



Top 5 Trends for Marketers to Focus On In 2019 and Beyond

For ANA Webinar - Feb 27th
Tom Goodwin, EVP Innovation, Zenith/Publicis

To cover

Context for change.

Changing behaviors.

5 Themes to consider.



Just the right amount of irritating

We live in complex times

April 2018







-30.00

歡迎
使用



蚂蚁金服旗下品牌

零售

More money to be made in making things complex & new.

KITCHENSCAPE

FINISHED MEAL

Refrigerators

BOSCH Danby
Midea
EdgeStar LG
Asanti Miele
JENN-AIR
KitchenAid
Electrolux FRIGIDAIRE
SANYO
dacor Haier
SUMMIT
ENERA
HOTPOINT Whirlpool
Koolhaan Magic Chef
Waring ASKO
Amana SPT
GAGGENAU

Stoves

Amana GE
TAPPAN
Electrolux FRIGIDAIRE
KitchenAid
dacor
Whirlpool BOSCH
Midea LG
REA HOTPOINT
JENN-AIR
Haier

Microwaves

Mediamart
Mediamart dacor
Haier Galanz
Midea LG
KitchenAid
Electrolux
Cuisinart
SHARP
Whirlpool SANYO
Magic Chef
REA
JENN-AIR

Dishwashers

Danby Whirlpool
HOTPOINT
FRIGIDAIRE
Electrolux
JENN-AIR
Haier
Amana
KitchenAid
EdgeStar LG
SPT
BOSCH
Miele

Dinnerware

PFALTZGRAFF ONEIDA
CORELLE
RALPH LAUREN
WEDGWOOD
RACHAEL RAY
DANSK
LENOX
Noritake
nambe
LE CREUSET
ARZBERG
ALESSI
VERA WANG
ROYAL DOULTON

Cooking Tools

PYREX
ANOLON
AI-Clad
KUHN RIKON
WEDGWOOD

Paper Products

Scrub
Sparkle
Windex
BUNNY
VIVA

Flatware

ROYAL DOULTON
MIKASA
LENOX
WEDGWOOD
DANSK
WALLACE
TOWLE
MRK STIEFF

Containers

The Container Store
LOCK & LOCK
PYREX
simplehuman
CAMRO
ClotClock
Snapware
GLAD
z'e v'ia
IRIS
Rubbermaid

Cabinets

ENERA
KEMPER
MasterBrand
Aristokraft
WILLBORN
TIMBERLAKE
WOODPOINT
STARMARK

Countertops

KOHLER
WILSONART
Teragren
caesarstone
PaperStone

Bakeware

Cuisinart
CHICAGO
METALLIC
KATSEH
Noritake
Calphalon
LE CREUSET
T-fal
RACHAEL RAY
ONEIDA
NORDIC

Drinkware

ROYAL DOULTON
DANSK
CORELLE
Spode
PFALTZGRAFF
LENOX
WEDGWOOD
WATERFORD
RACHAEL RAY

Grills

sallon
VillaWare
Cuisinart
SANYO

Cookware

AI-Clad
CIRCULON
Calphalon
ANOLON
KUHN RIKON
Cuisinart
staub
sallon
LE CREUSET
KitchenAid
LODGE CAST IRON
NORDIC

Flooring

columbia
HOME DYNAMIX
ARIZONA TILE
ARMSTRONG
IKRA
MARAZZI
WOOD FLOORING

Blenders

VillaWare KRUPS
KitchenAid
Breville
Cuisinart
Oster
Waring
Vitamix
Hamilton Beach
sallon

Food Processors

Hamilton Beach
KALORIK
Oster
Sandwich
Breville
Cuisinart
KitchenAid
VillaWare
BLACK & DECKER
BRAUN
WARING

Coffee & Tea

KRUPS
SANYO
Sandwich
MR. COFFEE
ONEIDA
Breville
LE CREUSET
BUNN
KitchenAid
FARBERWARE
GEVALIA

Toasters

GE
Magic Chef
Sandwich
Asanti
Hamilton Beach
BLACK & DECKER
Oster
SANYO

Cutlery

Cuisinart
WUSTHOF
Calphalon
KitchenAid
GLOBAL
CUTCO
ANOLON

Bags

simplehuman
Reynolds
Ziploc
harm@nyx
Happy
Kirkland
Wise Green
FoodSaver
GLAD

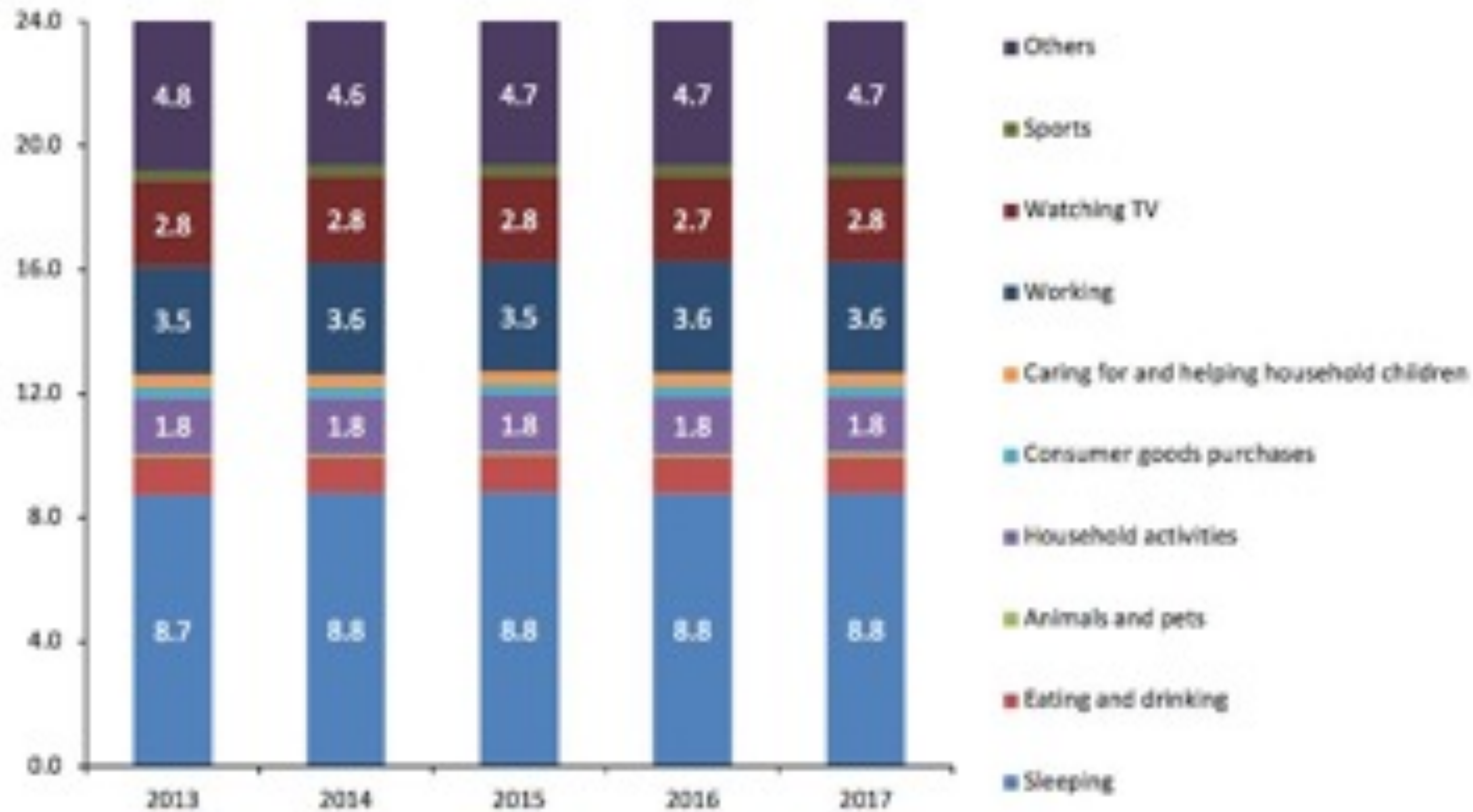
Cleaning Products

method
JOY
Finish
OXO
IVORY
Cascade
simplehuman

RAW GREENS

Not everything changes that fast.

Figure 2. US: Average Hours per Day Spent Performing Various Activities



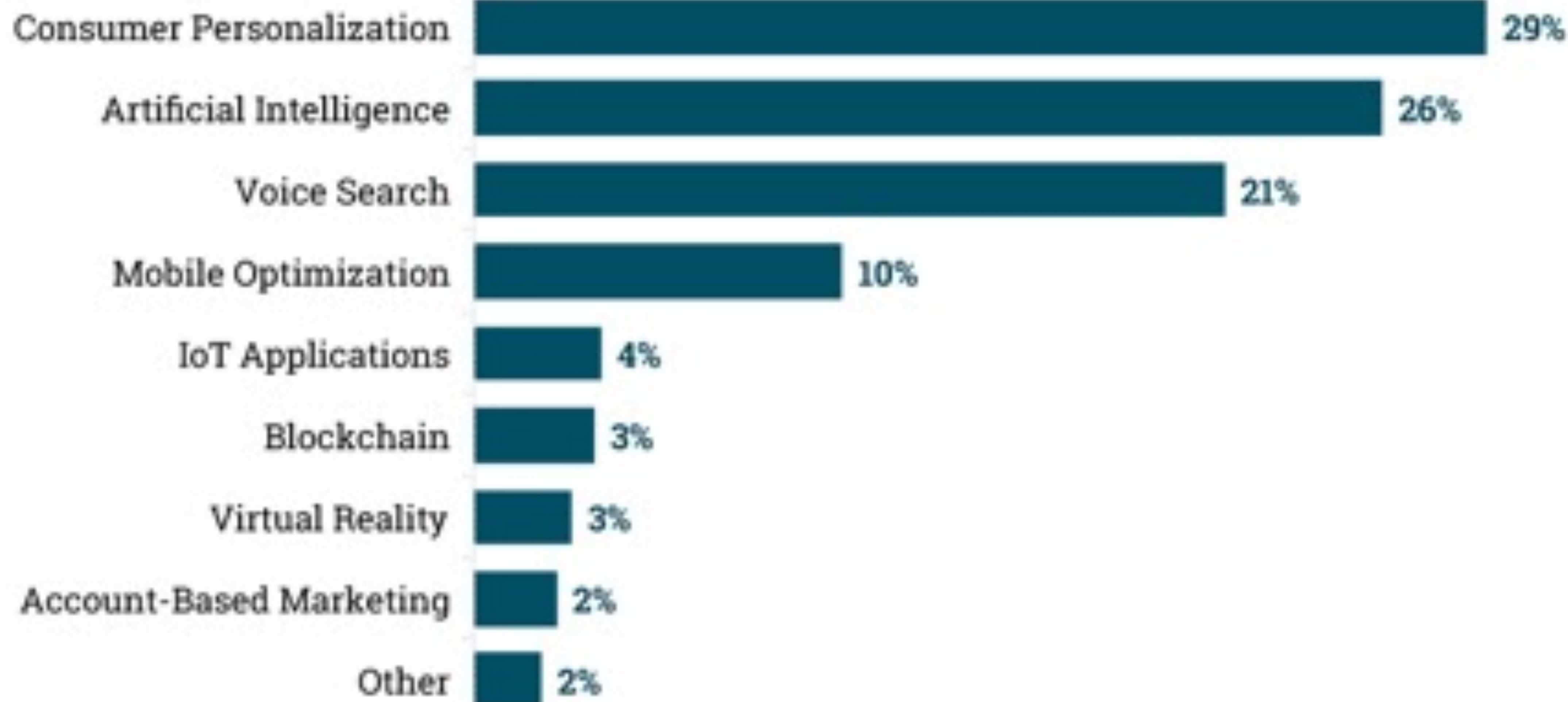
Base: Approximately 30,200 respondents ages 15+

Household children are children under age 18 residing in the household of the respondent. "Others" includes common daily activities such as reading and personal care.

Source: US Census Bureau/Coresight Research

"The Next Big Trend" in Marketing in 2018

According to Search, Content and Digital Marketers



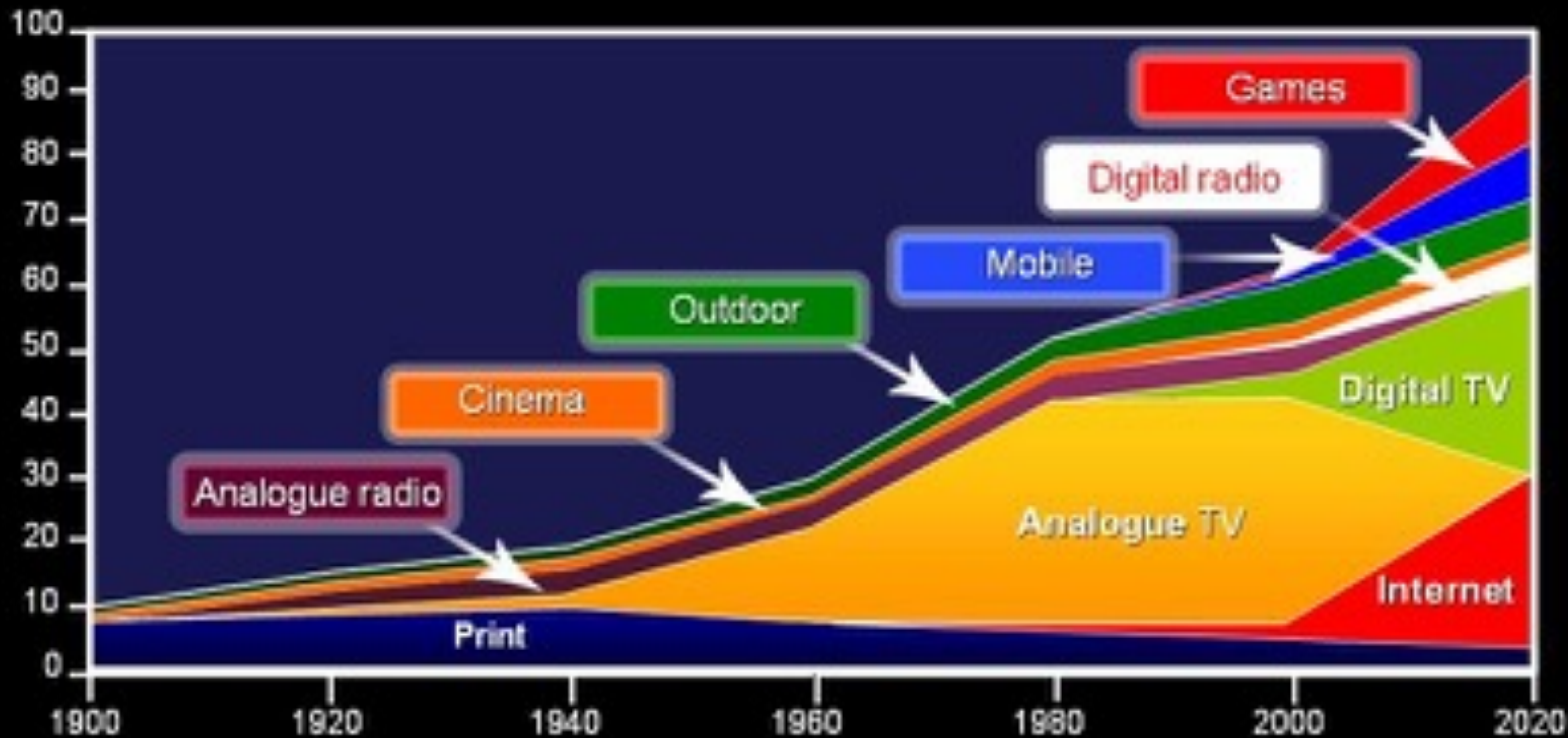
Published on MarketingCharts.com in March 2018 | Data Source: BrightEdge

Based on a survey of more than 500 search, content and digital marketers. Q: "In 2018, what do you see as 'the next big trend' in marketing?"

Our predictions of what will be big are not great



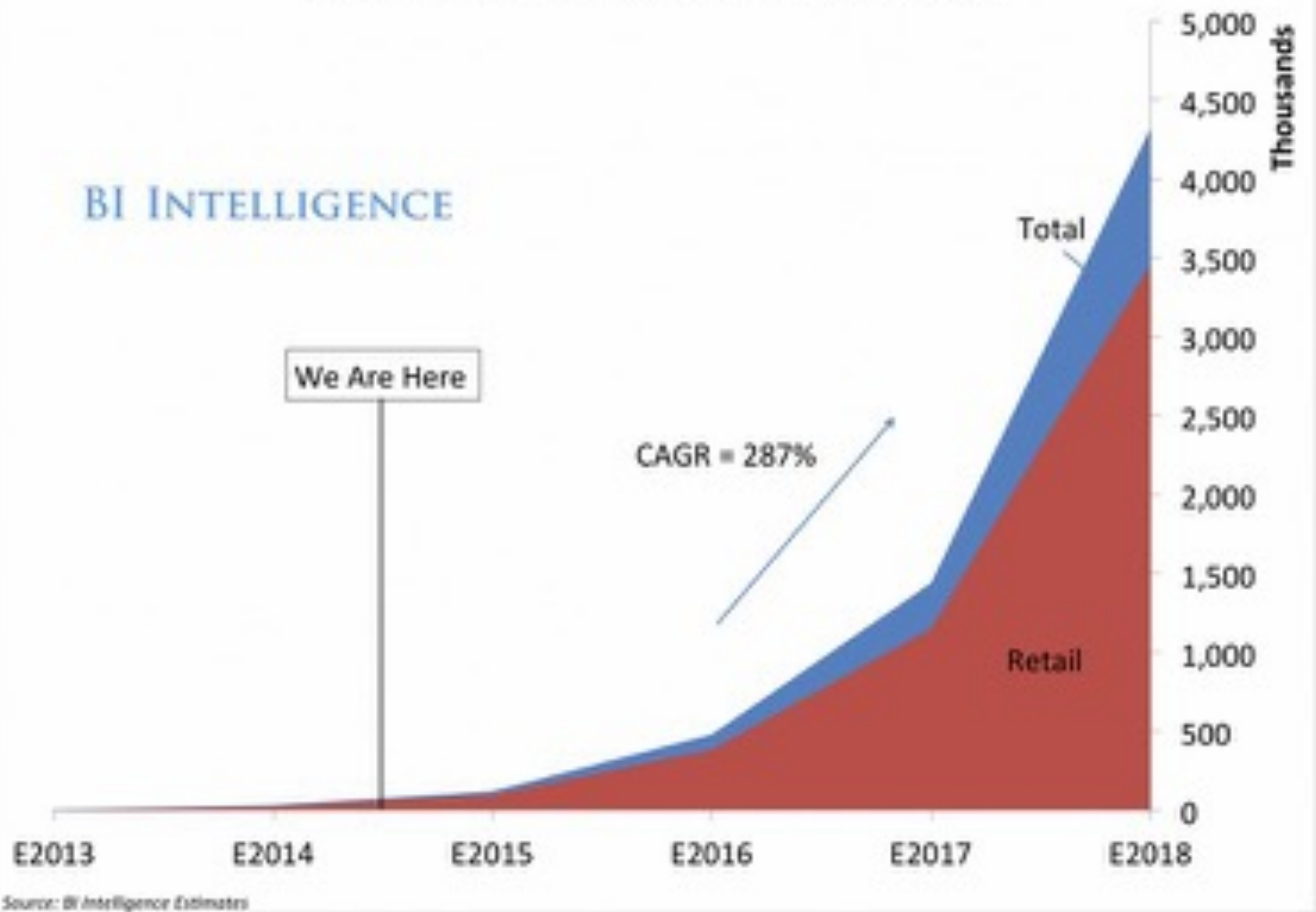
Global Media consumption: average hours per week





