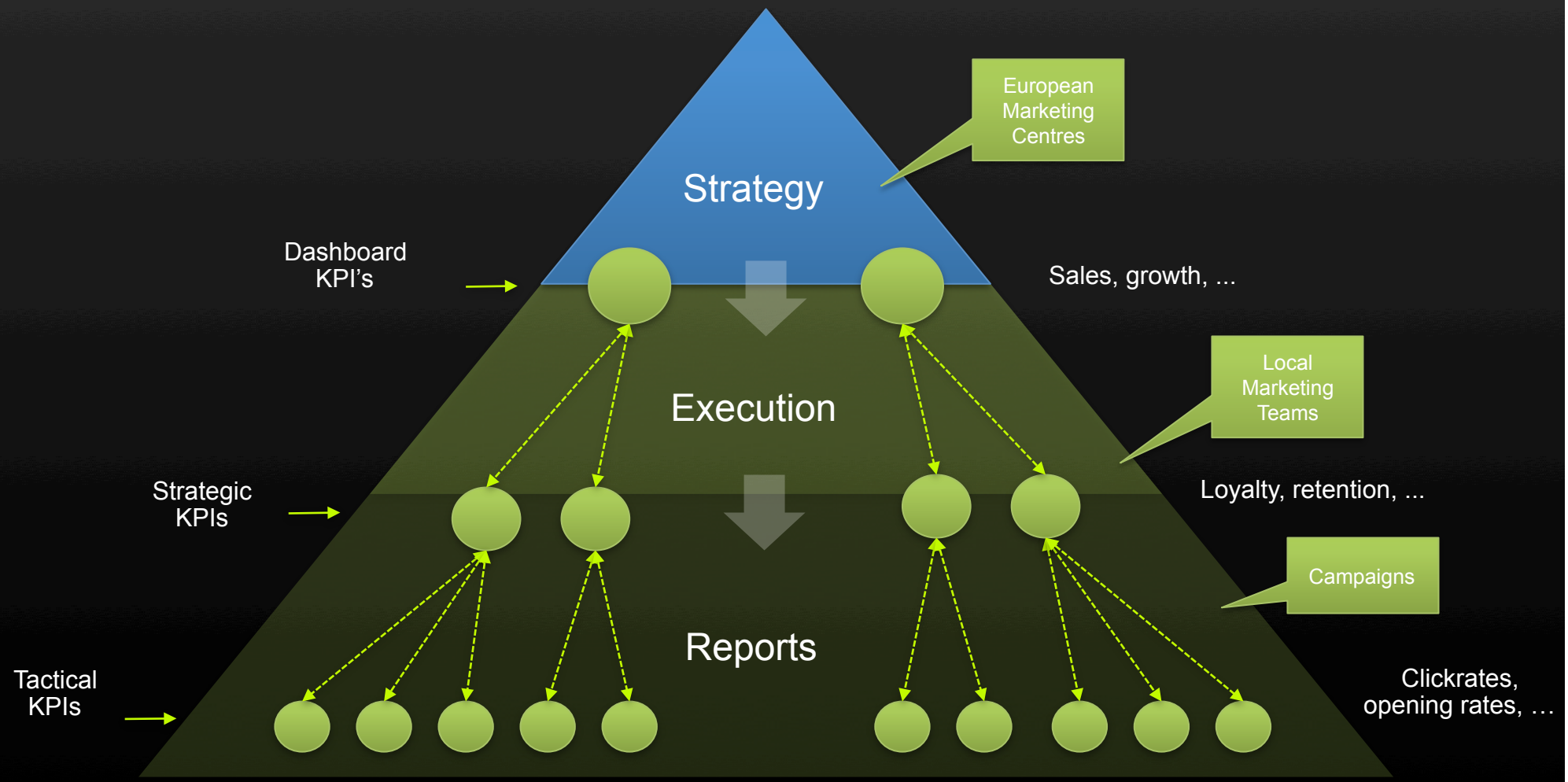
PLATFORMS → SYSTEMS OF INTERACTION → LONGER LASTING

SERVICE / PRODUCTS / APPLICATIONS / INTERFACES

From 360° to 365 days



ROI minded from strategy to execution to reporting



Conclusion

Post-scriptum : Predicting the future is always a risky exercise. So please be indulgent.

Disclaimer : I have not given any timing for my prediction to happen so I'll probably never be wrong within my lifetime ;-)

Thank you!

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