FORECAST: US Beacon Installed Base

BI INTELLIGENCE



Source: BI Intelligence Estimates



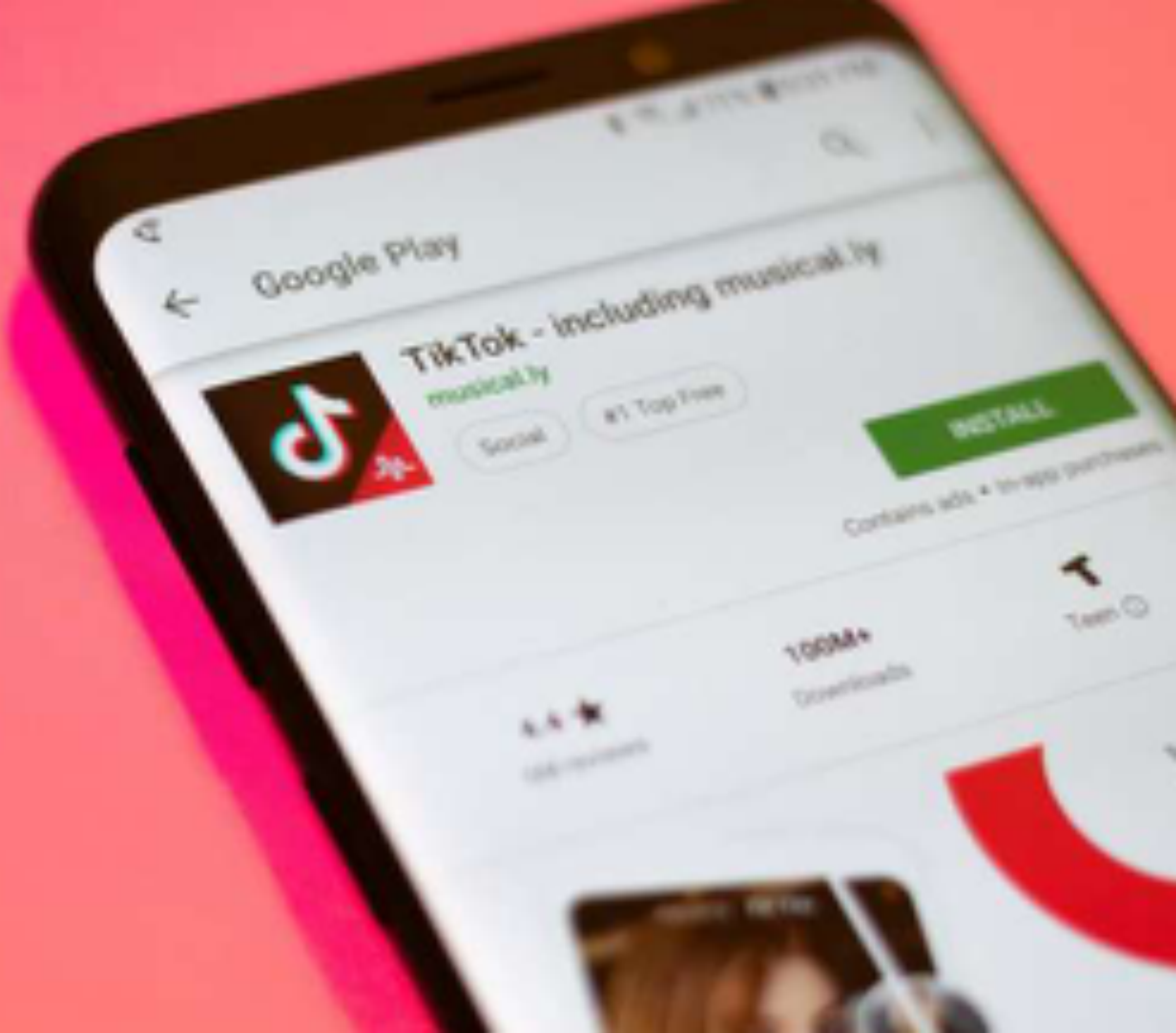


amazon
PrimeAir

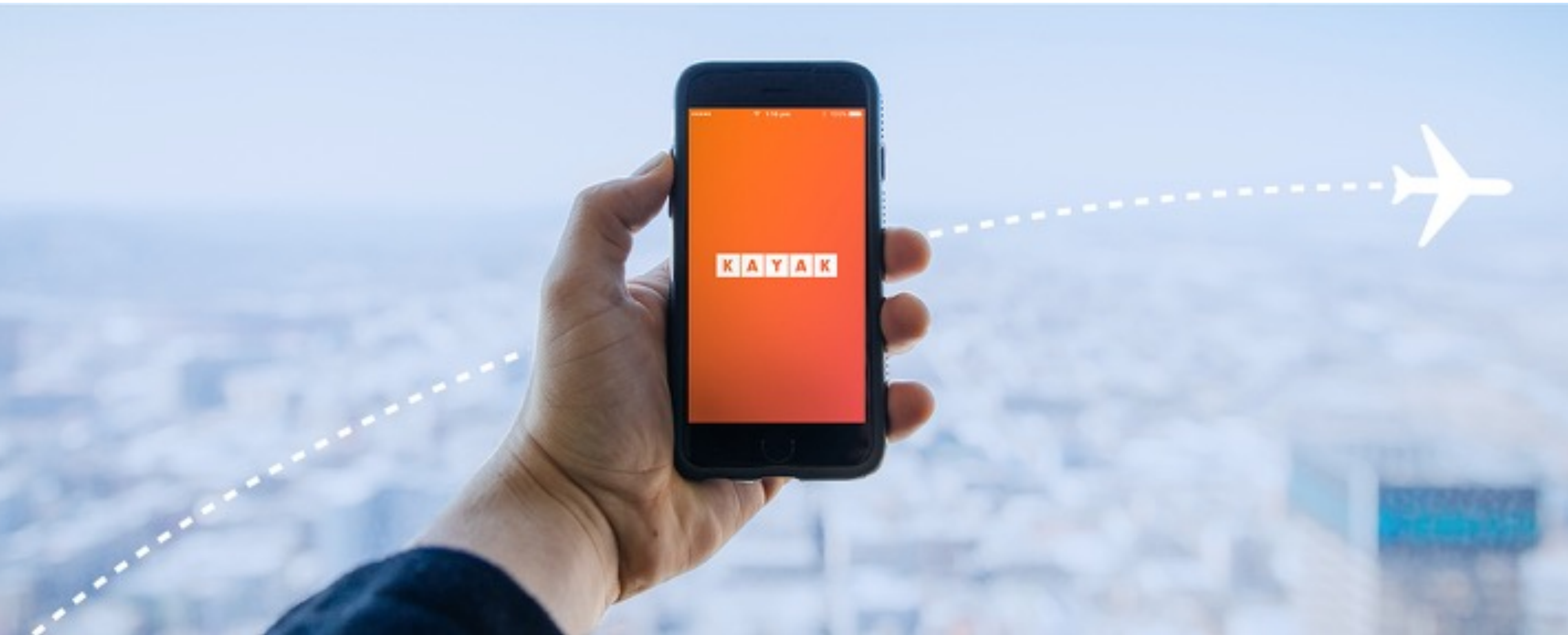
amazon
PrimeAir

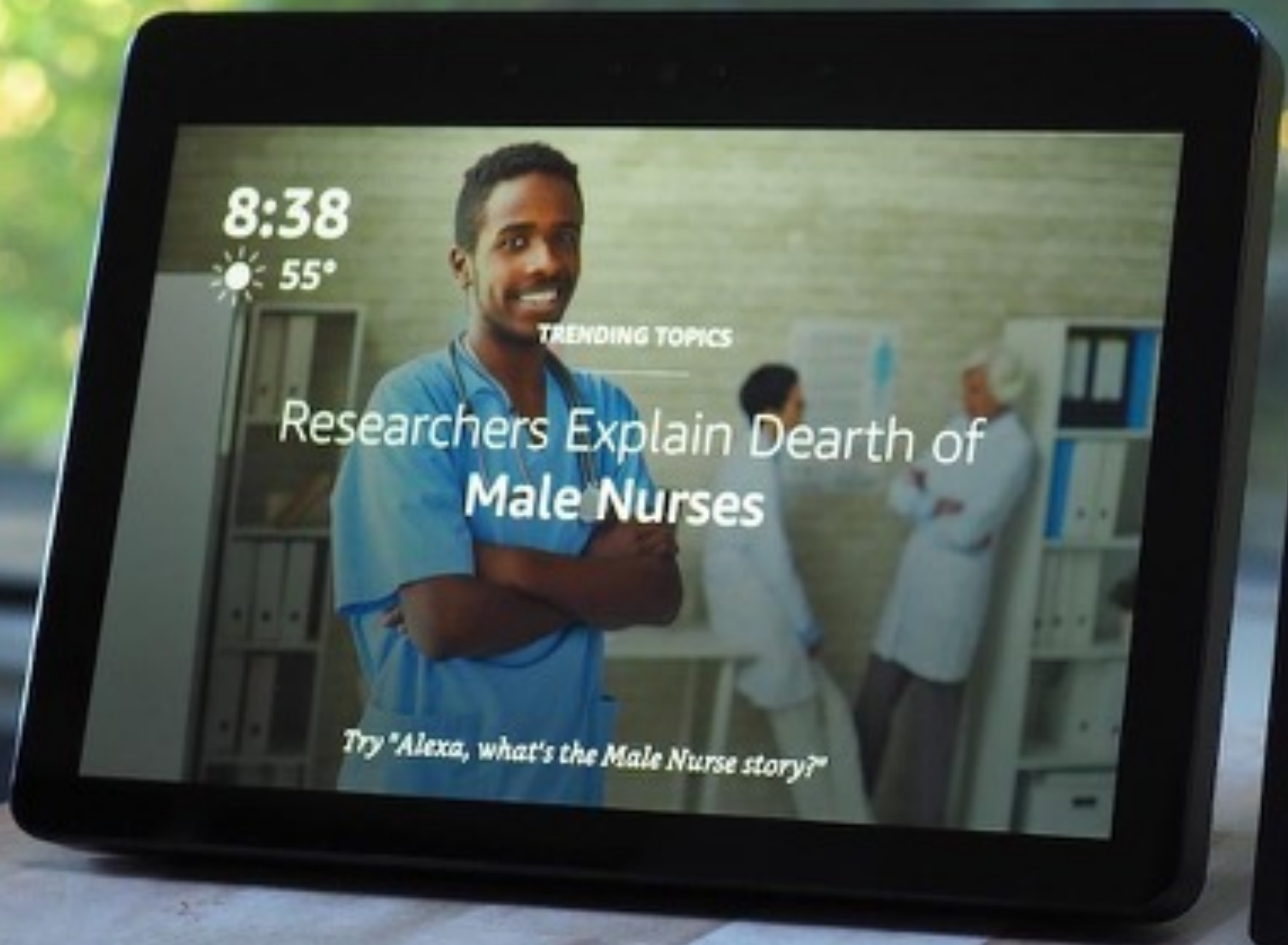


Often it's software

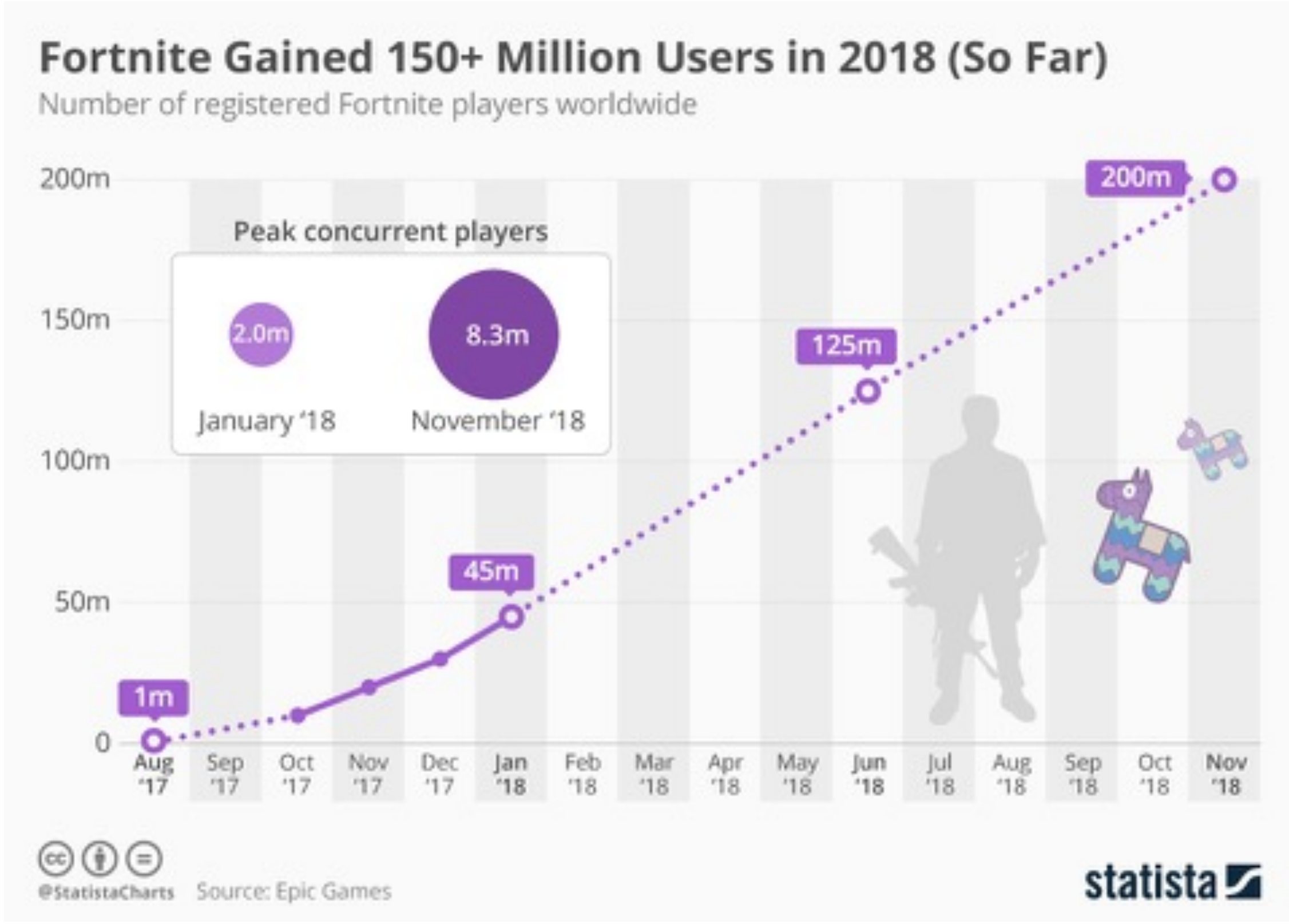
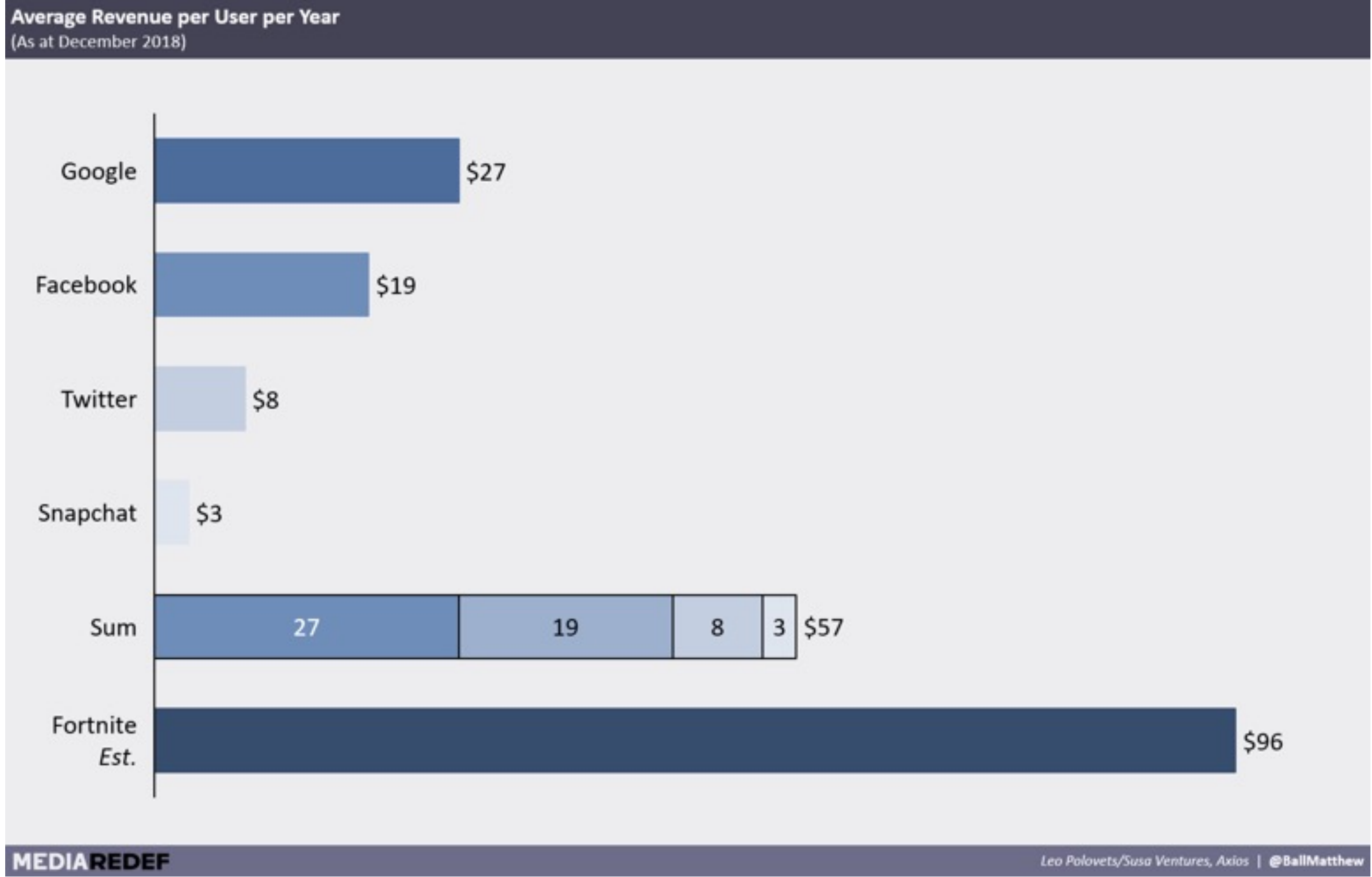


Marketplaces





UX's



Business models

Or Philosophies and funding.

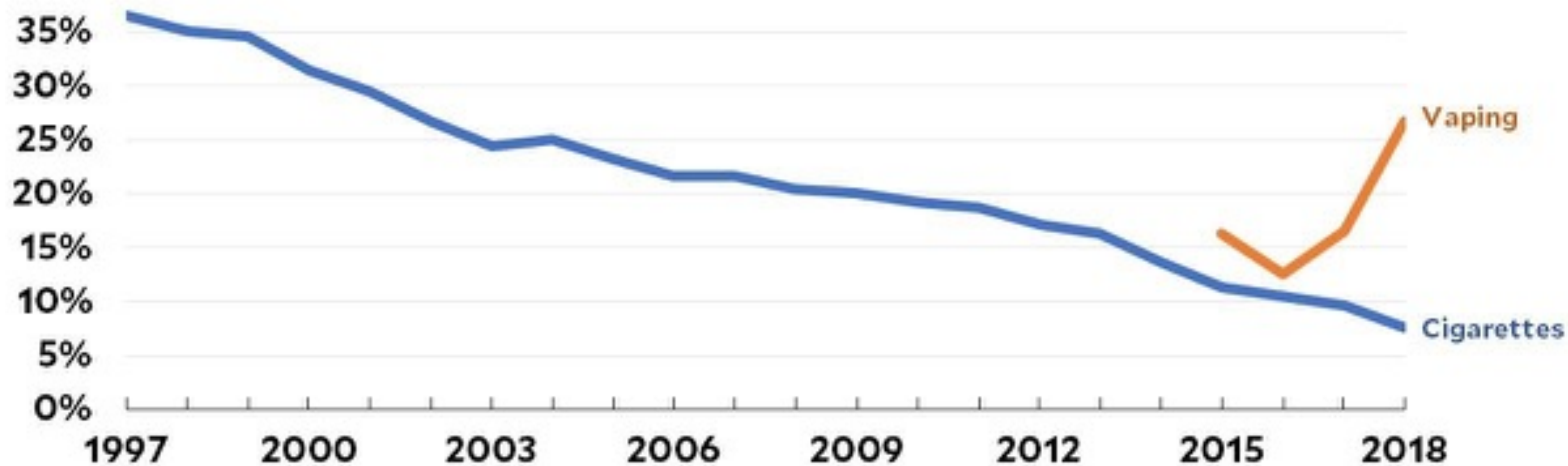


And boring hardware



Trends in Vaping and Cigarette Use

12th Graders



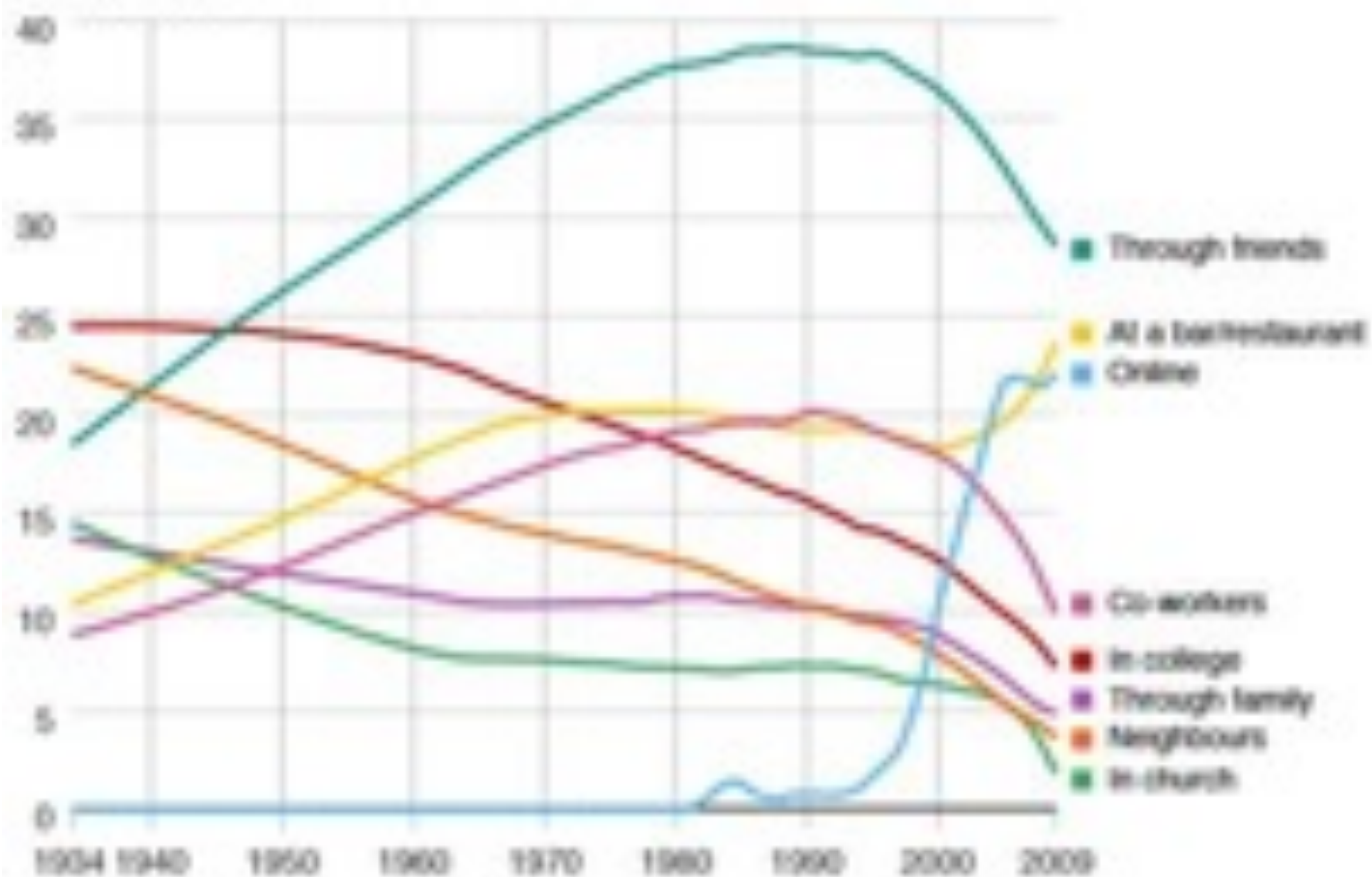
Source: "National Adolescent Drug Trends in 2018"

Mother Jones

It really comes down to people



How heterosexual US couples met their romantic partners 1940-2009



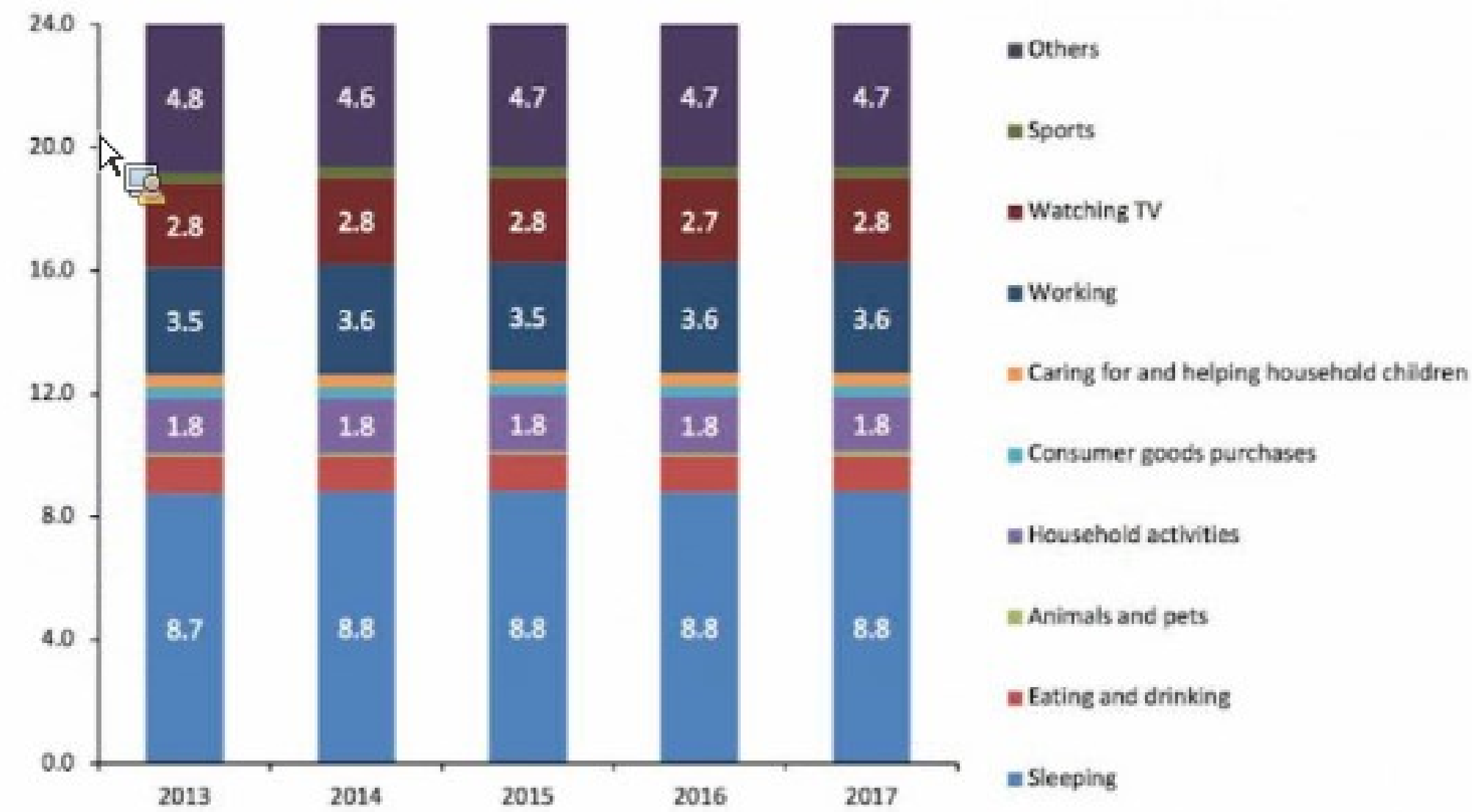
Source: Michael Rosenfeld, Stanford University

And what's not changing



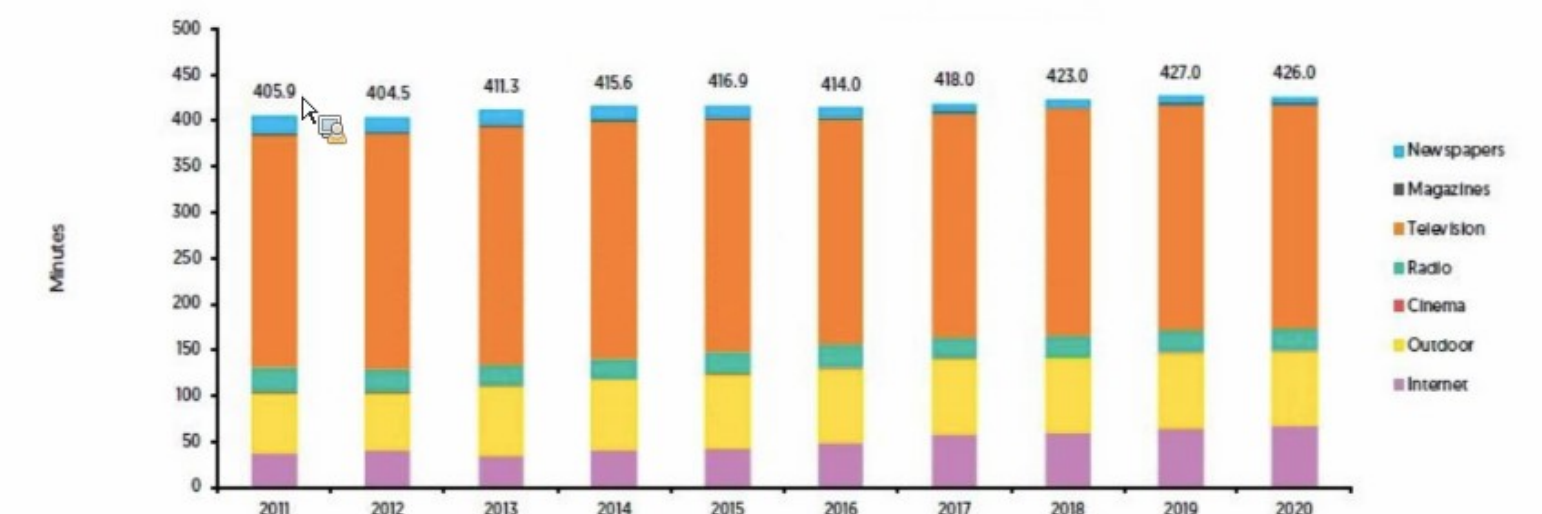
December 10, 2018

Figure 2. US: Average Hours per Day Spent Performing Various Activities



Base: Approximately 10,200 respondents ages 15+
 Household children are children under age 18 residing in the household of the respondent. "Others" includes common daily activities such as reading and personal care.
 Source: US Census Bureau/Coresight Research

Average daily minutes of consumption per individual



Exploration through writing / debate

In 2015 Uber, the world's largest taxi company owns no vehicles, Facebook the world's most popular media owner creates no content, Alibaba, the most valuable retailer has no inventory and Airbnb the world's largest accommodation provider owns no real estate.

Tom Goodwin

TechCrunch - "Battle for the Customer Interface"

Guide our Clients



2 Big Things



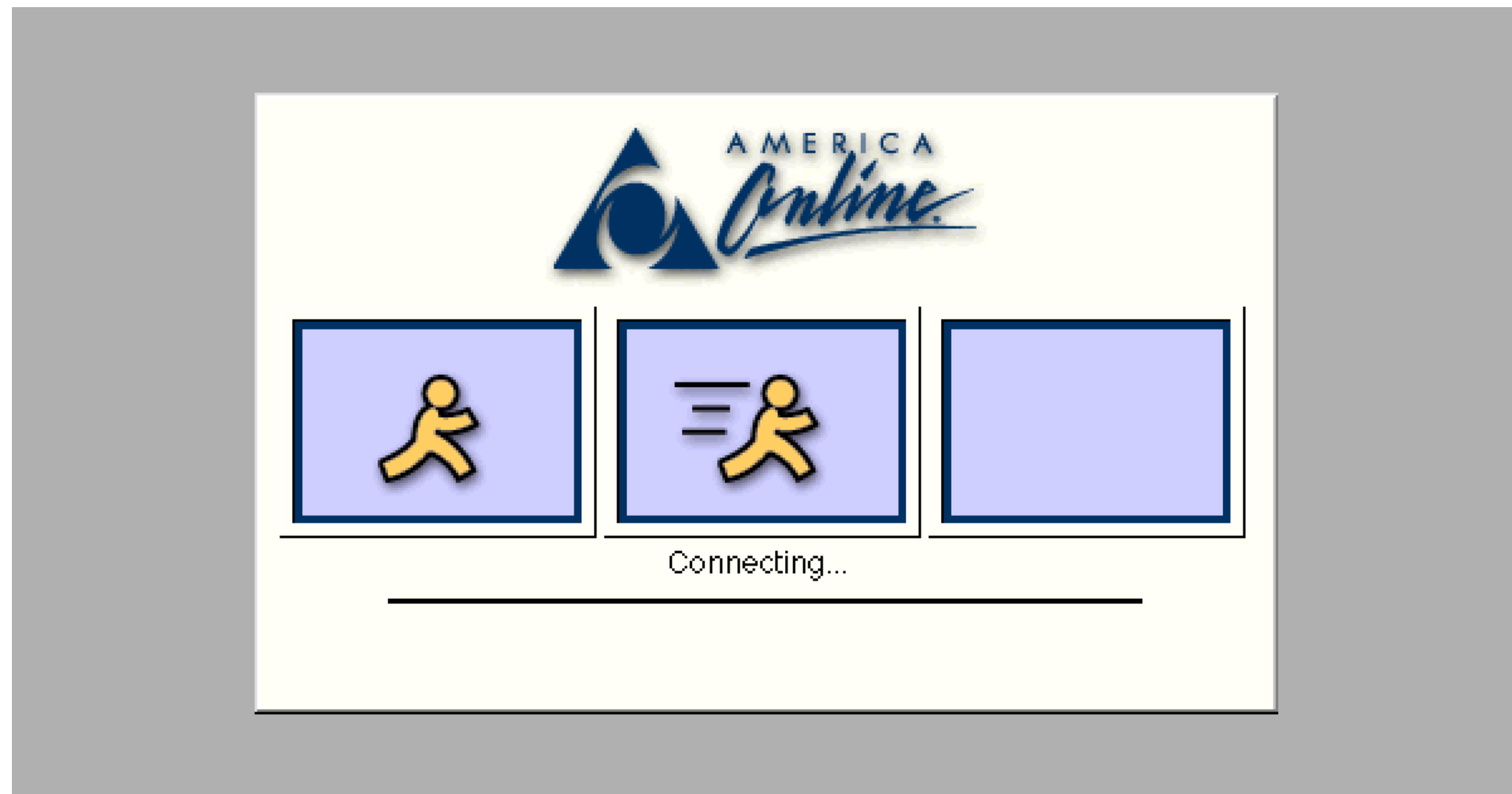
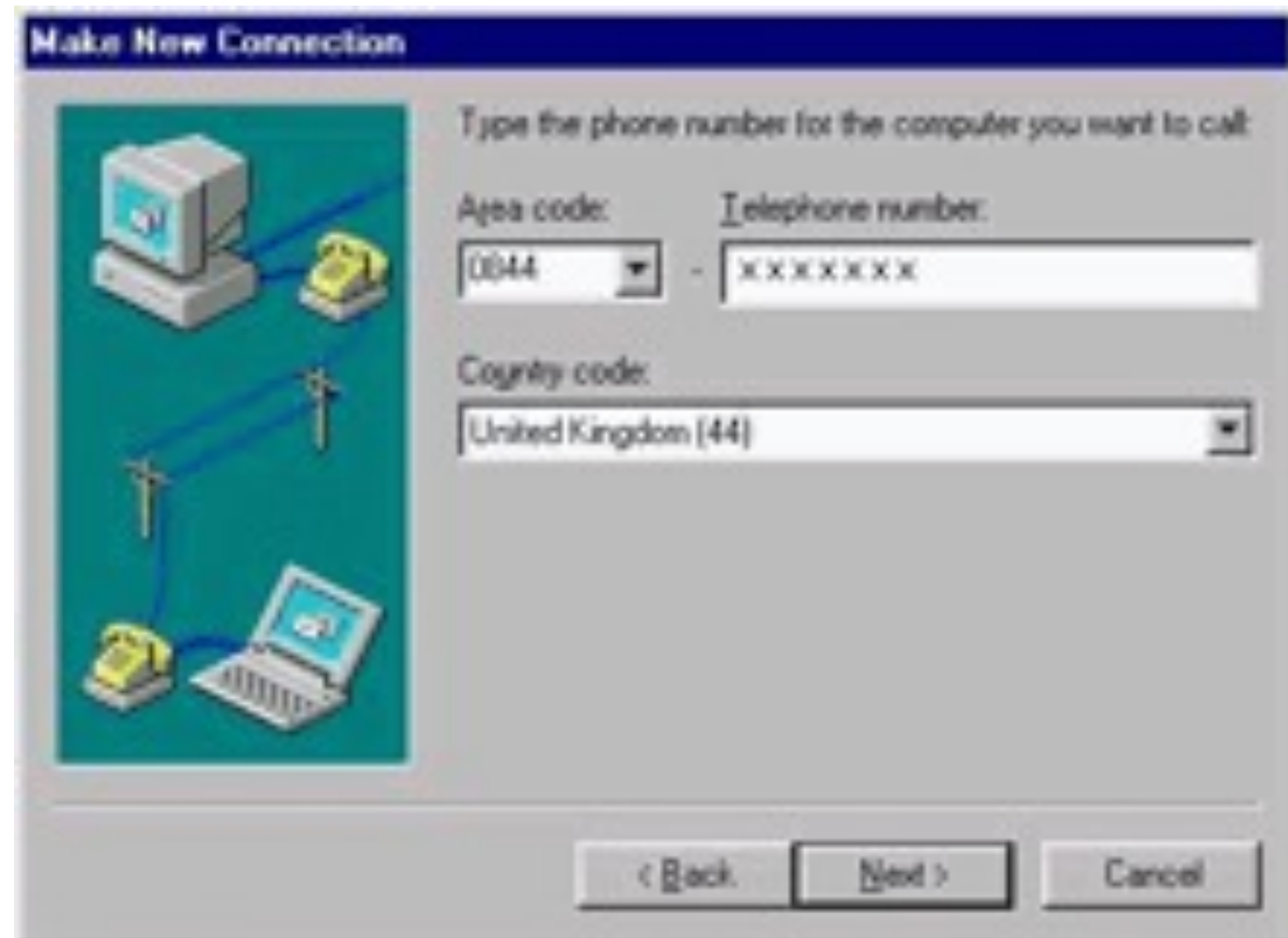
1) Digital Disappears



When a technology is here we don't notice it

When was the last time you went online?







BRIEF

58% of retail sales will be influenced by digital by 2023

When was the last time you went to the
electricity grid?



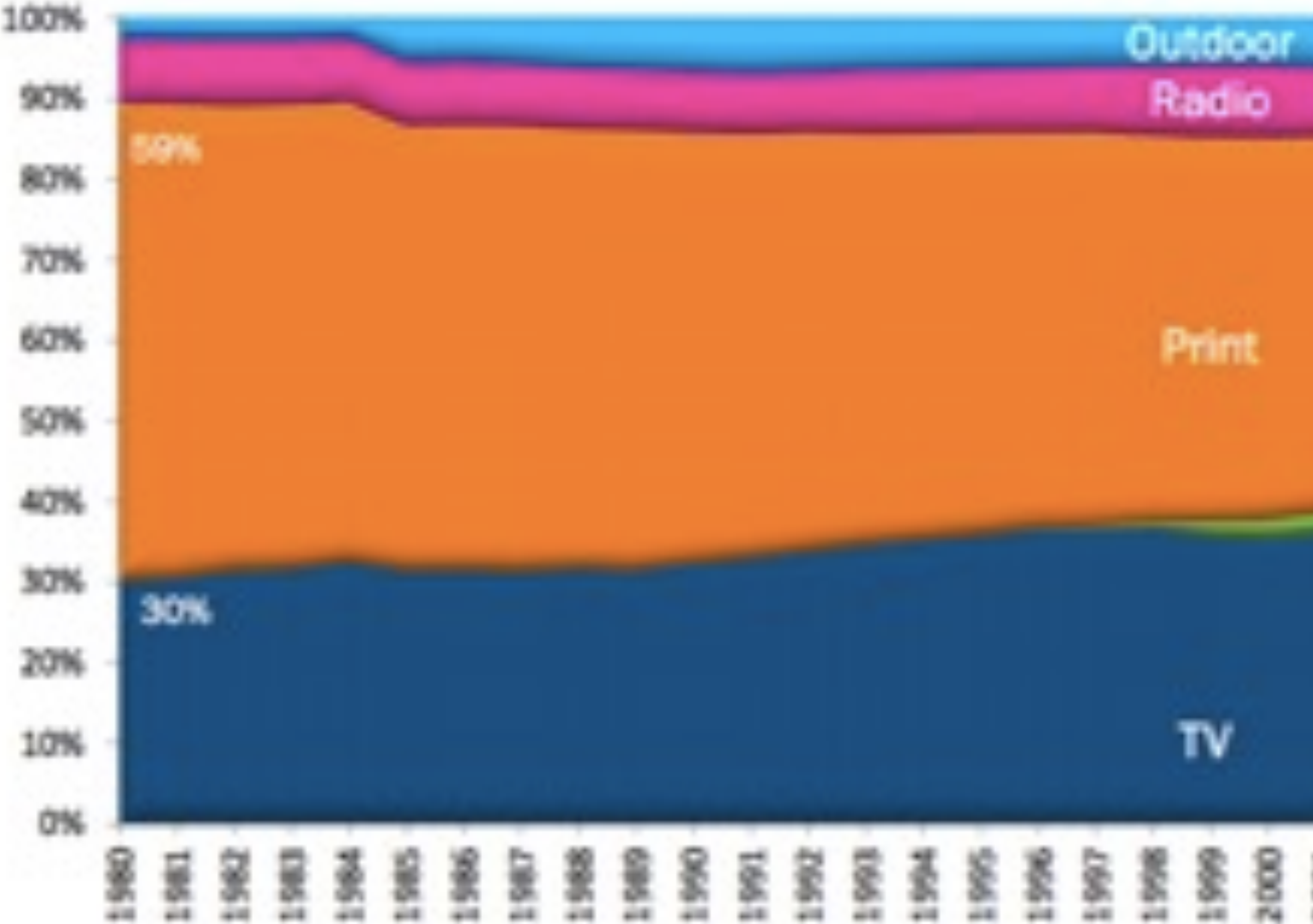


in real life



Digital screens c50% of awake time
In Real Life becomes niche new behavior

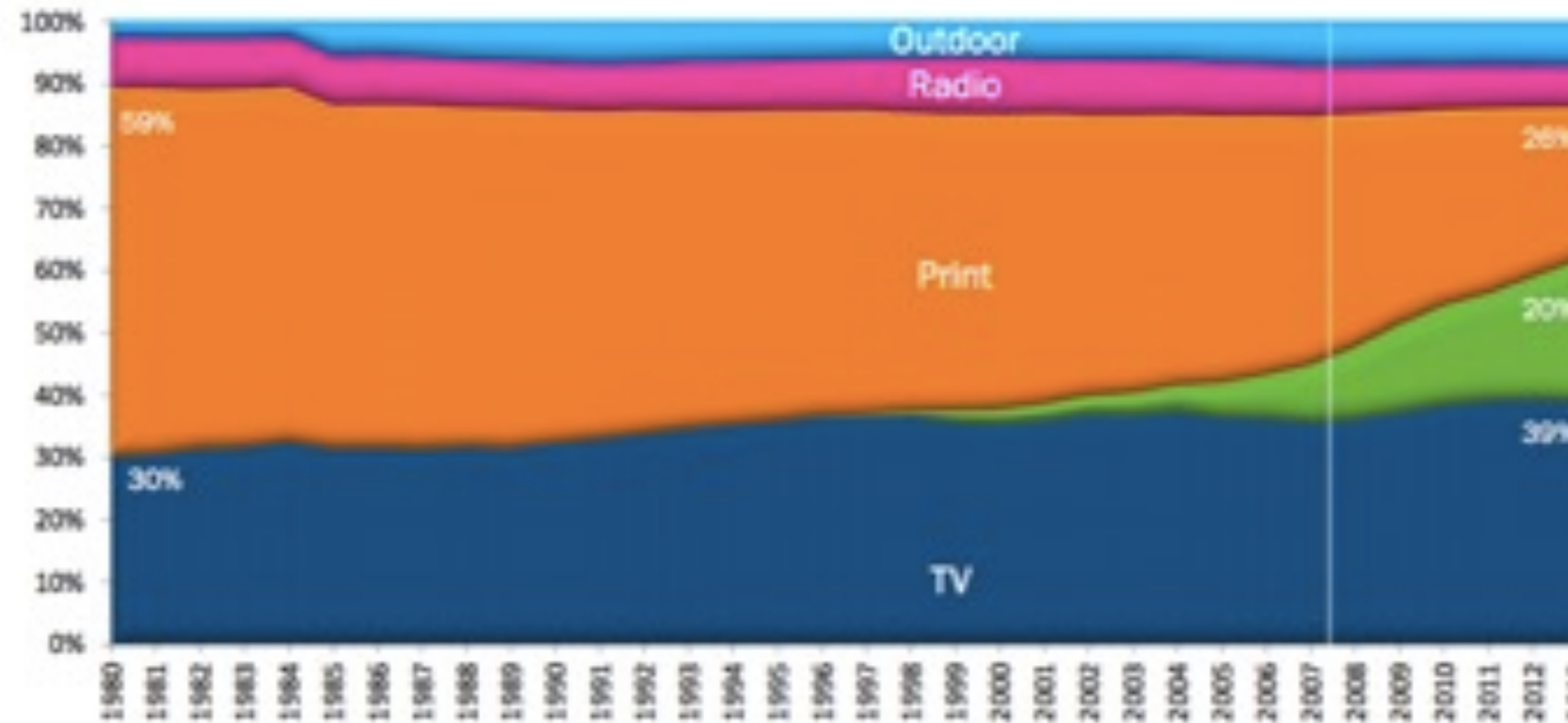
Share of global advertising revenue



*Phase one.
Pre Internet*

Source: Zenith Advertising Expenditure Forecasts

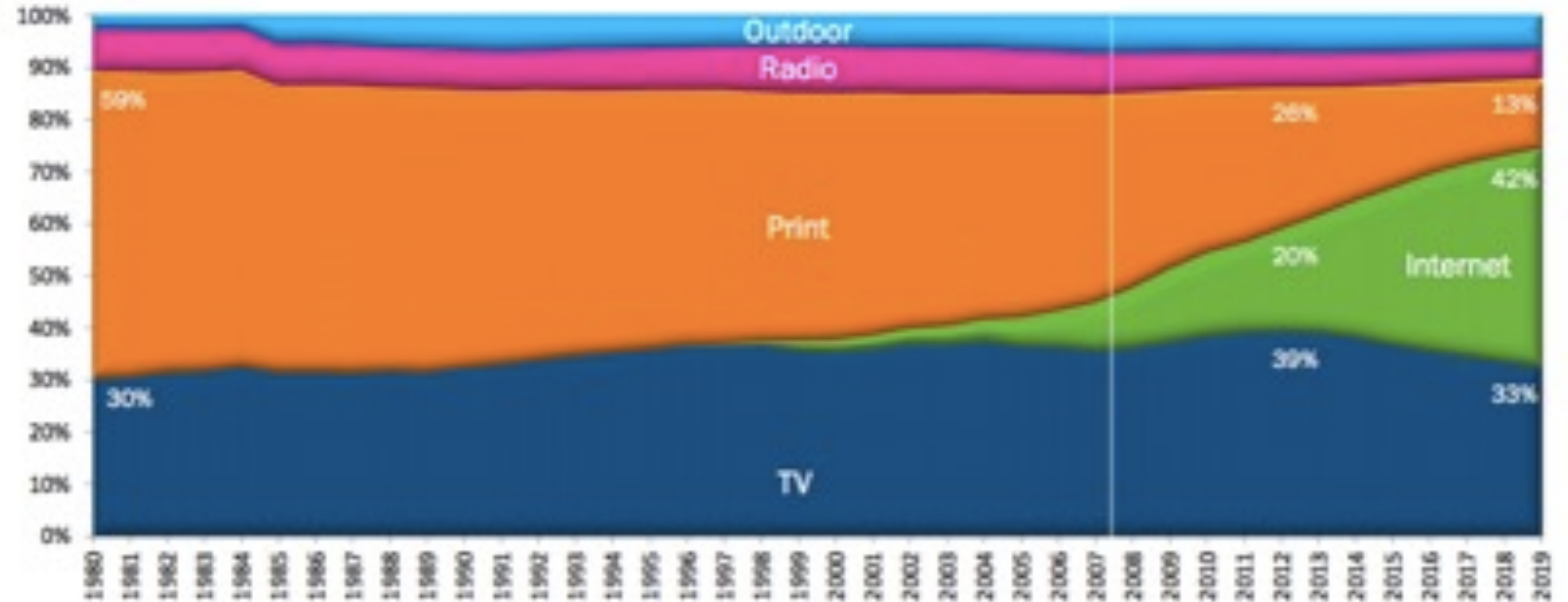
Phase two.
Internet eats print



Source: Zenith Advertising Expenditure Forecasts (<http://adforecast.zenithmedia.com>)

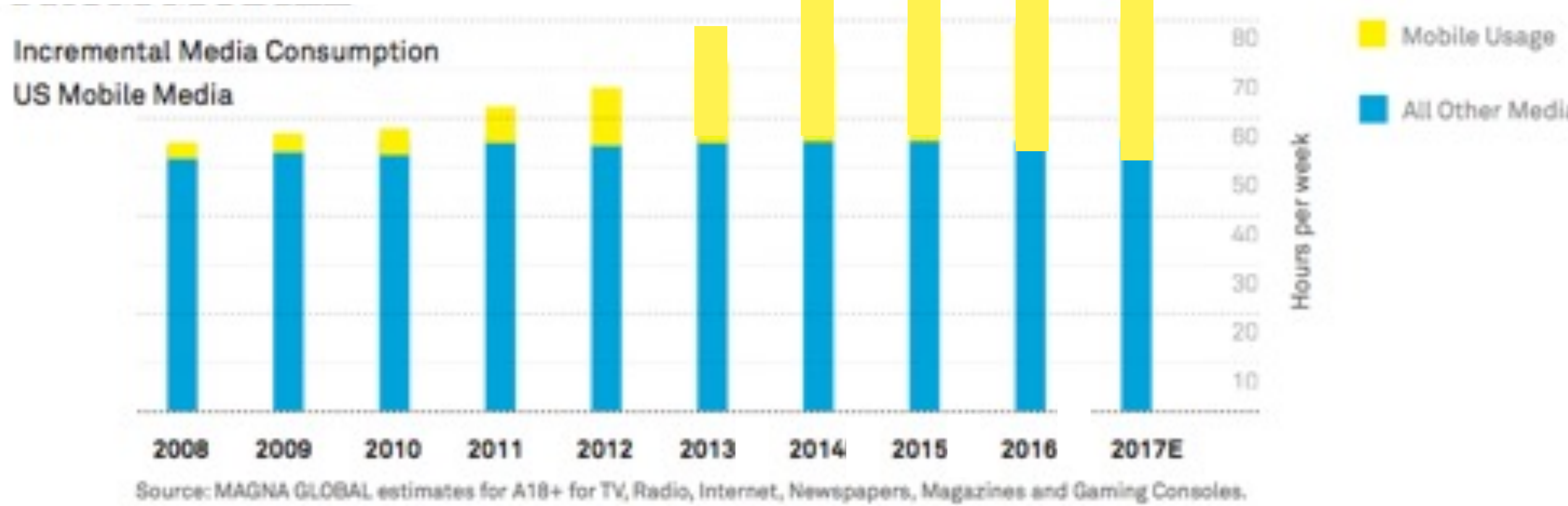
Phase three.

Mobile creates incremental media



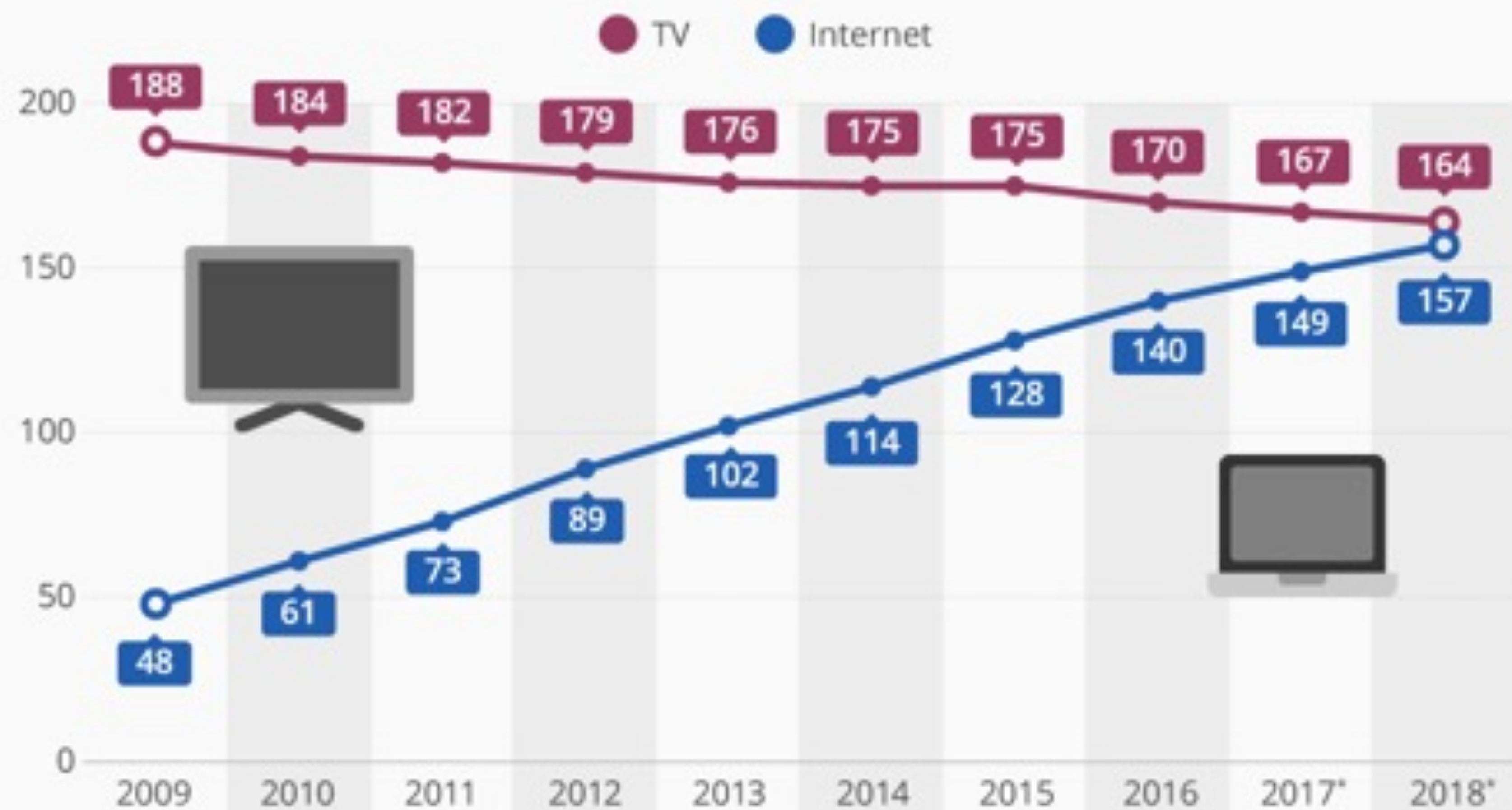
Source: Zenith Advertising Expenditure Forecasts (<http://adforecast.zenithmedia.com>)

Of "New" Media, Virtually All Moments are from Mobile.



Is TV's Reign Nearing Its End?

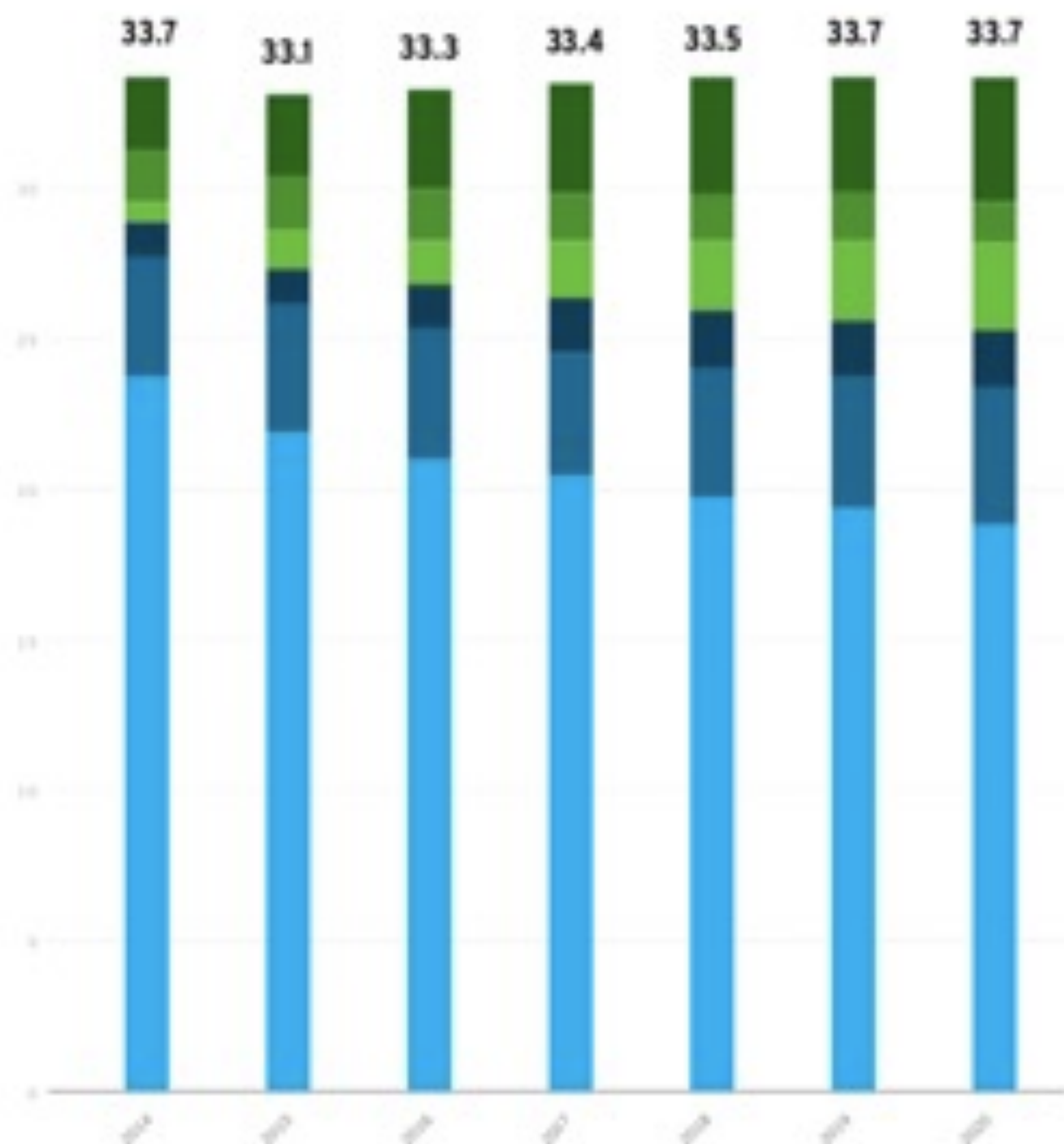
Average daily TV and internet consumption per person worldwide (in minutes)



OVERALL VIDEO TIME WILL HOLD STEADY, BUT STREAMING PLATFORMS WILL MAKE UP NEARLY A THIRD OF IT BY 2020

- Mobile Streaming
- PC Streaming
- OTT Service
- Video Game Console (excludes TV)
- OTT Video Platform
- Live TV

Adults 18-49
Hours per week



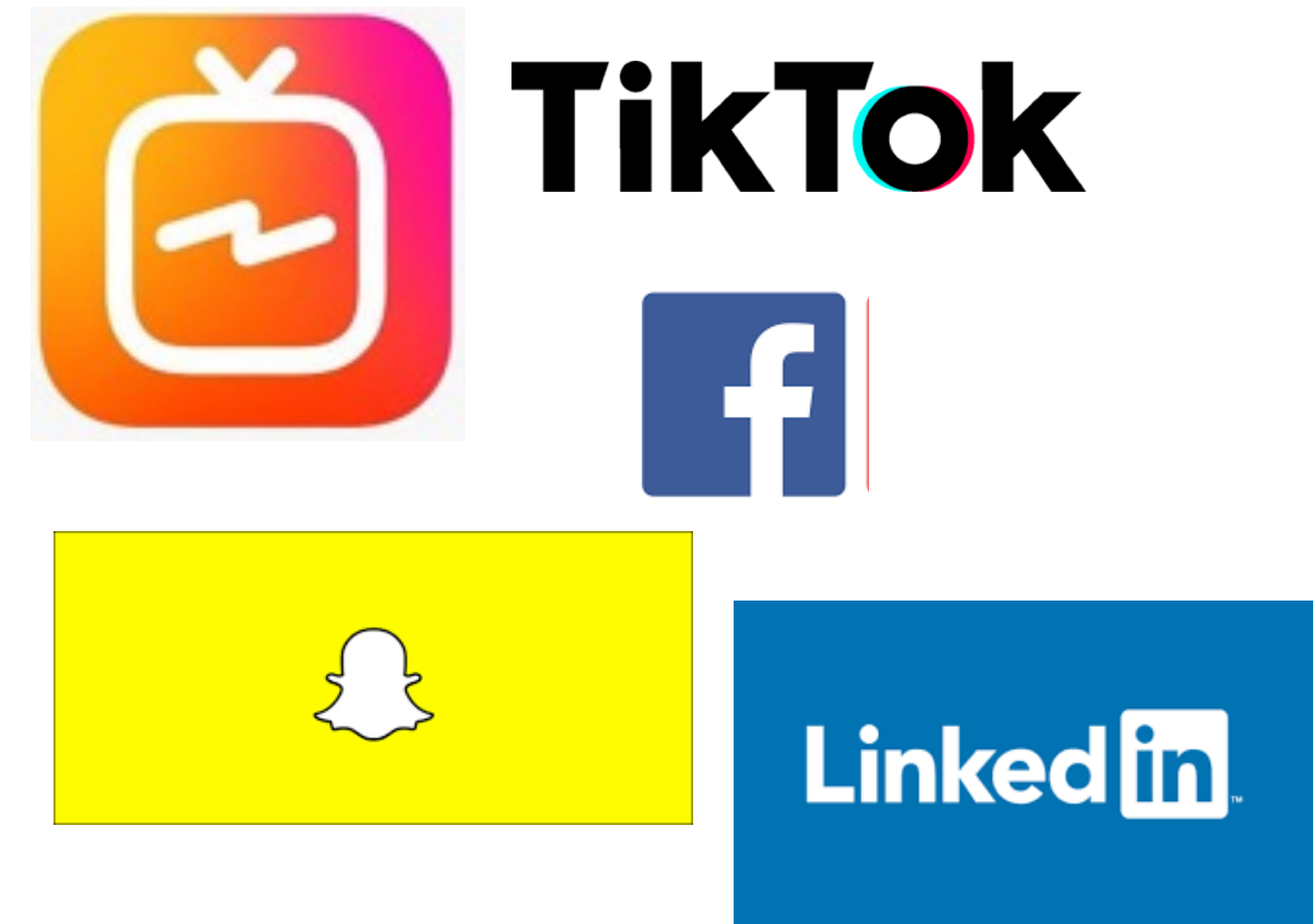
Source: eMarketer, estimates

*Will tech companies become good at TV stuff,
before TV Companies get good at Tech stuff?*

Mark Ritson's thinking

TV is obsessed with TV

Social Obsessed with Social



People just like what they like, not how they get it

Everything will be digital?

How it gets to people?

Can you place ads?

Can you interact?

What's the context?

What can you measure?

Can you dynamically create?

2) Digital Transforms



When a technology arrives we apply it round the edges, then we rethink it.

COCA-COLA SYRUP & AND & EXTRACT.

For Soda Water and other Carbonated Beverages.

This "INTELLECTUAL BEVERAGE" and TEMPERANCE DRINK contains the valuable TONIC and NERVE STIMULANT properties of the Coca plant and Cola (or Kola) nuts, and makes not only a delicious, exhilarating, refreshing and invigorating Beverage, (dispensed from the soda water fountain or in other carbonated beverages), but a valuable Brain Tonic, and a cure for all nervous affections — SICK HEAD-ACHE, NEURALGIA, HYSTERIA, MELANCHOLY, &c.

The peculiar flavor of COCA-COLA delights every palate; it is dispensed from the soda fountain in same manner as any of the fruit syrups.

J. S. Pemberton,

Chemist,

Sole Proprietor, Atlanta, Ga.



Wind
Contributing to a low carbon
energy future in the UK.

Read more →

Statoil. The
Power of Possible.

Statoil

Advertisement

Book A Hotel
Tonight

Special Rates Until the End
of the Month. No Booking
Fees.



Old text ads

Book A Hotel
Tonight

Special Rates Until the End
of the Month. No Booking
Fees.



example.com

New mobile text ads



starbucks - Sponsored 3h

A Starbucks employee in a blue blazer is pouring coffee from a white pour-over dripper into a black cup. The background is a blurred coffee shop setting.

36350 likes Clark Kent and 30 friends follow Starbucks

starbucks One cup at a time. #starbucksreserve #coffee #pourover #slowdown

No. 894. "Boys' Lively" Ball, a high bouncer, well made and durable. Our special price, each 5c; per dozen, 50c; postage, 5c.
 No. 895. "Rocky" Ball, the best anywhere at twice the price. Each, 5c; per doz., 50c; postage, 5c.
 No. 896. "Dandy" Ball, made with a strong two-piece cover. Each, 4c; per doz., 40c; postage, 5c.
 No. 897. "Boss" Ball, a good one to knock around and is worth three times its price. Each, 3c; per dozen, 30c; postage, 5c.

BASE BALL BATS.

No. 898. Genuine Spalding League Model Bats, made of finest selected and seasoned timber, oil finish. This is the finest and best balanced bat made and will stand heavier usage than any other bat on the market. Each bat in a separate bag. Lengths, 34, 35 and 36 inches. Each, \$1.75.

No. 899. Spalding's Black End Wagon Tongue Bat, Genuine League quality, made of finest straight grained ash. Handle is strengthened by a patent process, for a better grip. Retail at twice our price. Each, \$1.00.

No. 900. Spalding's Black End "Aldred" Bat, made of finest, straight grained ash, improved spalls. The wood has ever sold at anything like the price, and one that will please amateur and professional alike. Each, \$1.00.

No. 901. Spalding's Black End "Antique" Finish Bat, made of extra quality ash. Very strong and well made. Each, \$1.25.

No. 902. Spalding's Black End Willow Bat, very highly finished with shellac and polished. The best and strongest light bat ever sold. Each, \$1.00.
 No. 903. Spalding's Black End Boys' Amateur Bat, very fine, extra quality ash, lengths 30 and 32 inches. A special grade that will give best satisfaction. Each, \$0.75.
 No. 904. Spalding's Black End Youth's Maple Bat, stained and polished, and decorated with gilt stripes. Extra value and worth double the money. Each, \$1.10.

No. 905. Spalding's Black End, Boys' Maple Bat, plain finish with gilt stripes, a dandy bat for a few pennies. Each, \$1.00. Per dozen, \$10.45.

BASE BALL MITTS.

Our stock includes all kinds, Catchers, Basemen's, Infielders' Mitts, as well as Infielders' gloves, all of the very best that can be made. Special instructions to clubs ordering \$20.00 or more at one time. Our terms on all orders of \$5.00 or more are very liberal. U. S. D., subject to examination on receipt of one-fourth of cash.

SPALDING'S CATCHERS' MITTS.

All of our Mitts are furnished for either the right or left hand. The left hand Mitt always sent unless otherwise ordered. No Throwing glove furnished with any of our Mitts this season.
 No. 891. Basemen's Mitt. This Mitt bearing the trade mark of our highest quality goods, it is guaranteed that it is the most perfect glove in all its details that our past experience enables us to produce. The leather is of the finest quality adapted for that purpose, the padding and workmanship of the very best, and the additional feature of lace back makes it—as we intend it shall be—the "Paragon" of Catchers' Mitts. Made in rights and lefts. Regular price, \$1.75. Our price, each, \$1.50.

No. 892. The "Merrill" Mitt is after the design of the well-known ball player, John Merrill, and has become very popular. It is made throughout of finest quality deer hide, is very heavily padded with the softest felt, and strengthened to prevent ripping. An extremely easy fitting mitt, made in rights and lefts. Not lace back. Each, \$1.40.
 The "Merrill."

WE ARE SELLING AGENTS FOR THE CELEBRATED WINCHESTER REPEATING SHOT GUNS AND RIFLES, AND MARLIN REPEATING RIFLES.

Base Ball Mitts.—Continued.
 No. 894. League Mitt. It is made throughout of specially tanned and selected hogskin, making a strong and durable mitt, at the same time being very soft and pliable. It has our patent lace back and heavily padded. Made in rights and lefts. Each, \$1.75.

No. 895. The Spalding Mitt, face, sides and finger-piece are made of velvet tanned cowskin, and the back of fine hogskin, making an extraordinary easy-fitting and durable mitt. It has our patent lace back and well padded. Made in rights and lefts. Each, \$1.15.

No. 896. Spalding's "Decker Patent" Mitt is made exactly the same as our No. 895 Mitt, with the addition of a heavy piece of sole leather on back for extra protection to the hand and fingers, as shown in cut. It has as well the patent lace back, and is extremely well padded. Made in rights and lefts. Each, \$1.20.

No. 897. Spalding's Amateur Mitt is made of extra quality selection buck, perspiration proof and extremely tough and durable. It has our patent lace back, reinforced at thumb and well made and padded. Made in rights and lefts. Each, \$1.45.

No. 898. The Spalding Practice Mitt. The face and finger-piece of our Practice Mitt are made of light brown tanned cowhide leather. The edge strip and back of extra tanned cowhide. It has our patent lace back, reinforced at thumb and substantially padded. Made in rights and lefts. Each, \$1.70.

No. 899. Spalding's "Decker Patent" Boys' League Mitt; face, edge strip and finger-piece made of velvet tanned cowskin, the back of fine hogskin, very soft and perspiration proof. The heavy piece of sole leather on back affords extra protection to hand and fingers. It has the patent lace back and is extra well padded. Made in rights and lefts. Each, \$1.45.

No. 900. Spalding's Boys' Mitt; face and finger-piece of extra made of dark tanned leather, the back and edge strip of light tanned cowhide leather. It has our patent lace back, well padded and finished and reinforced at thumb. Made in rights and lefts, and 1/2 size larger in size than our regular Boys' Mitts. Each, \$1.25.

No. 901. Spalding's Boys' Mitt; front and finger-piece of this mitt are made of light brown tanned cowhide leather, the back and edge strip extra tanned. It is extremely well padded and nicely finished throughout, and has our patent lace back. Made in rights and lefts. Each, \$1.40.

No. 902. Spalding's Boys' Mitt; front and back made of extra tanned leather, the edge strip of light tanned cowhide. Well made throughout, heavily padded and superior to any boys' mitts ever offered at the price. Each, \$1.50.

SPALDING'S BASEMEN'S MITT.
 No. 893. Basemen's Mitt, made of fine selected and specially tanned cowhide, extremely well made throughout and padded to meet the special requirements of a basemen's mitt. It adapts itself to the conformation of the hand without undue straining, and the addition of our patent lace back and "Highest Quality" trade mark is a sufficient guarantee of its quality and worth. Made in rights and lefts. Each, \$1.40.

SPALDING'S BASEMEN'S AND INFILDEERS' MITTS.
 No. 894. Mitt, made of the very best and selected light tanned hogskin, and selected light tanned cowhide, well padded with the highest quality felt, making it a very soft and easy fitting mitt, combined with strength and durability. The mitt throughout is of the best workmanship, as indicated by our "Highest Quality" trade mark. Made in rights and lefts. Each, \$1.50.

REGULATION LEAGUE MASKS.
 No. 895. This mask is of same style and quality as our No. 896 mask, except that the soft padded nose is bright finished. The padding is well stuffed and lined with specially tanned cowhide. Each, \$1.75.

Base Ball Mitts.—Continued.
 No. 896. Spalding's Basemen's and Infielders' Mitt is constructed throughout of velvet tanned cowskin and edges cowhide bound. It is well padded with fine felt and carefully sewed and finished. Made in rights and lefts. Each, \$1.80.
 No. 897. Spalding's Basemen's and Infielders' Mitt, made of good quality cowhide leather, heavily padded and constructed throughout in a most substantial manner, making an exceedingly good mitt at a popular price. Made in rights and lefts. Each, \$1.90.

BOYS' BASEMEN'S AND INFILDEERS' MITT.
 No. 897. Spalding's Boys' Basemen's Mitt is made throughout of a good quality leather. It is well padded and makes a good and substantial mitt for boys. Made in rights and lefts. Each, \$1.40.

INFILDEERS' GLOVE.
 No. 898. Infielders' glove is made throughout of selected velvet tanned cowskin, lined and correctly padded with finest felt. It fits the hand perfectly and our inside mark—"Highest Quality"—is a guarantee that the glove is perfect in all its details. Made in rights and lefts. Each, \$1.25.

INFILDEERS' GLOVES.
 No. 899. Spalding's Infielders' Glove, made of cowhide leather, lined and padded with felt and carefully put together. Made in rights and lefts. Each, \$1.30.
 No. 900. Spalding's Men's Infielders' Glove, all leather, a substantial glove at a popular price. Each, \$1.50.

BOYS' INFILDEERS' GLOVES.
 No. 901. Spalding's Boys' Infielders' Glove, quality and style as our No. 900 in boys' sizes. Each, \$1.00.

PITCHER'S TOE PLATES.
 No. 902. Worn on toe of shoe, and made for left or right foot. A valuable asset and in pitching.
 No. 903. Aluminum toe plate. Each, \$1.00.
 No. 904. Brass toe plate. Each, \$1.00.

SPALDING'S MASKS.
 Black Enamelled Sun Protecting Mask. No. 895. Mask. Patented. Spalding's League—This is not only the "Highest Quality" mask made, but has also patent cowhide, the padding is filled with goat hair and covered with finest imported cowhide. It is formed of molded leather securely fastened to top, forming a perfect shield to the eye without obstructing the view or materially increasing the weight of the mask. Made of soft and selected steel wire, extra heavy and black enameled, thus further preventing the reflection of light. The mask throughout is constructed of the very best material and has been highly endorsed by the leading catchers. Each, \$1.50.

SPALDING'S BLACK ENAMELED MASKS.
 No. 896. Patent Neck Protecting Mask has an extension at bottom giving absolute protection to the neck, without interfering in the least with the movements of the head. The wire is of best annealed steel, is extra heavy and covered with black enamel to prevent the reflection of light. The padding is filled with goat hair and lined with finest imported cowhide, which, being impervious to perspiration, always remains soft and pleasant to the face. Each, \$1.50.

No. 897. Special League Mask, made of extra heavy and best selected steel wire, black enameled, the padding filled with goat hair and covered with finest imported cowhide. Each, \$1.50.
 No. 898. Regulation League Mask, made of heavy soft annealed steel wire, black enameled, the padding well stuffed and lined with specially tanned cowhide. Warranted fire-resistant and reliable in every particular. Each, \$1.45.

No. 899. This mask is of same style and quality as our No. 898 mask, except that the soft padded nose is bright finished. The padding is well stuffed and lined with specially tanned cowhide. Each, \$1.75.

No. 900. This mask is of same style and quality as our No. 899 mask, except that the soft padded nose is bright finished. The padding is well stuffed and lined with specially tanned cowhide. Each, \$1.75.

No. 901. This mask is of same style and quality as our No. 900 mask, except that the soft padded nose is bright finished. The padding is well stuffed and lined with specially tanned cowhide. Each, \$1.75.

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Sign In Your Account

Appliances Auto Baby Clothing Electronics Fitness Home Jewelry Outdoor Parts & Services Shoes Tools Toys More... Deals

Home / Fitness & Sports / Team Sports / Baseball, Softball & T-Ball / Gloves / Results for: "baseball glove"

500+ results found for "baseball glove"

sears & marketplace (500+) sears Only (82) In-store: Set Your Location

sort by Relevance

Refine Your Search

Brand

- Rawlings (300)
- Wilson (204)
- Mizuno (161)
- Easton (160)
- Akademia (135)
- Louisville Slugger (102)

see more

Material

- Leather (141)
- Specialty (10)
- Synthetic (19)
- Vinyl (3)

Game Type

- Baseball (133)
- Fastpitch (27)
- Slowpitch (2)
- T-ball (12)



Wilson 12.5" A360 Baseball Glove
 \$23.15
 Sold by Kmart



Rawlings Renegade Glove
 \$29.99
 Sold by Kmart



Rawlings All Leather Adult Baseball Glove
 \$39.99
 Sold by Kmart



Wilson 12.5" A350 Baseball Glove
 \$23.15
 Sold by Kmart



Rawlings Player Preferred 12.5 Adult
 \$52.91



Franklin Sports 11.0" Gray/Lime Mesh PVC
 \$19.72



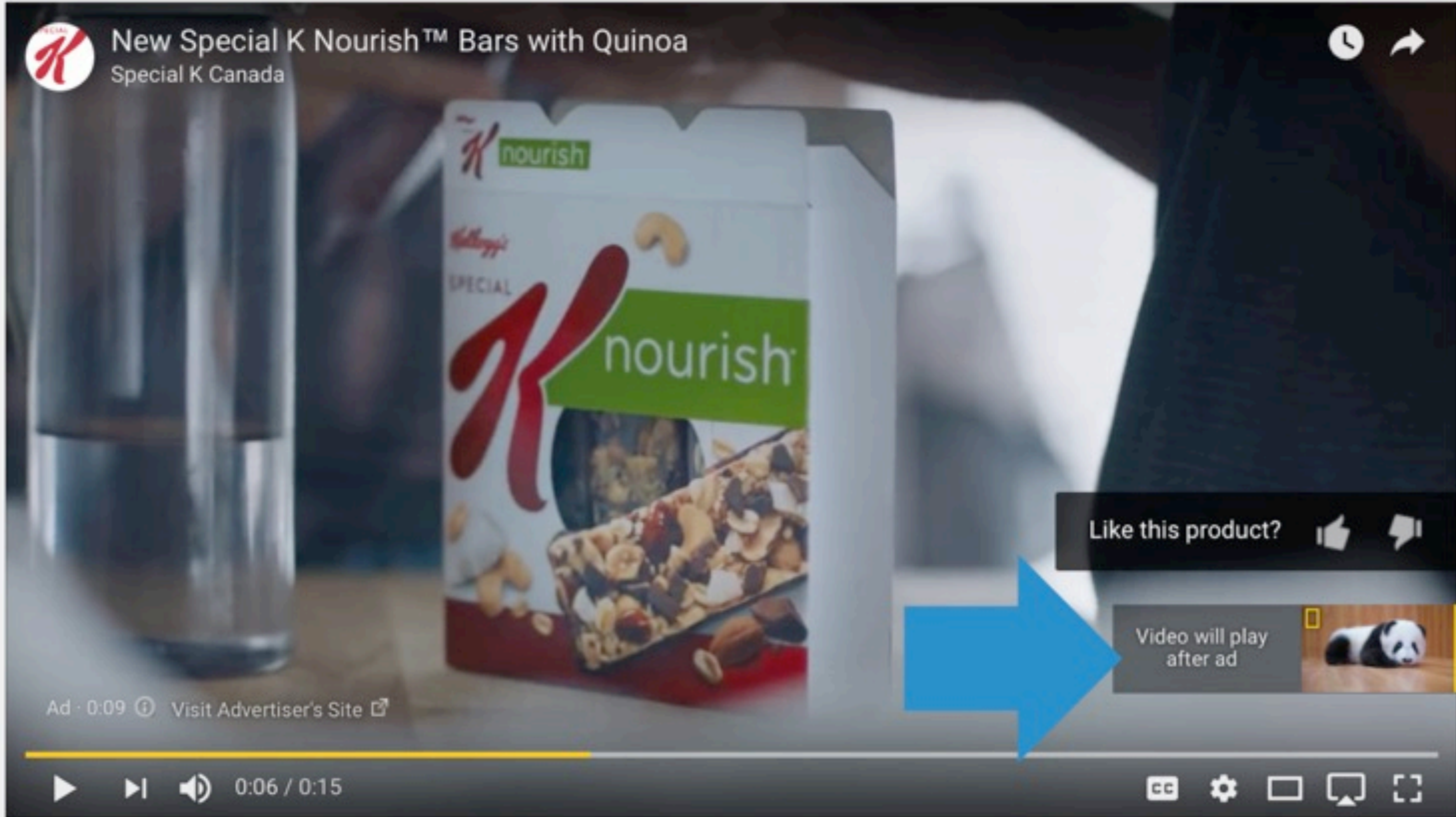
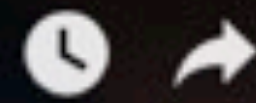
Wilson A360 Baseball Glove 12" Grey/Black
 \$38.99



Rawlings Gamer 11.75" Inf Conv/Grill Basket
 \$96.95



New Special K Nourish™ Bars with Quinoa
Special K Canada

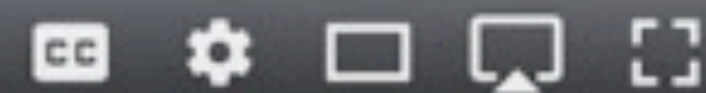


Like this product?

Video will play after ad

Ad · 0:09 Visit Advertiser's Site

0:06 / 0:15



Raising Cute Pandas: It's Complicated | National Geographic



National Geographic

Subscribe 6.3M

1,127,368 views

Add to Share More

13,807 159



**Stream
the many
sides of
Ed Sheeran.**

The new album, now on Spotify.



Today's digital:

Click to go to microsite

Audience buying cheaper

Used for Performance

Meaning of digital:

Interactive

Dynamically placed

Dynamically created

Movement

Sound

Personalized

Flows to other devices

Simply amazing

We forget how new “digital” is

We don't know what we can make

We measure what we can, not what we should

Most KPI's optimized against are irrelevant proxies

5 Considerations



1) Lines Blur



What's this guy doing?



Is this AR?



What's this channel?



What does Social Media mean?



What's this?



The Media Channels of the past named by the single purpose hardware we consumed it on



Radio
Radio Station
Radio Show
Radio Ads



TV
TV Channel
TV Program
TV Ads



Newspaper / Magazine
News Brand / Magazine
Articles
Print Ads

Everything becomes a black mirror



Viewers consume content, not screens

Mixed methodology

Device - Mobile

Pipe - Digital

Technique - Search

Dynamic - Social

Professionalism - TV

Business Model - AVOD

1900-2006

Content Buying

2006-2019

Audience Buying

2020?

Context Buying?

2) Intimate screens and data

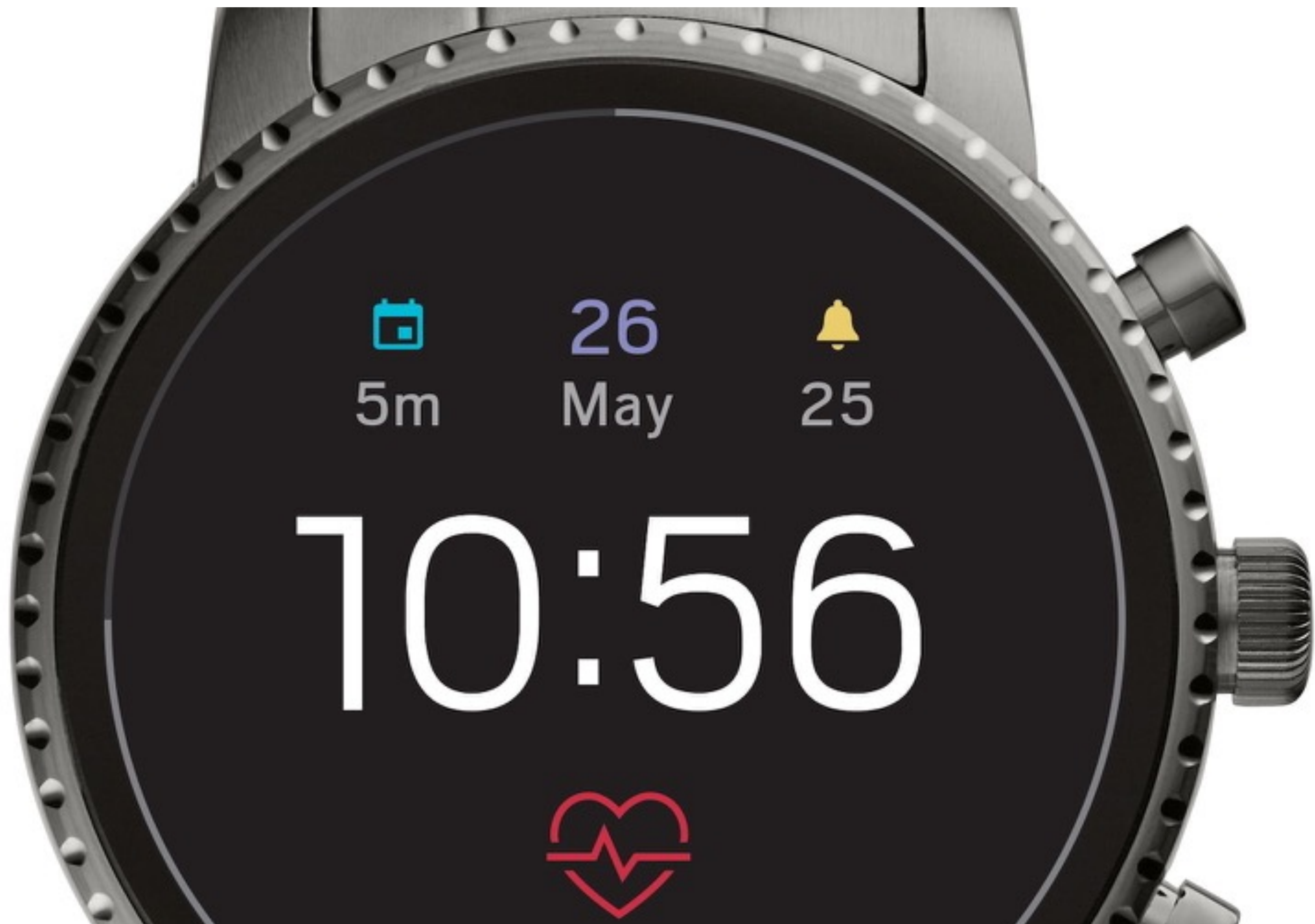


Unlock your phone

Unlock your tablet

Unlock your laptop

Let someone repair your TV



5m

26

May



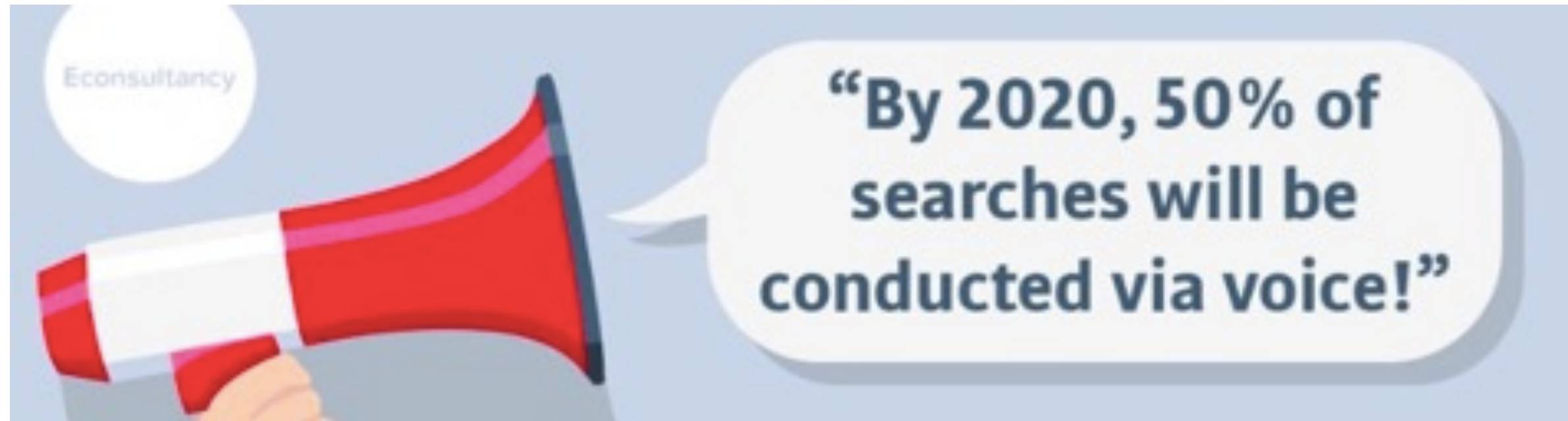
25

10:56

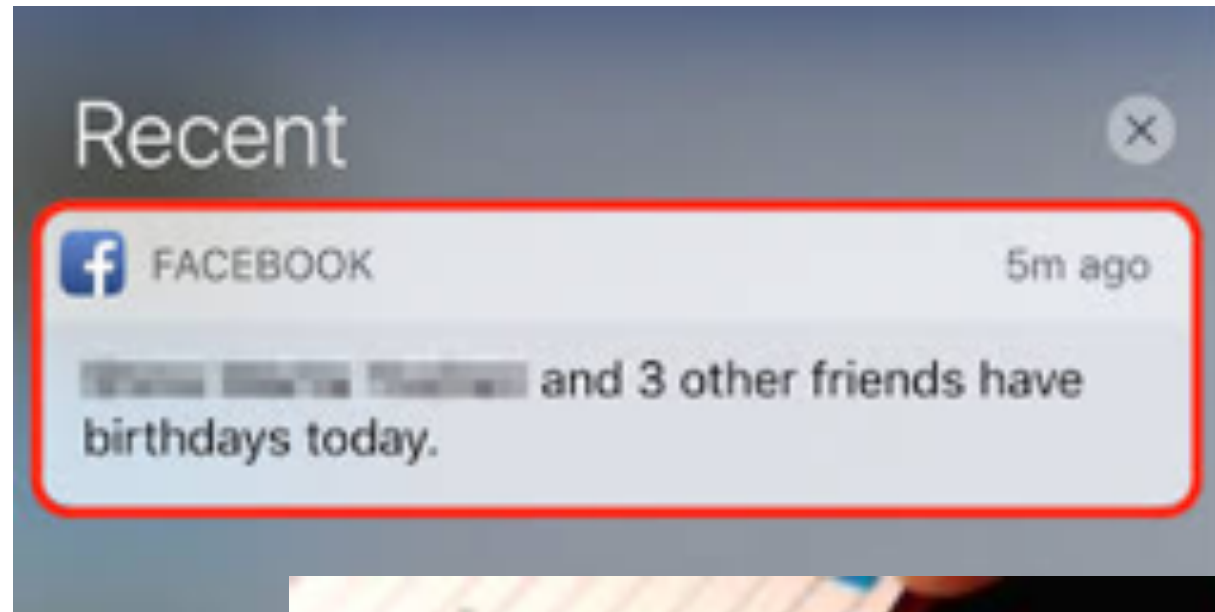




This is not a future anyone wants



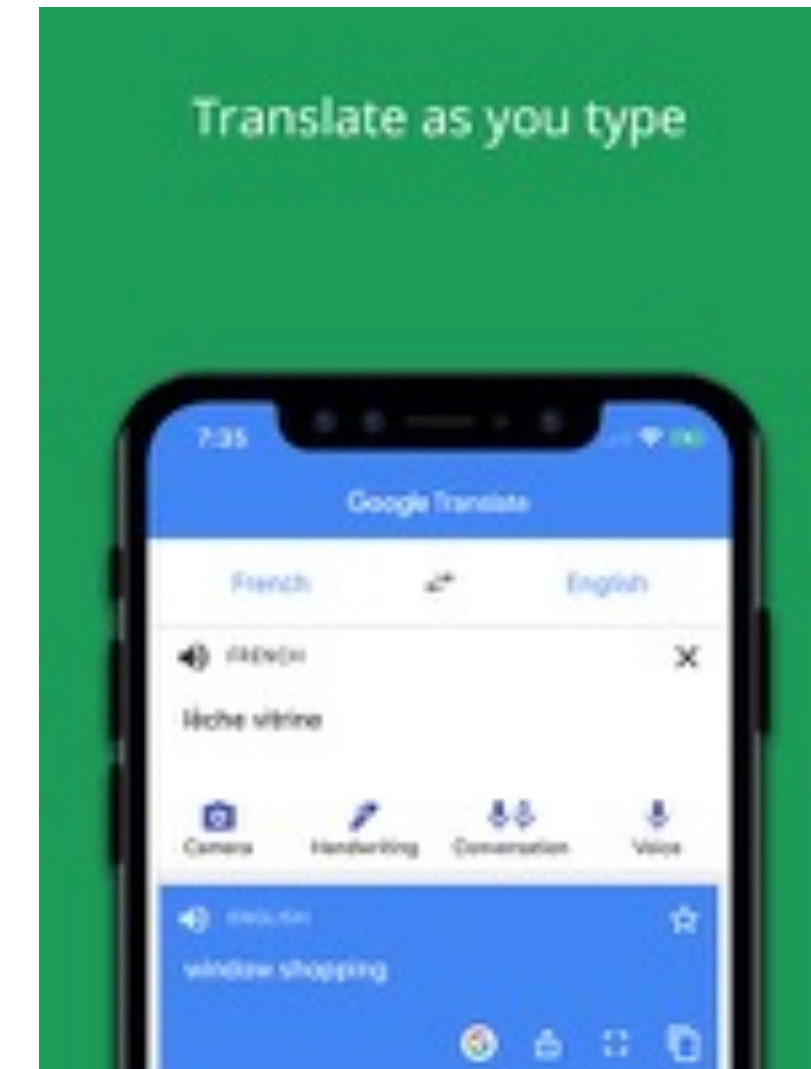
Outsourcing Cognition / Memory



Memory

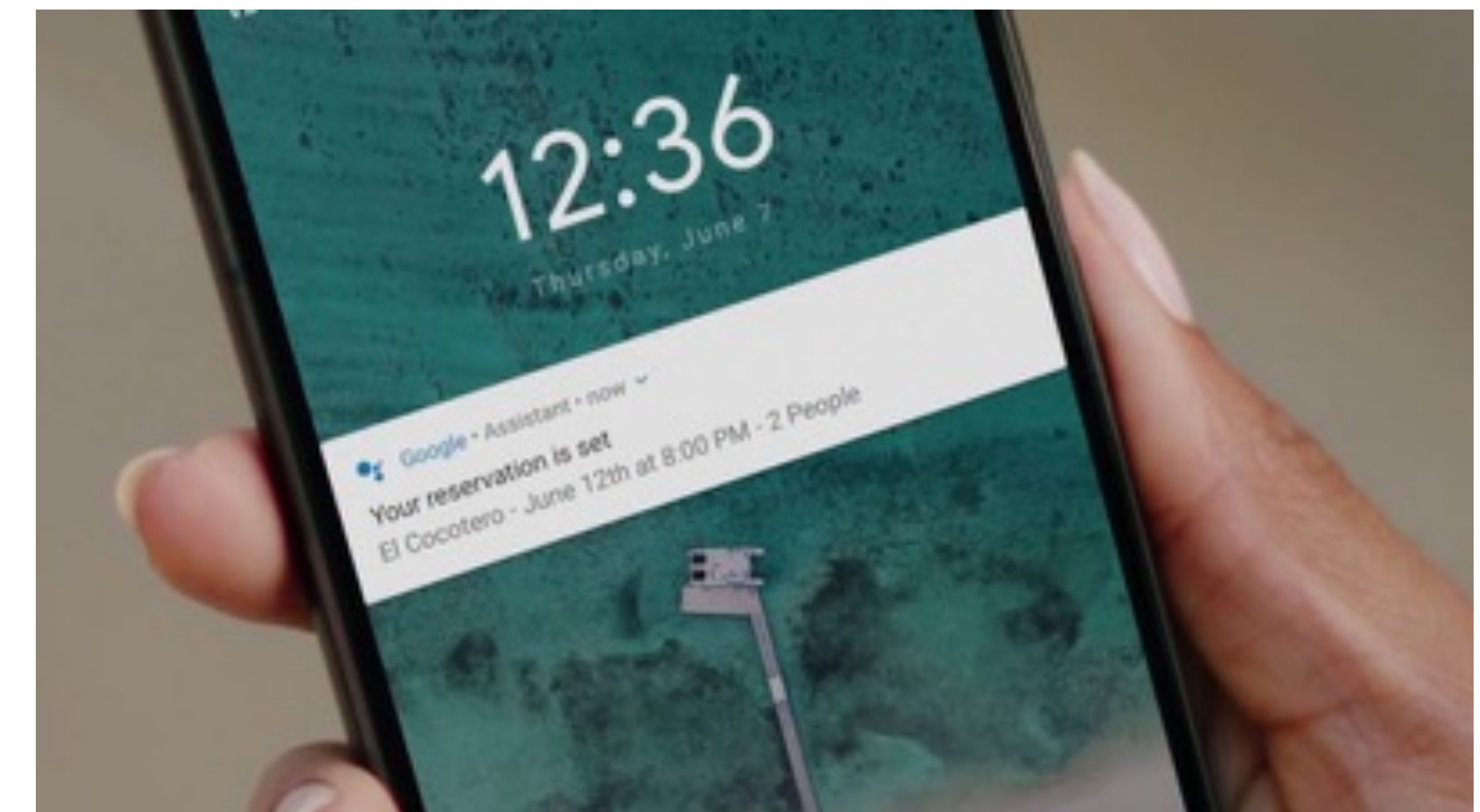
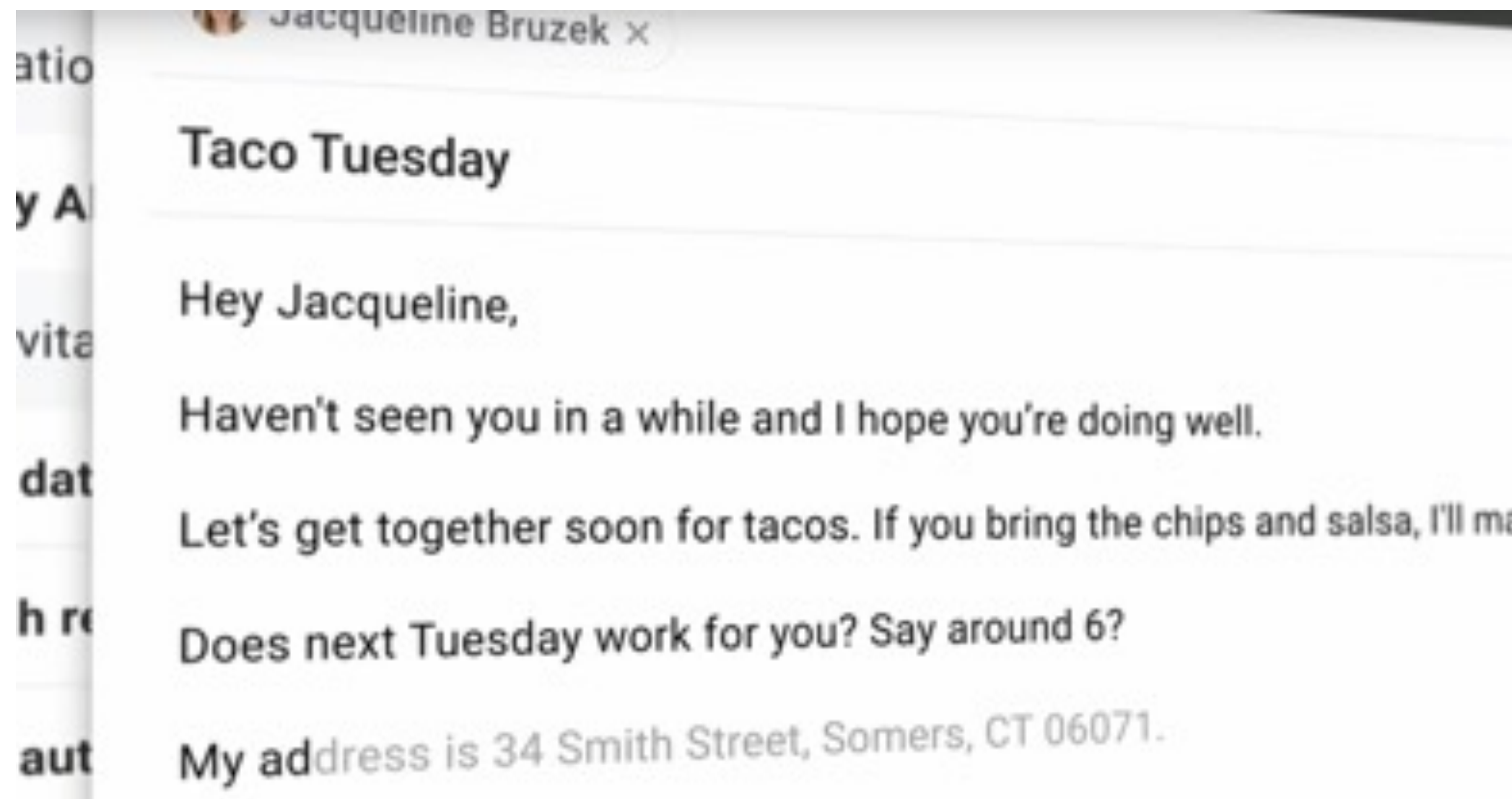
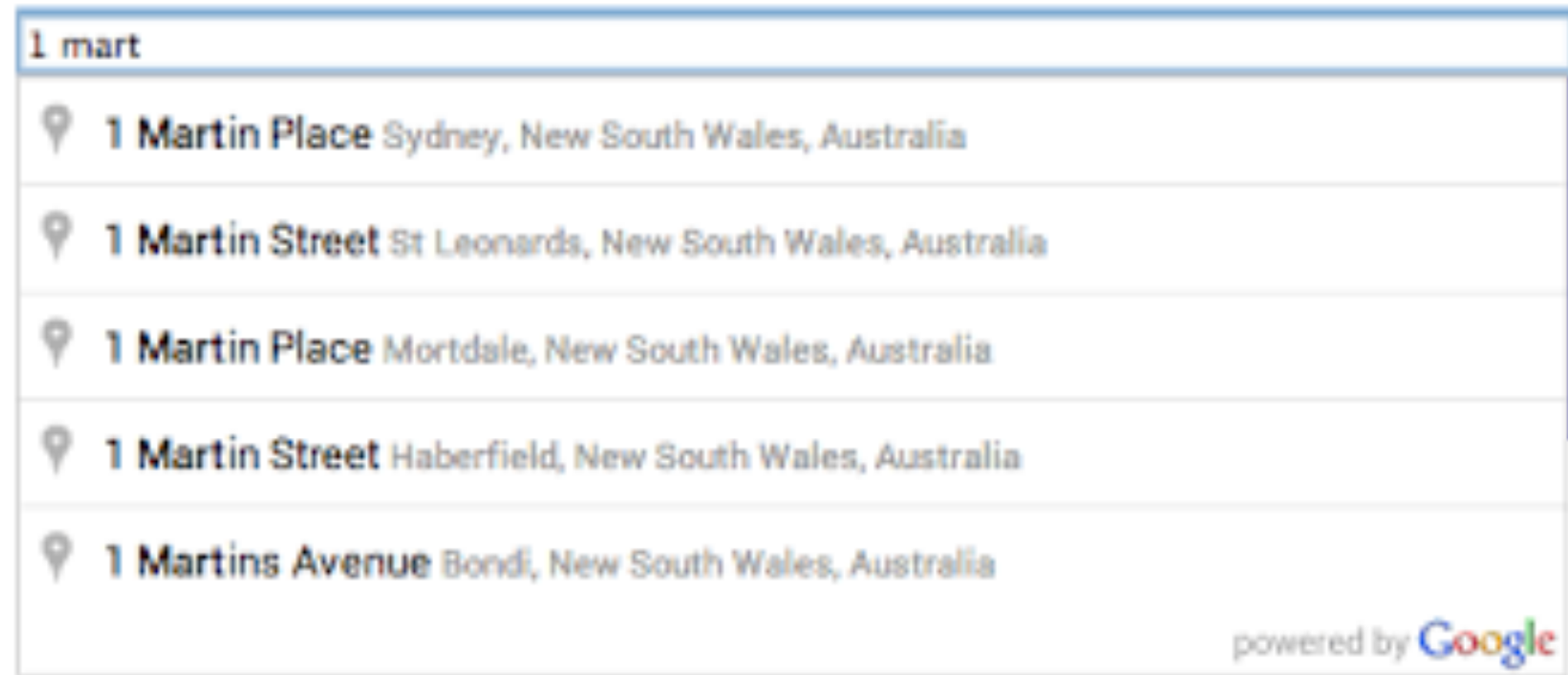


Knowledge

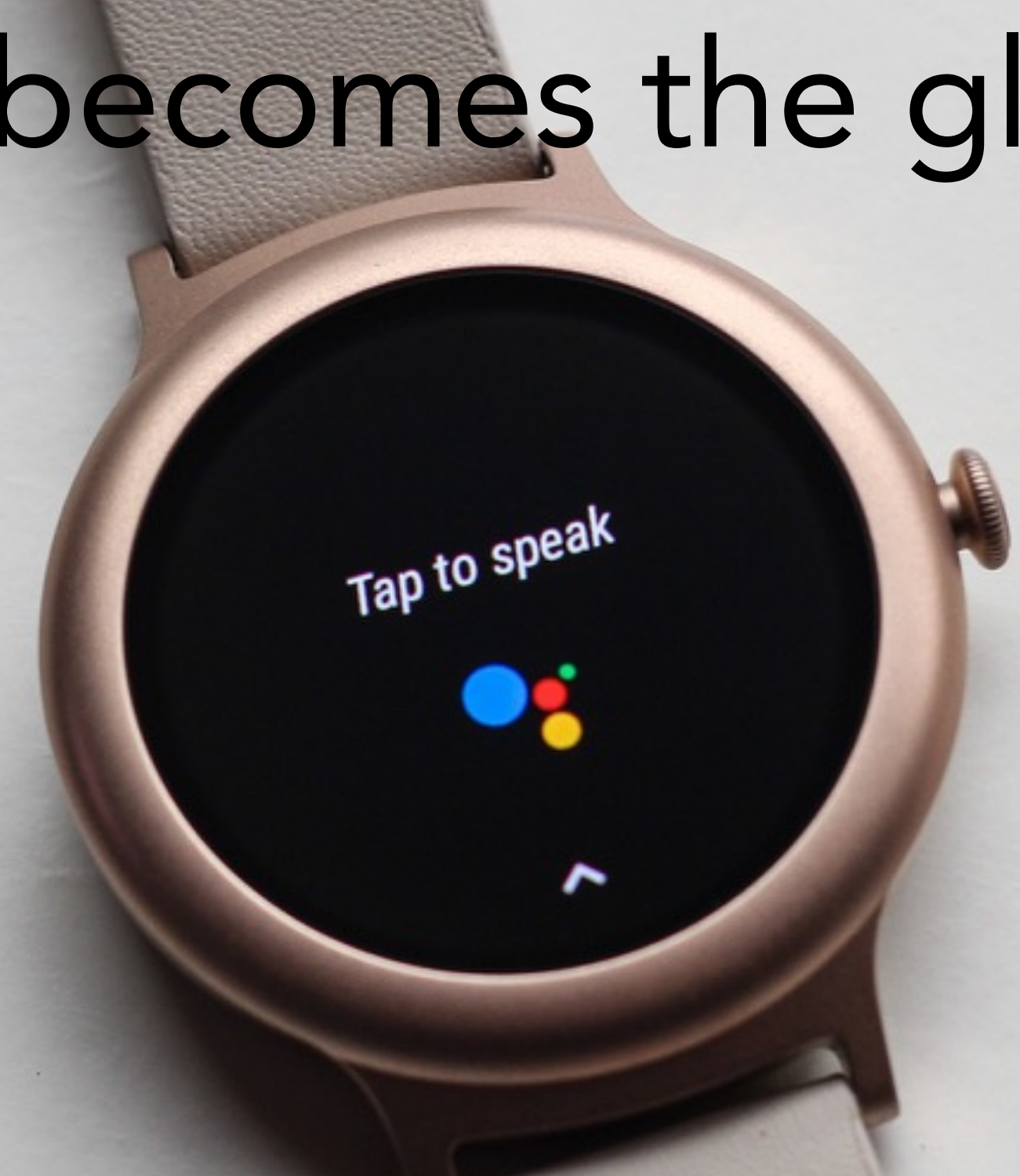


Skills

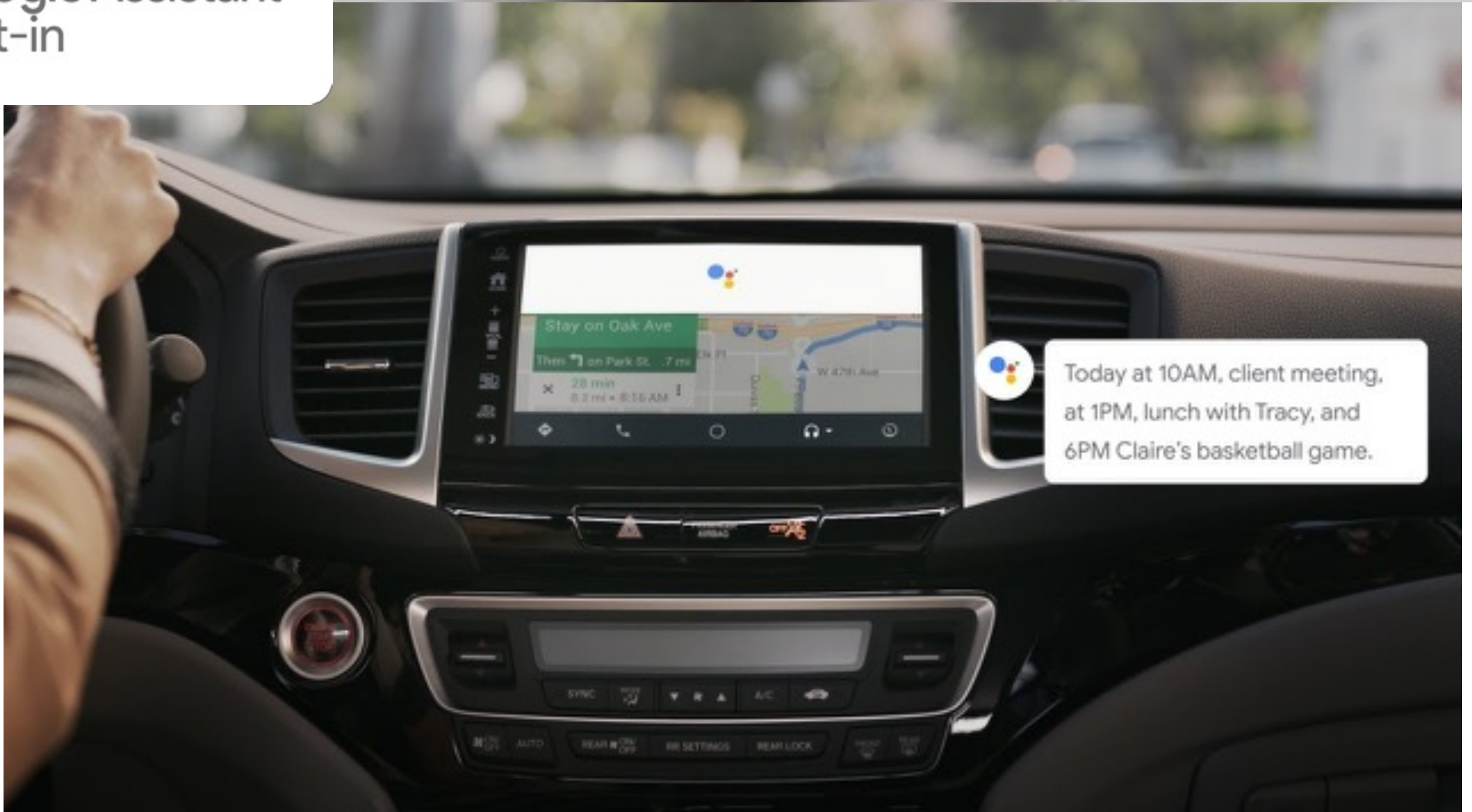
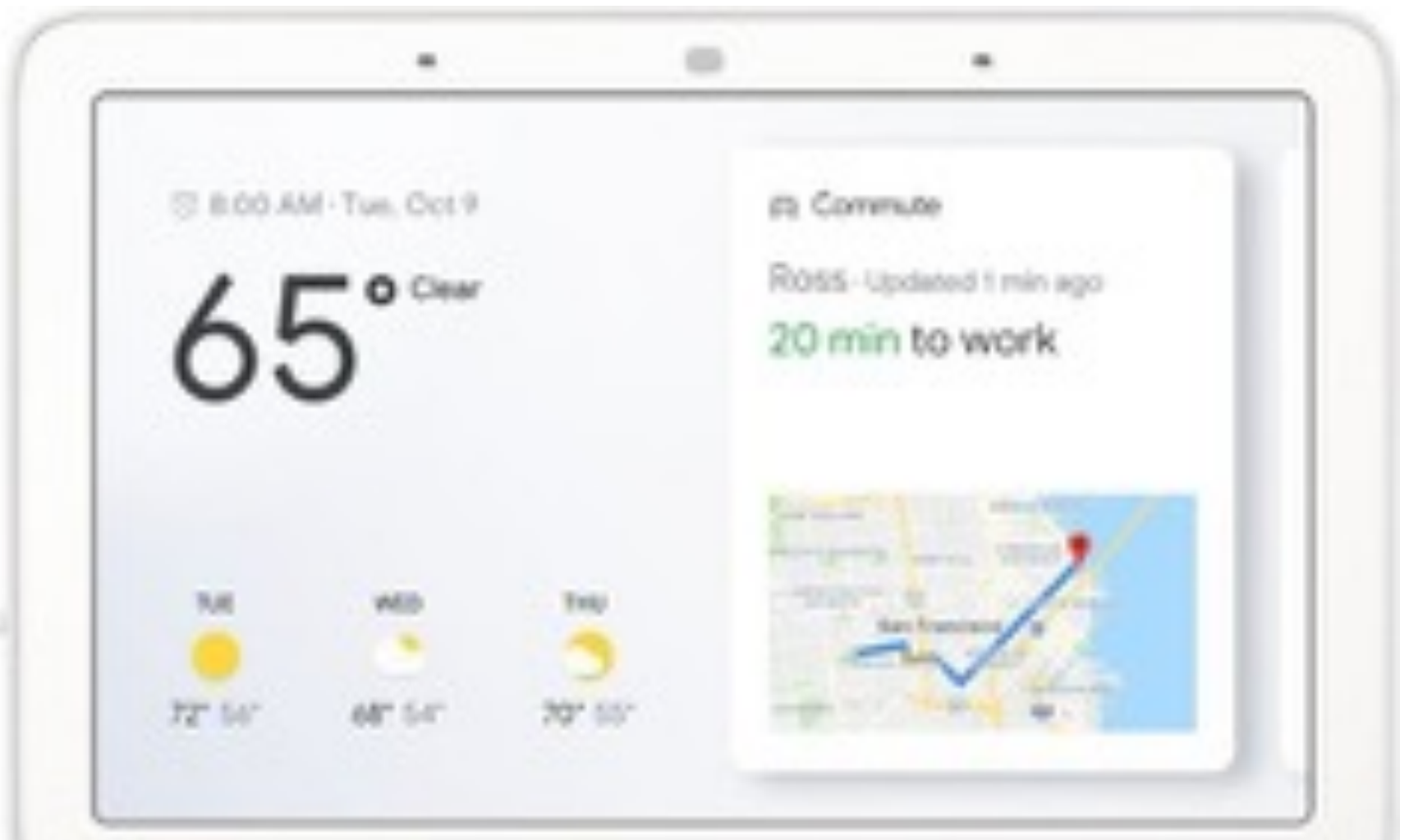
Voice Assistants? What about Digital Assistants



Voice becomes the glue



 Google Assistant
built-in



Spreads to be an ecosystem

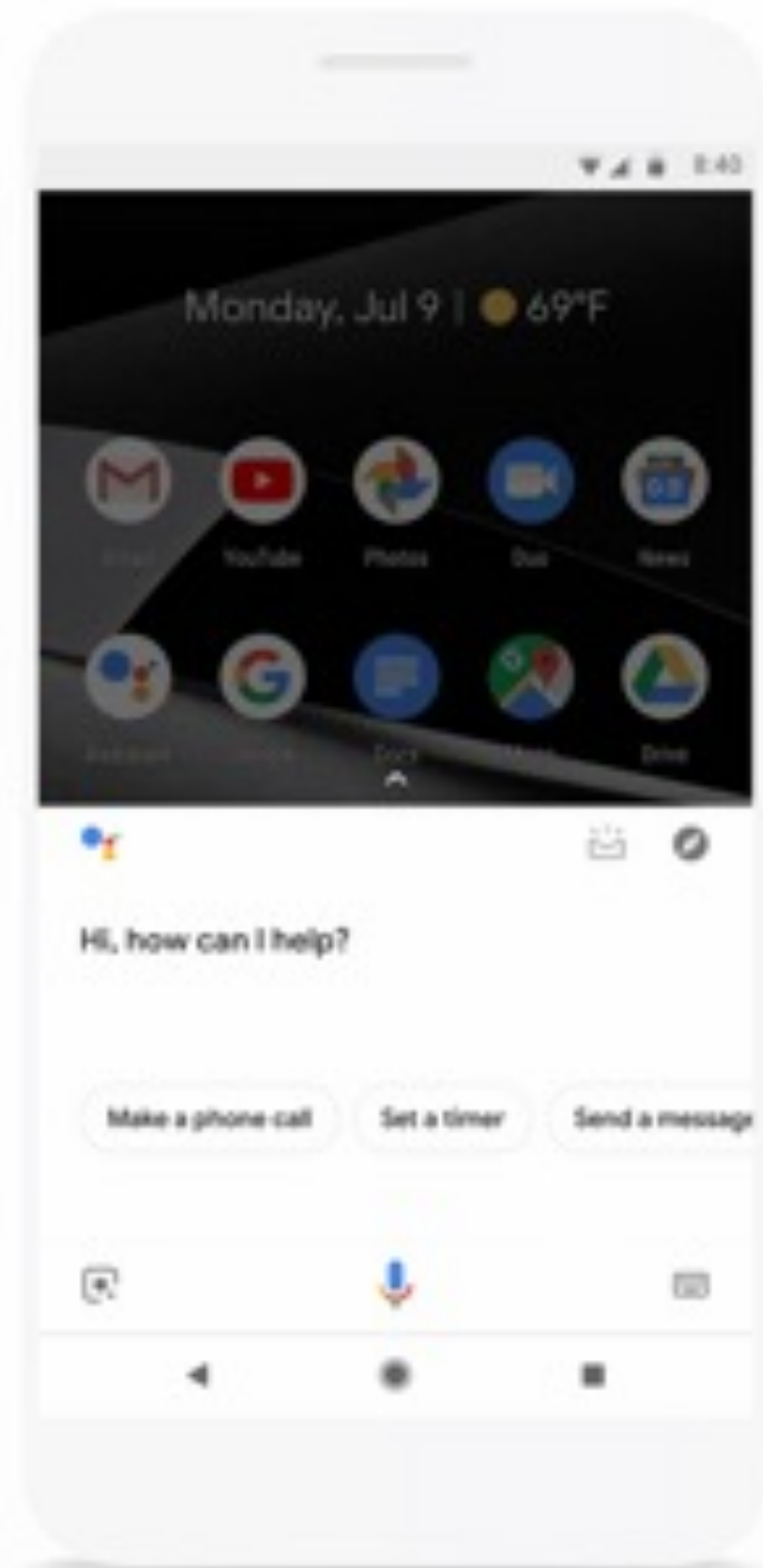
A predictive, assistive web across all screens and devices

Personalized, you at the center.

Voice becomes the glue



Nudges



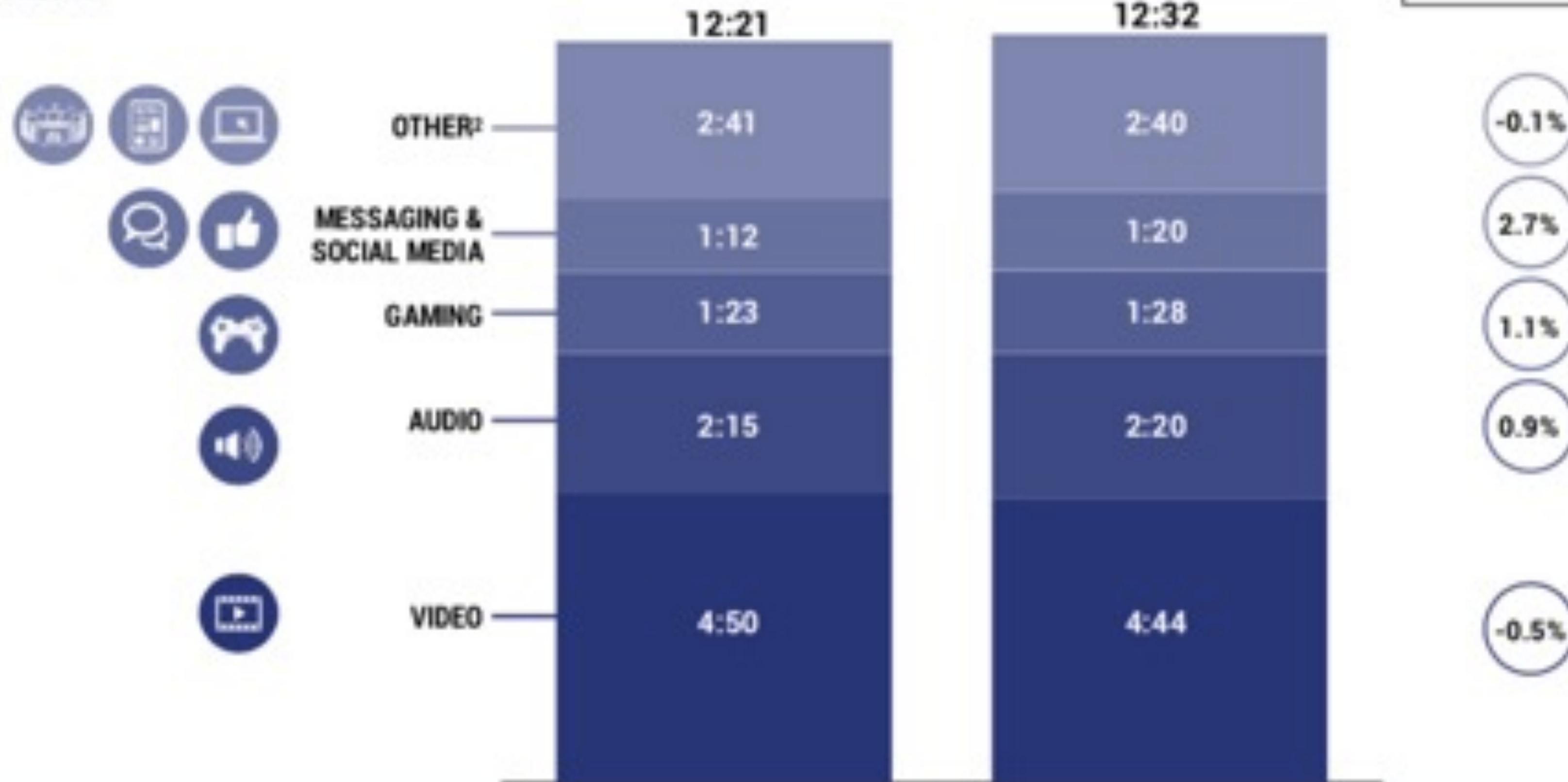
3) Peak Media

By 2022, Americans will spend an additional 11 minutes with tech and media daily

DAILY HOURS SPENT PER ADULT (AGE 18+)¹, U.S., 2018E-2022E, HOURS:MINUTES



CAGR 0.4%



Screen Time

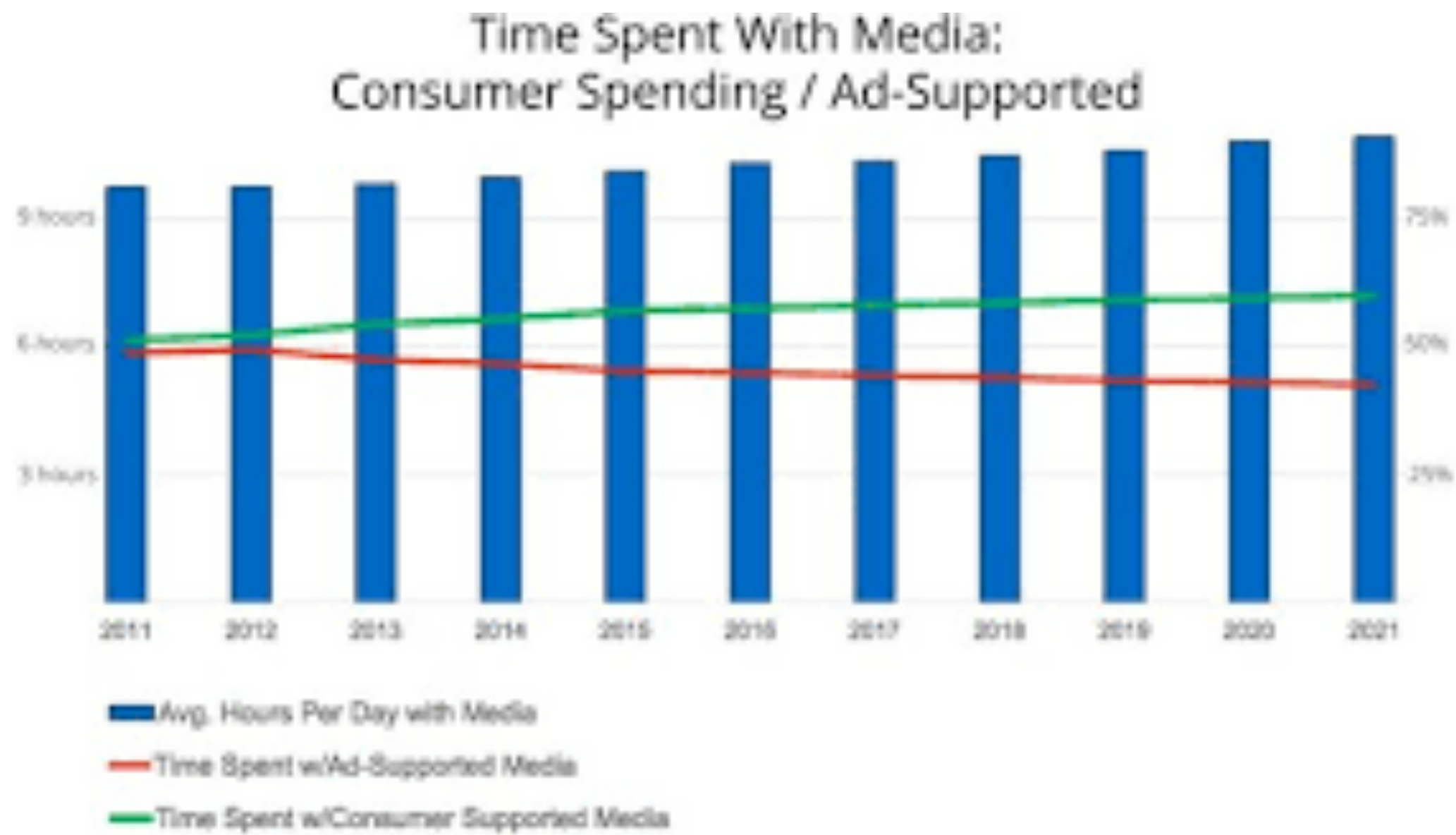
View your report and set limits

Screen Time gives you a detailed report about how your device is used, apps you've opened, and websites you've visited, any time that you want to see it. Just go to Settings > Screen Time and tap the graph. There, you can see your usage, set limits for your Most Used apps, and see how many times a device was picked up or received a notification.

If you turned on Share Across Devices, you can view overall usage across devices that are signed in with your Apple ID and password.



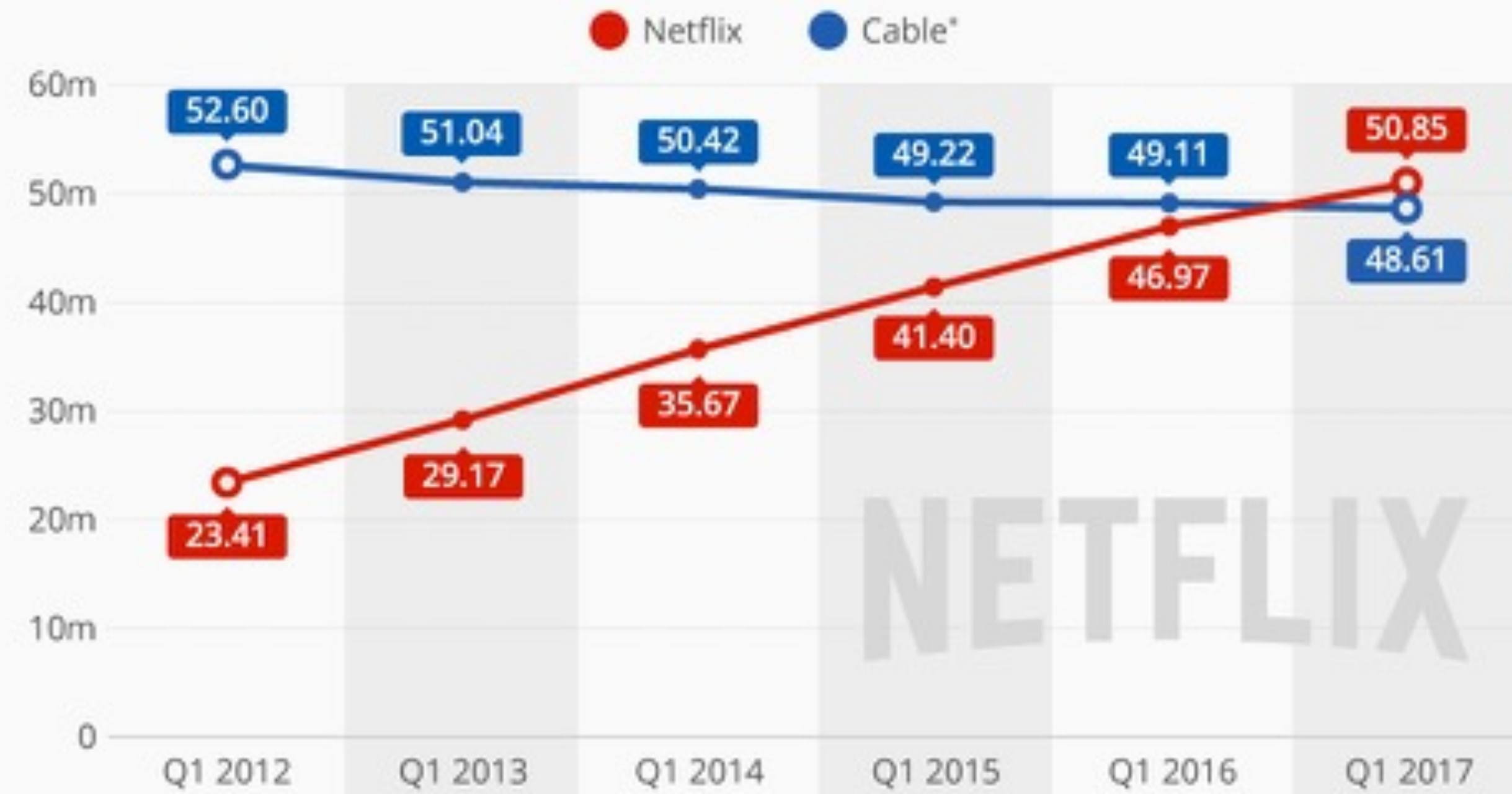
Paid Content



Source: PQ Media.

Netflix Surpasses Major Cable Providers in the U.S.

Number of Netflix subscribers vs. cable pay-TV subscribers in the U.S. (in millions)



* includes major cable providers accounting for roughly 95% of cable subscribers and slightly less than half of all multichannel pay-TV subscribers

Sources: Netflix, Leichtman Research Group

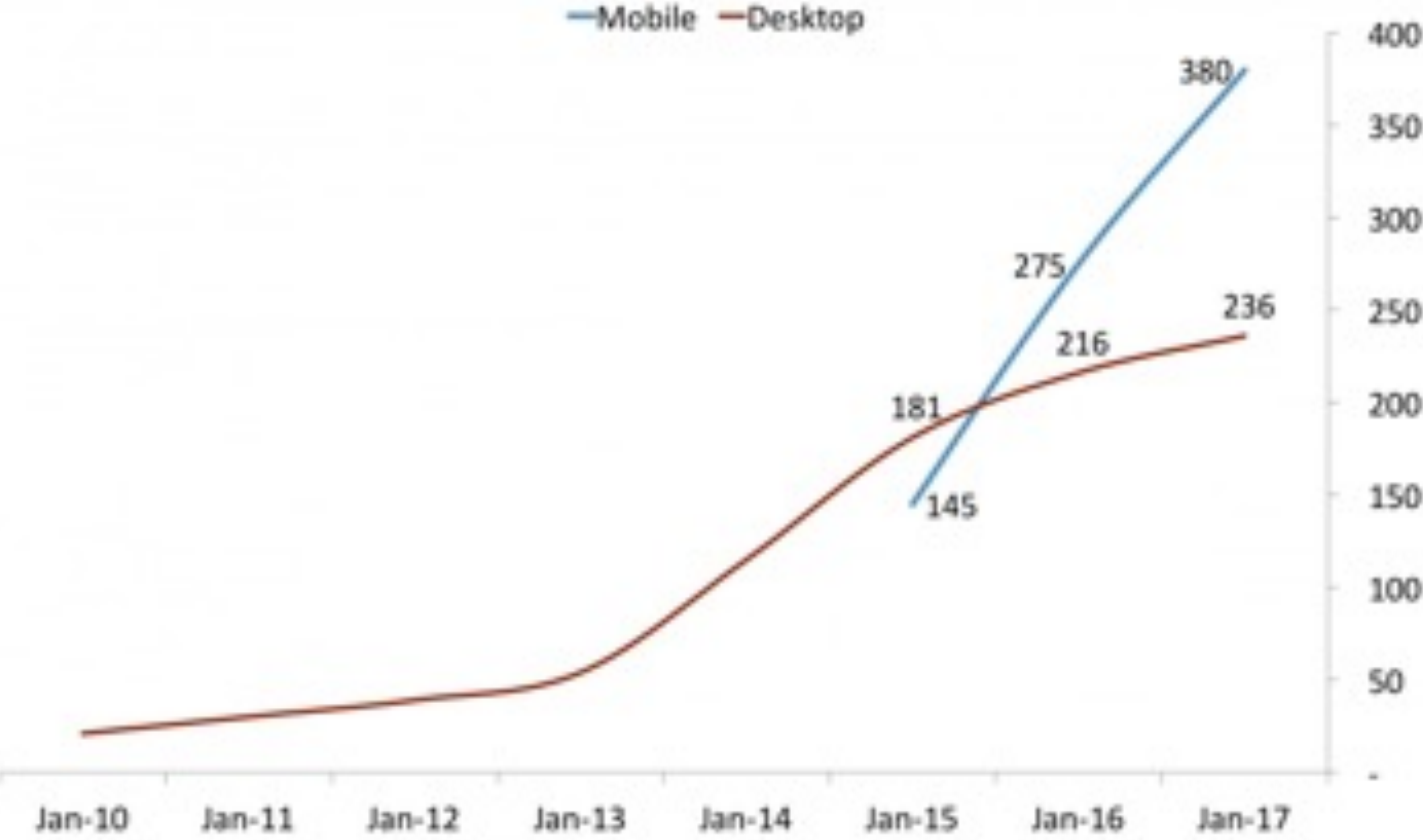
© StatistaCharts

statista

Ad Blocking?

Global Ad Block Adoption

In Millions



Source: PageFair, January 2016

Result

“Advertising is a tax on the poor”



4) Personalization Paradox

Personalization
paradox

The image features a dark, almost black background with a complex, crumpled texture that resembles crumpled aluminum foil or a similar metallic material. The lighting is dramatic, highlighting the sharp ridges and deep shadows of the folds. Overlaid on this background is the text 'Personalization paradox' in a bright, glowing yellow-green cursive script. The word 'Personalization' is on the top line, and 'paradox' is on the bottom line. The font is fluid and handwritten in style, with some characters like the 'o' in 'paradox' having a small loop. The overall aesthetic is futuristic and somewhat mysterious.

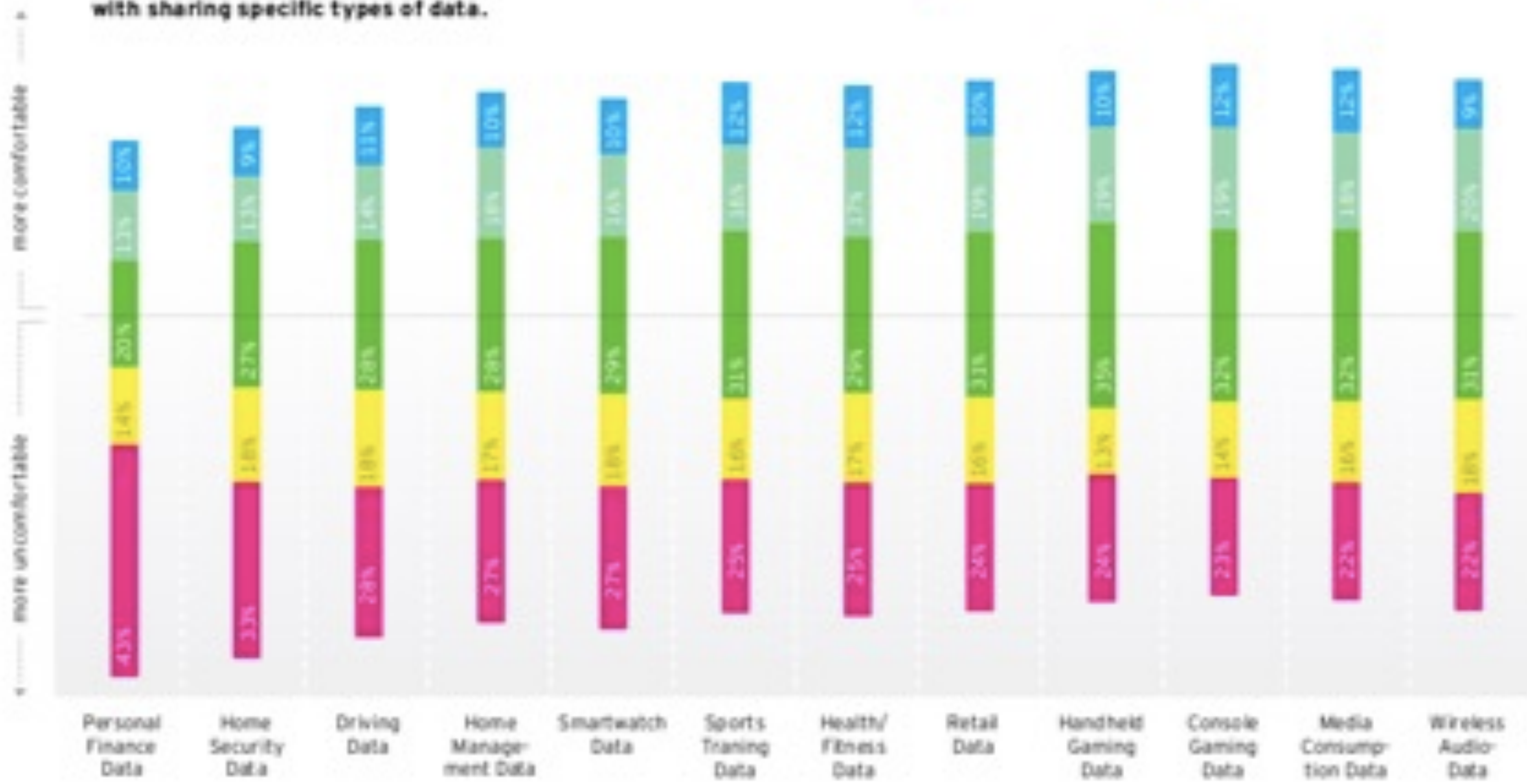
90% of Americans keep their location turned on their phone.

89% of Consumers want control of the ads they are served online.

62% of Consumers want control of the offers they are served

A survey by programmatic marketing firm Rocket Fuel showed varying degrees of consumer comfort with sharing specific types of data.

■ very uncomfortable
■ uncomfortable
■ neutral
■ comfortable
■ very comfortable



2018 Goals

Be as loving as the person
who put 48 Ed Sheeran
songs on their "I Love
Gingers" playlist.

"Shape of You"
The most-streamed song. Ever.



We assume.....

Delta
Airlines is
amazing

Delta
Airlines is
amazing
from NYC

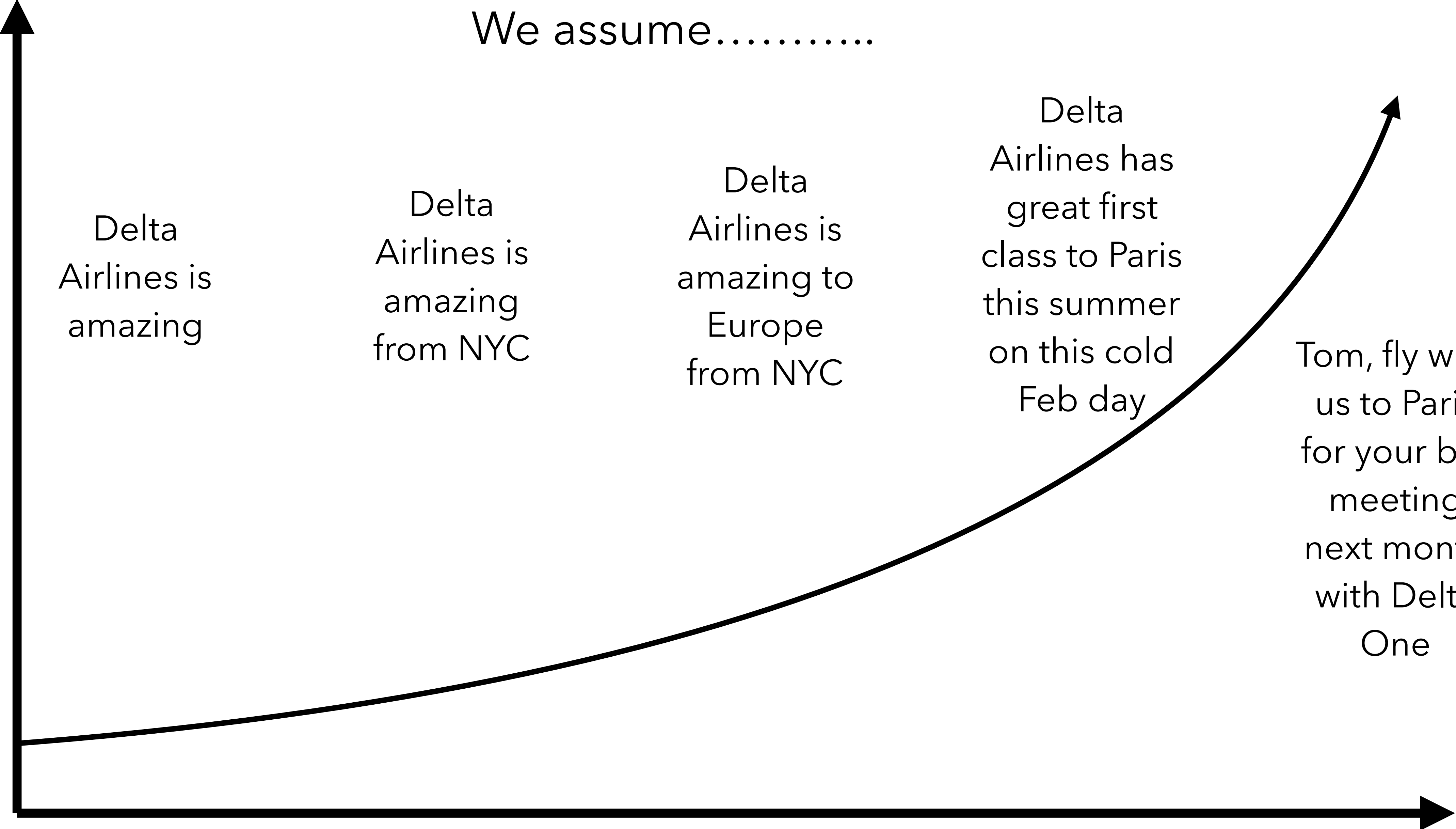
Delta
Airlines is
amazing to
Europe
from NYC

Delta
Airlines has
great first
class to Paris
this summer
on this cold
Feb day

Tom, fly with
us to Paris
for your big
meeting
next month
with Delta
One

Success

Specificity



Are we that confident?

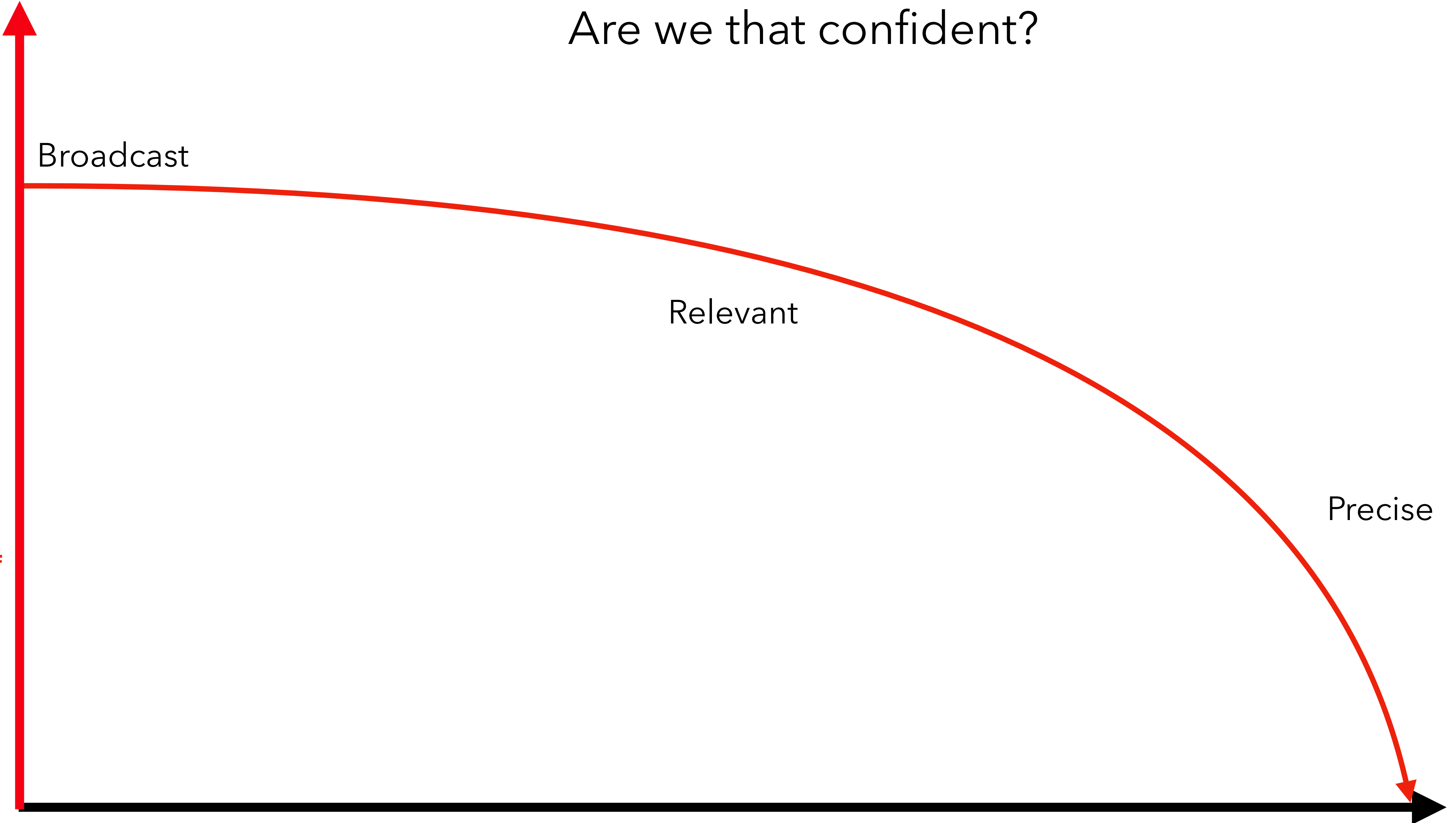
Broadcast

Relevant


Precise

Probability of
being right

Personalization



benchmark and Amazon CEO Jeff Bezos, would find a buyer.



The image shows a screenshot of the cars.com website. At the top is a dark blue header with the cars.com logo and the slogan "FOR EVERY TURN". Below the header are two car listings. The first listing is for a 2012 Bugatti Veyron, showing a black sports car in a showroom, with a price of \$2,950,000. The second listing is for a 2010 Dodge Caliber, showing a yellow SUV, with a price of \$6,999. Both listings have a green upward-pointing arrow at the bottom, and the second listing also has a blue rightward-pointing arrow.

Year	Model	Price
2012	Bugatti Veyron	\$ 2,950,000
2010	Dodge Caliber	\$ 6,999

People familiar with Vessel say the company

16:33 ↗

reuters.com

LTE

one. It will announce the location later this year.

Ad



**Ball Bearings
- Deep Groove
Ball Bearings,
Angular
Contact
Bearings, and**

Thrust Bearings

Largest Selection Of Ball Bearings Online. In Stock. Buy Now!

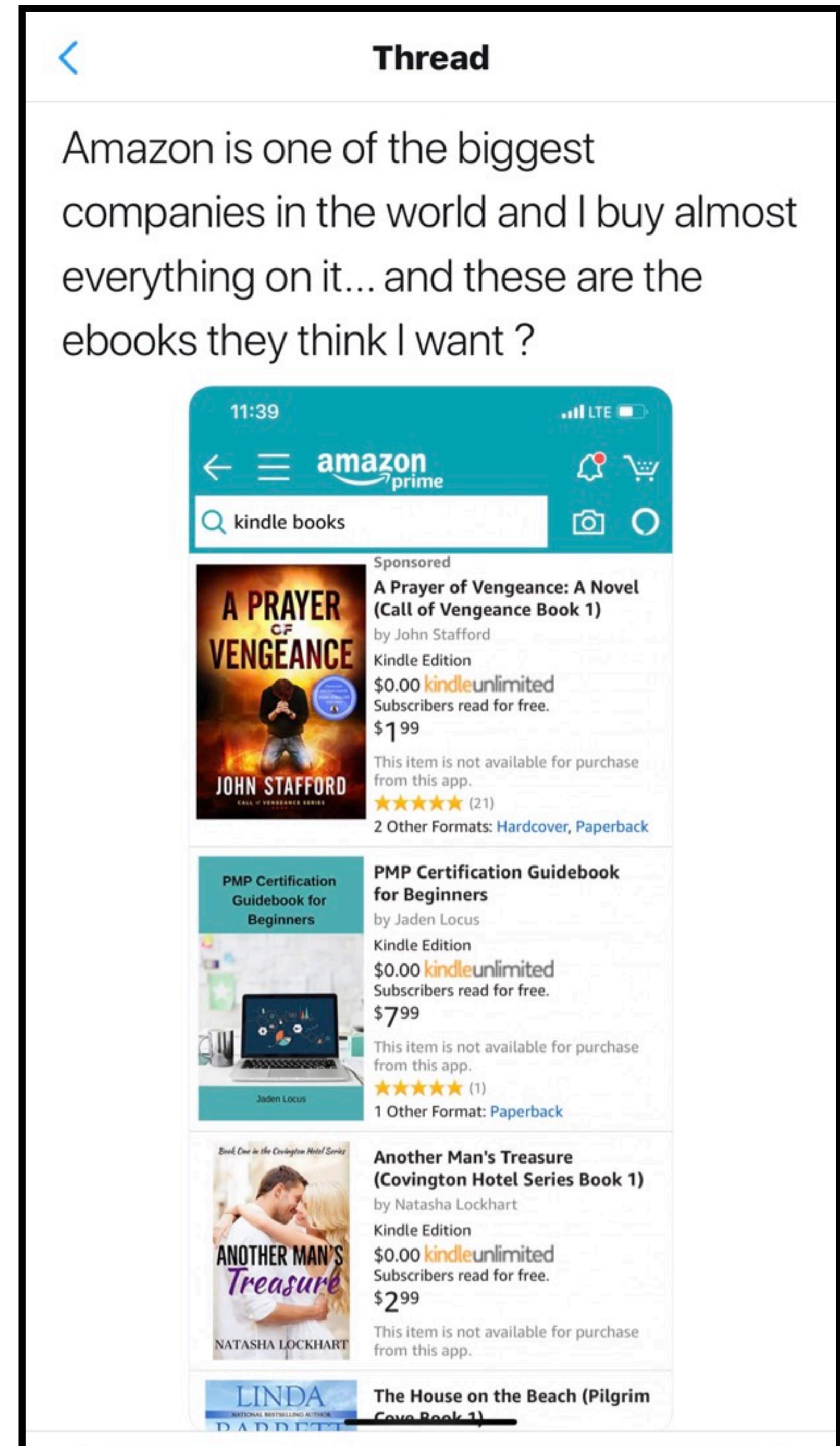
MOTION INDUSTRIES

[VISIT SITE](#)

About a third of the new spending will be on data centers to house its iCloud, App Store and Apple Music services, a sign of the rising importance of subscription services to a company known for its computers and



Look at your own targeting advertising
And recommendations





TIME INTERFACE
CROWN

SYNC /
REGULATING LOCKED

WINDING

OPEN

PA



Are we that confident?

Probability of being right

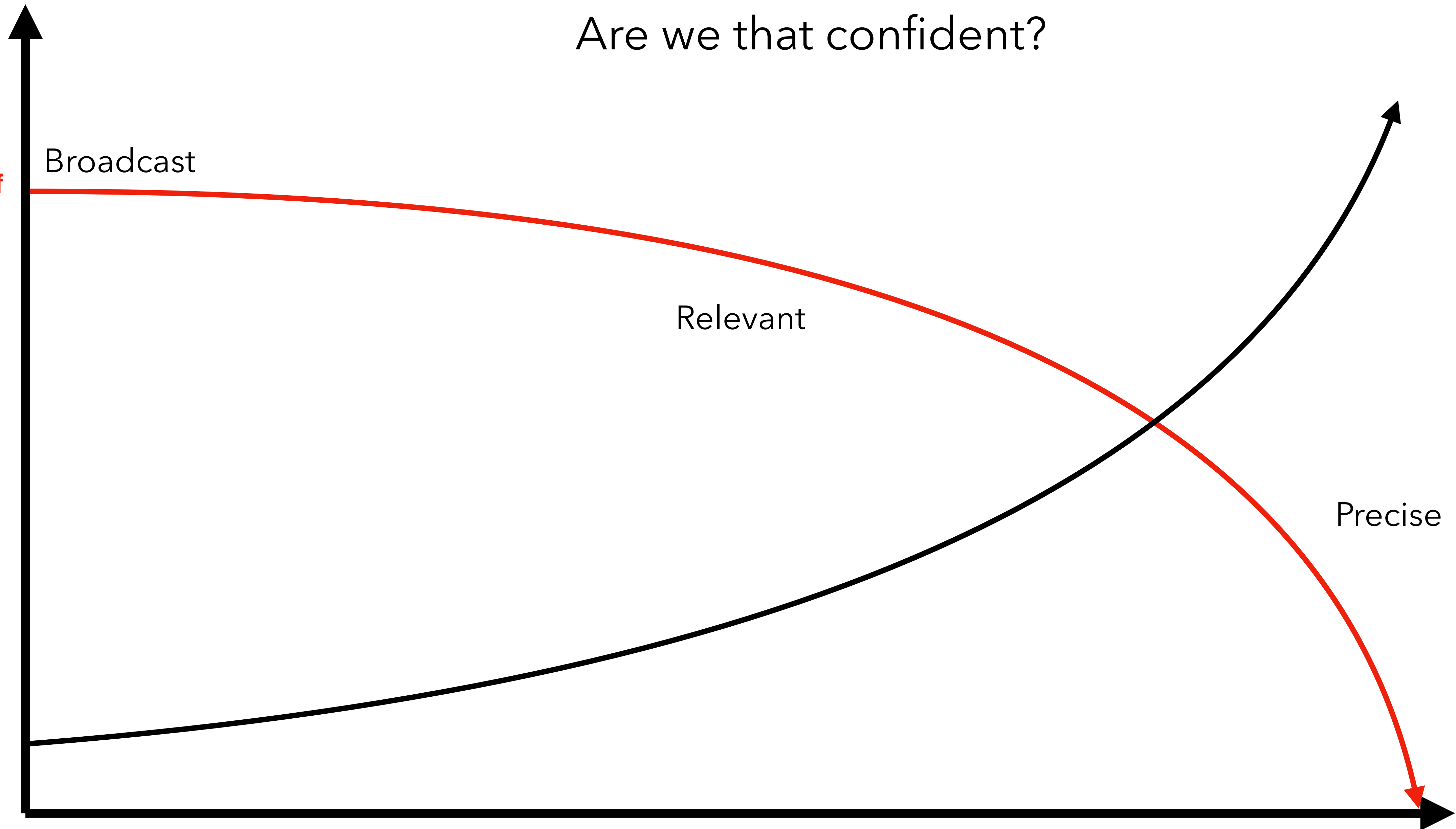
Broadcast

Relevant

Precise

Success

Personalization



Maybe it's more like this?

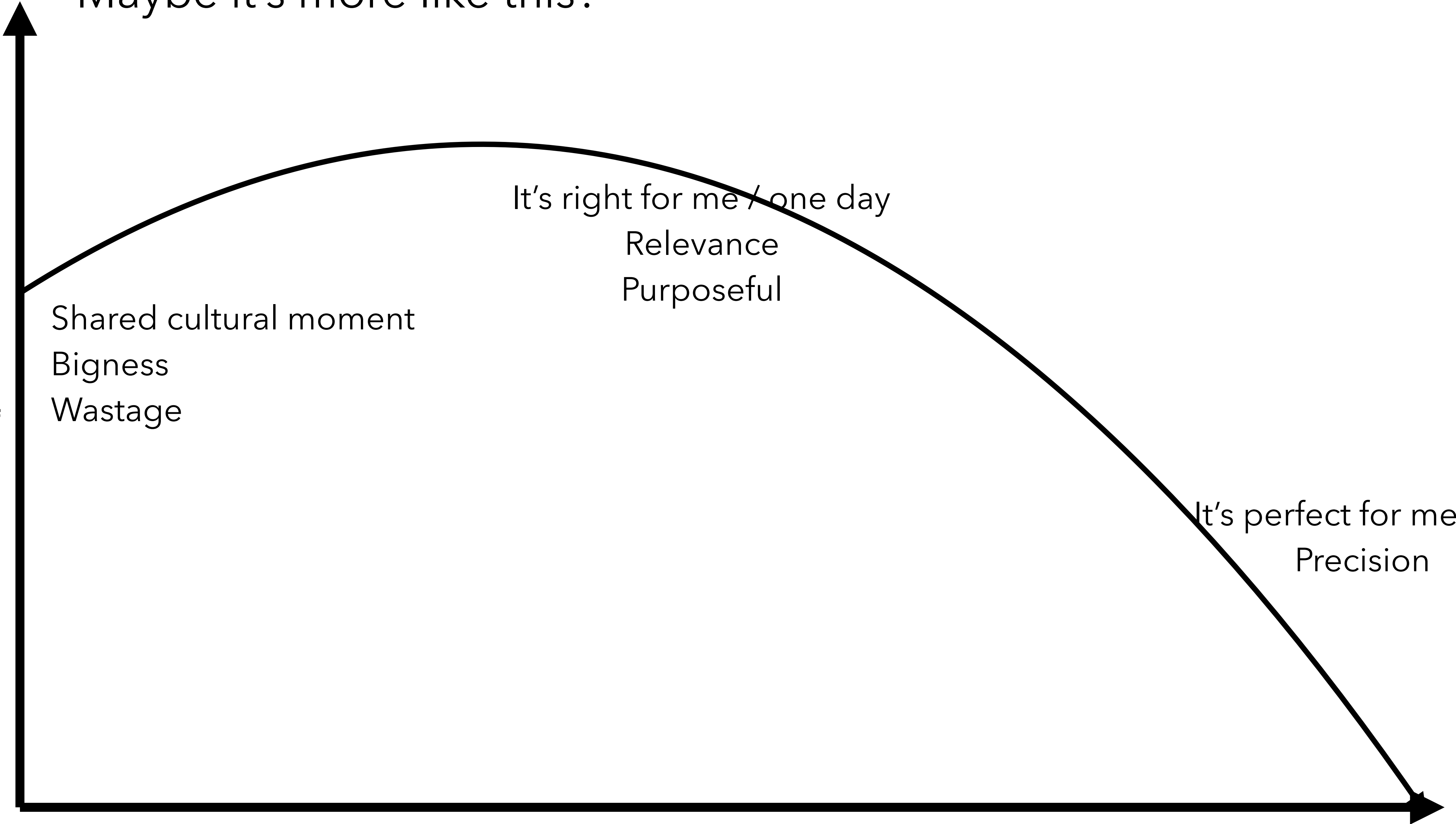
**Chance of
Success**

Shared cultural moment
Bigness
Wastage

It's right for me / one day
Relevance
Purposeful

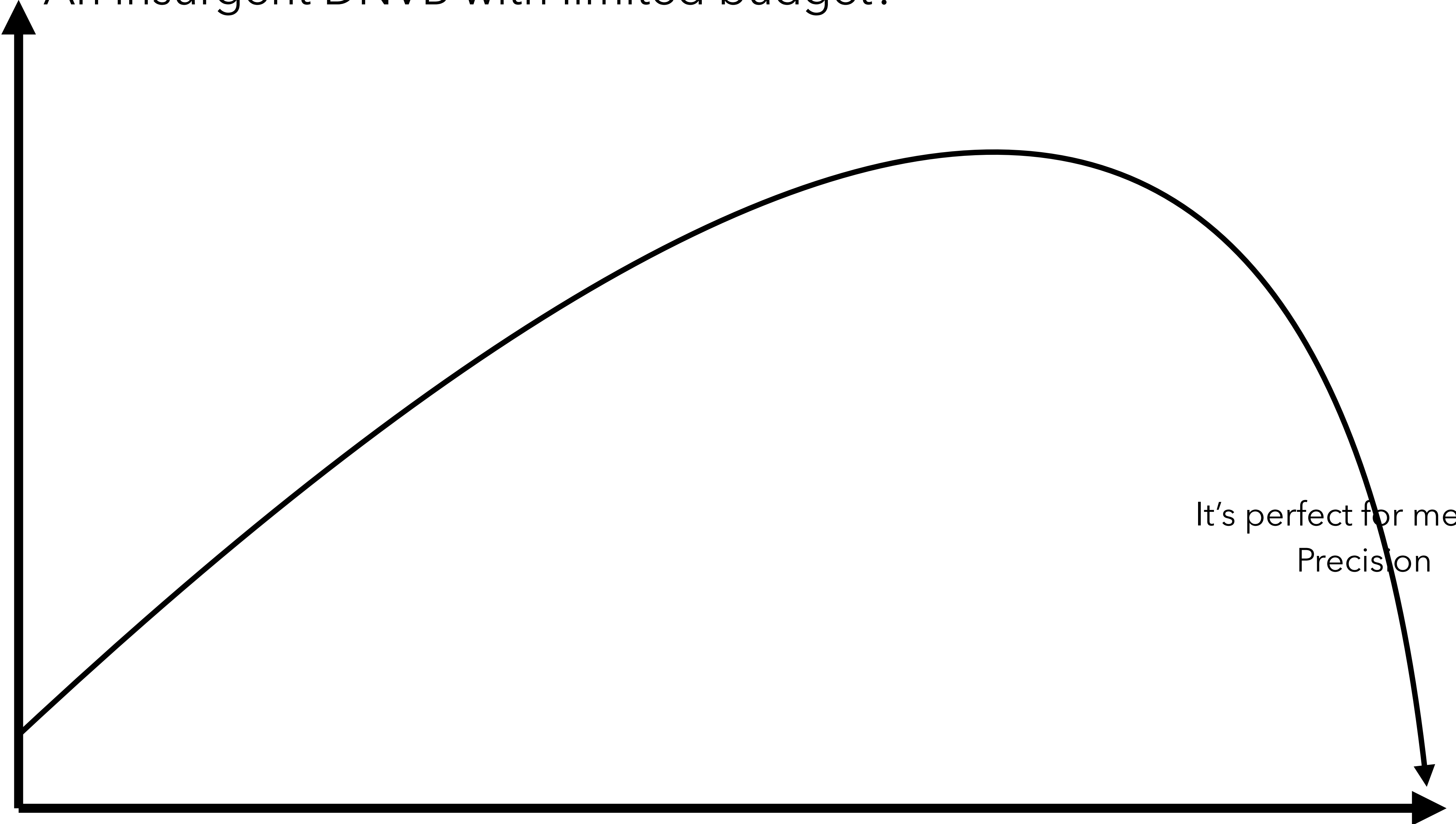
It's perfect for me now
Precision

Personalization



An insurgent DNVB with limited budget?

**Chance of
Success**



It's perfect for me now
Precision

Personalization

A big Cola brand?

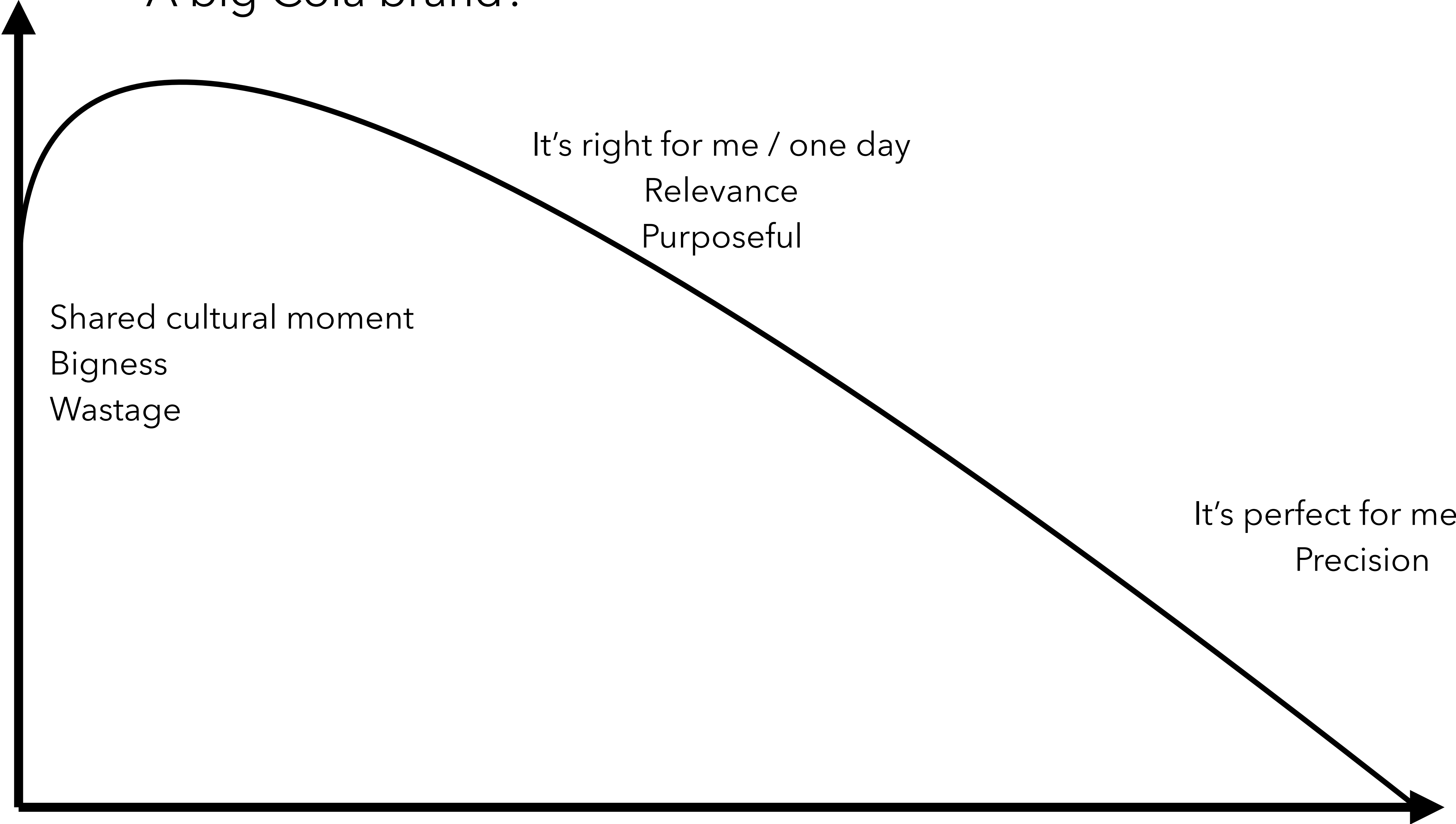
**Chance of
Success**

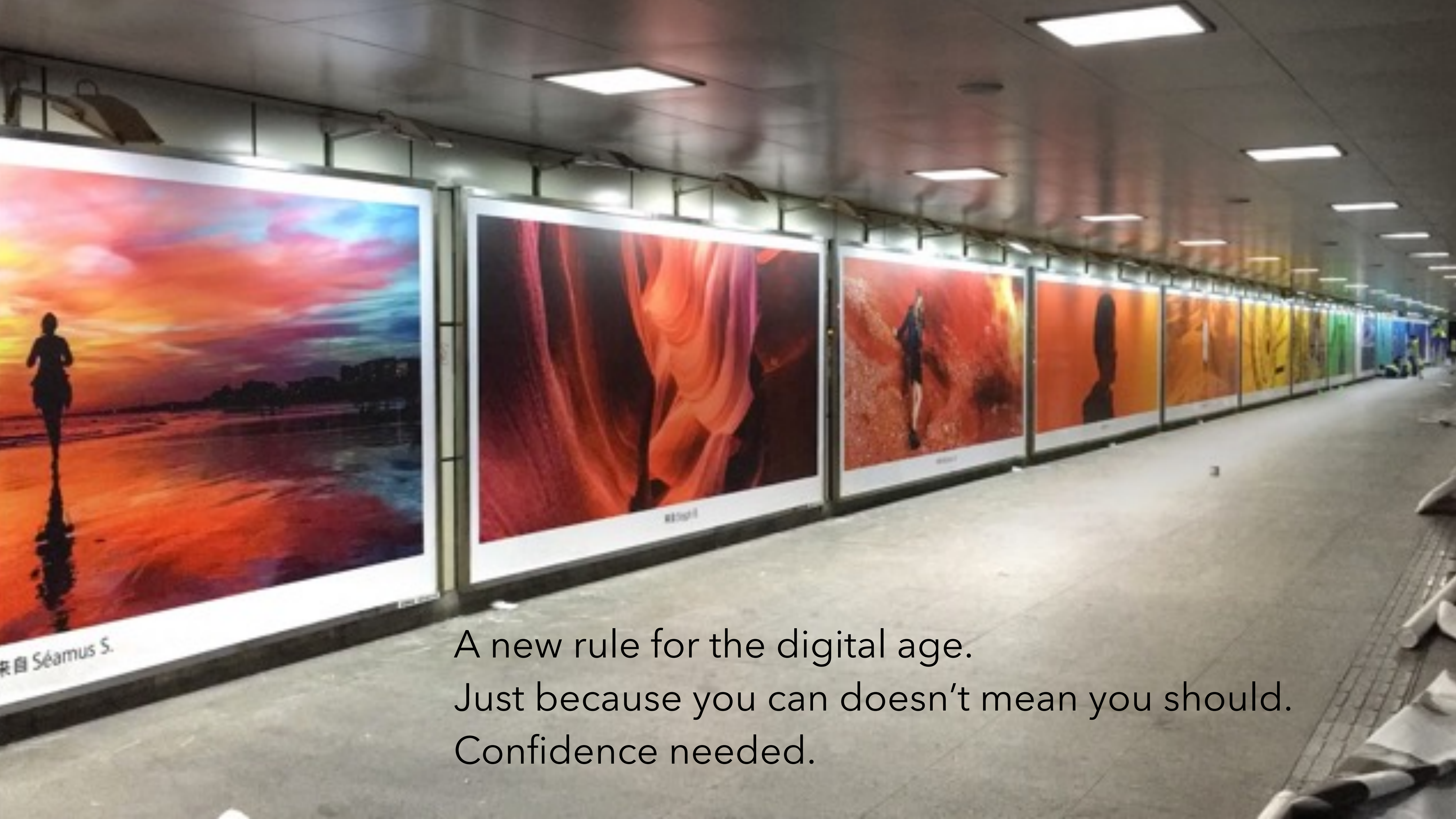
Shared cultural moment
Bigness
Wastage

It's right for me / one day
Relevance
Purposeful

It's perfect for me now
Precision

Personalization





来自 Séamus S.

A new rule for the digital age.
Just because you can doesn't mean you should.
Confidence needed.

5) New Retail




Subscriptions

Ok Google, order paper towels



Got it, ordering paper towels



 **subscriptions™**

delivery of your
essentials on
the schedule
you set.



5% off
subscription items



free shipping



an extra 5% off
when you use your REDcard
learn more

SAVE UP TO 25%



INTRODUCING
THE HONEST BOX

Safe products for the whole family in a
convenient, cost-saving subscription

As media tends to 100% of media- each screen becomes interactive.
And everything around you becomes the start of the purchase funnel.
Media **becomes** commerce.





ELECTRIC
company

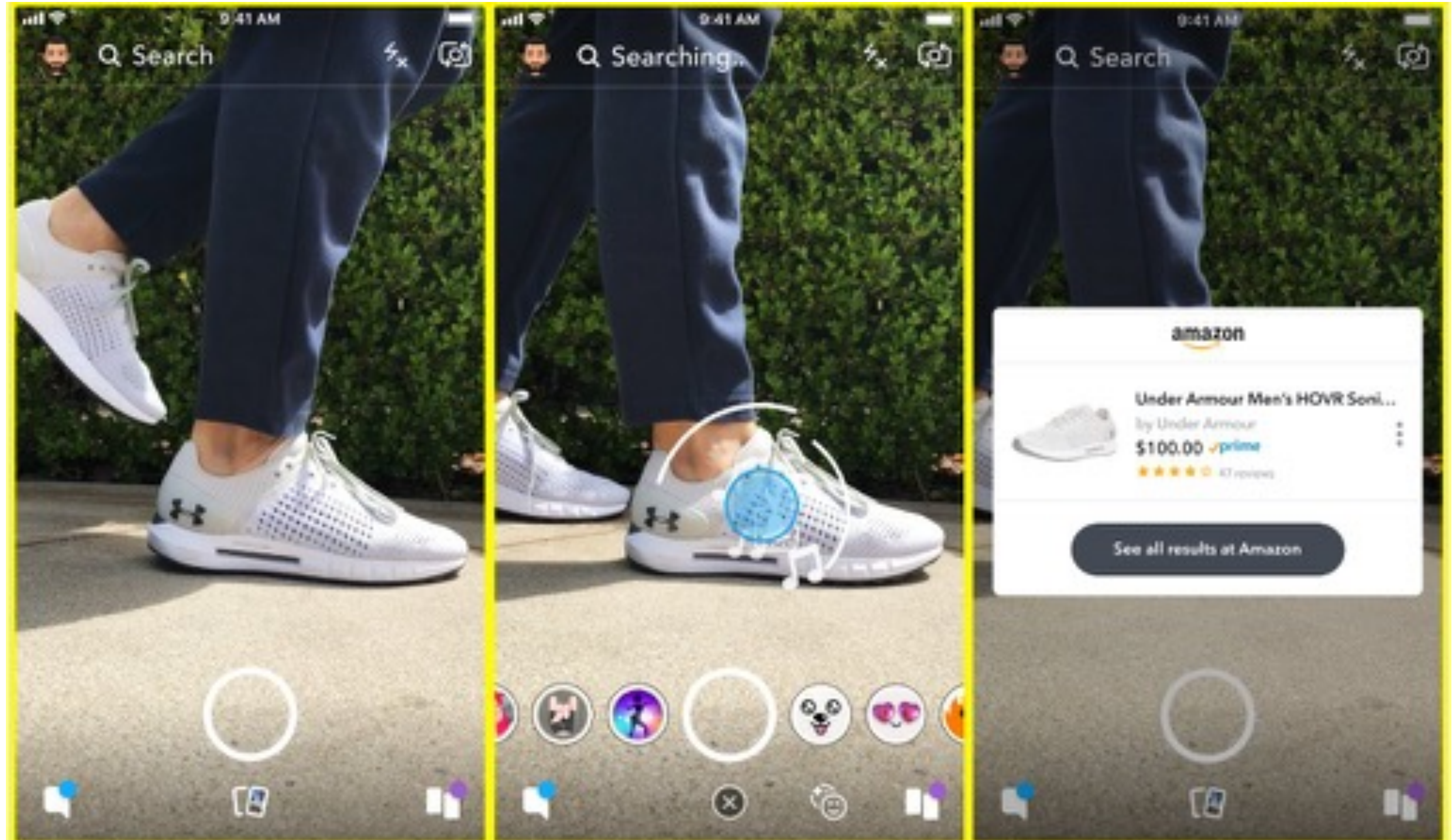
USERS INFORMATION

Address:

1234 Main Street
City, State, ZIP
Phone: (123) 456-7890
Fax: (123) 456-7891
Email: info@electric.com
Website: www.electric.com

Service	Rate	Usage
Electricity	\$0.12/kWh	1500 kWh
Gas	\$0.08/cu ft	100 cu ft
Water	\$2.50/cu ft	50 cu ft
Sewer	\$2.50/cu ft	50 cu ft
Trash	\$15.00/month	100 lbs

Image recognition and AI



BEN & JERRY'S

Flavor euphoria + free 2-hour delivery

Add Ben & Jerry's to your order using your
Fire TV remote or other Alexa device.

prime now


\$20 Prime Now order minimum applies

Who we are

Easy ice cream sandwiches



*"Alexa, order Ben & Jerry's
Americone Dream
from Prime Now."*

Press  to return home

Democratized Commerce

DIGITAL DARWINISM



Digital Darwinism Book

\$14.00

ADD TO CART

Buy with Apple Pay

[More payment options](#)

This is a brand new paperback copy of Digital Darwinism by Tom Goodwin

You can buy it directly from me with one click on Apple Pay or Google Pay.

If you send me a message to write, I can do that too. My



All organic greens
taste great and
dissolve well

[Shop now >](#)



Pea
Gre
\$4.

Best Seller



Sponsored
LUNA | #1 Sleep Aid on Amazon |
Naturally Sourced Ingredients | 60
Non-Habit Forming...
by Nested Naturals

★★★★☆ 4,994

\$21⁹⁵ (\$0.37/Count)

✓prime | FREE One-Day. FREE delivery by
Tomorrow, Feb 20 on qualifying orders over
\$35



Sponsored
Genius Sleep AID – Smart Sleeping
Pills & Adrenal Fatigue Supplement,
Natural Stress...

by The Genius Brand

★★★★☆ 1,745

Nested Naturals

★★★★☆ 4,994

LUNA | #1 Sleep Aid on Amazon | Naturally Sourced Ingredients |
60 Non-Habit Forming Vegan Capsules | Herbal Supplement with
Melatonin, Valerian Root, Chamomile | Sleeping Pills for Adults

#1 Best Seller in Valerian Herbal Supplements



\$21⁹⁵ (\$0.37 / Count)

✓prime | FREE One-Day

Get \$40 off instantly. Pay \$0.00 upon approval for the
Amazon Prime Store Card

Similar item, lower price



Nested Naturals

★★★★☆ 4,994

LUNA | #1 Sleep Aid on Amazon | Naturally Sourced Ingredients |
60 Non-Habit Forming Vegan Capsules | Herbal Supplement with
Melatonin, Valerian Root, Chamomile | Sleeping Pills for Adults

#1 Best Seller in Valerian Herbal Supplements



Similar item, lower price



Amazon Elements Melatonin 5mg, Vegan,
195 Capsules, 6 month supply

★★★★☆ 136

\$11.99 ✓prime

See more details

No, Thank You



Take Outs

Be excited.

Be curious about technology but obsessed with people.

Not everything is different, most advertising principles have not changed.

But what's different is something to rethink around.

Ohhh, and one thing

I didn't forget AI

It's just what powers a lot of this.

We have to focus on the strategy, consumer action, not the tech behind

**best
time
ever**

CHARLIE MATTHEW.COM

CHARLIE MATTHEW.COM

CHARLIE MATTHEW.COM

A white ceramic Maneki-neko (beckoning cat) figurine with red ears and a red collar, sitting in a golden bowl filled with coins. A lit red candle is visible to the left. The background is a warm, blurred gradient of orange and yellow.

Thank you