



# **THE CONVERGENCE OF MARKETING**





**THERE ARE NO MORE  
CAPTIVE AUDIENCES**

# STORYTELLING HAS BECOME FLUID



**8.2 SECONDS**





**A NEW ERA  
OF MARKETING**

**TRADITIONAL MODELS  
ARE BEING DISRUPTED**

A close-up photograph of a person's hands. The left hand holds a smartphone with a pink case, and the right hand holds a dark grey credit card. The background is a blurred white shirt and a wooden surface. The text 'MOBILE CONSUMPTION' is overlaid in white, bold, sans-serif font on the right side of the image.

# MOBILE CONSUMPTION

# DATA-DRIVEN APPROACHES

79768

71091

59%

71091  
20224

59%

49052

41% 25%





**CUSTOMER  
AT THE CORE**

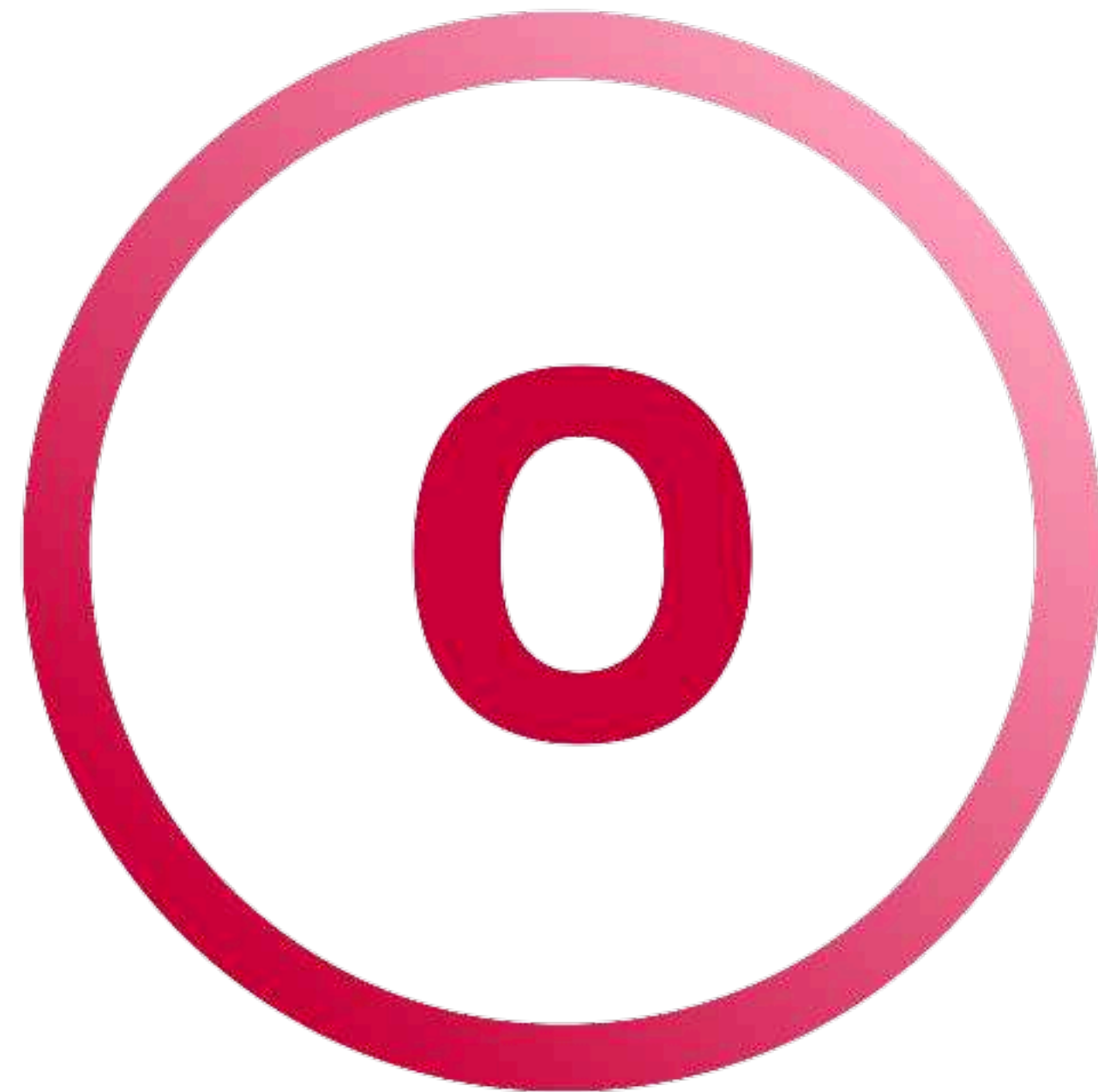
**FROM DIGITAL AGNOSTIC**



**TO DIGITAL NATIVES**

A conceptual image featuring a laptop and a smartphone on a dark wooden surface. Numerous 3D-style digital icons, such as gears, Wi-Fi symbols, charts, and social media icons, are scattered and appear to be floating or emanating from the devices. The overall aesthetic is modern and tech-oriented.

# WELCOME TO THE GEN Z UNIVERSE



**AMAZON** 6,659 packages shipped

**VIDEO/VOICE CALLS** 1,388,889 calls made

**WHATSAPP** 41,666,667 messages shared

**INSTAGRAM** 347,222 stories posted

**VENMO** \$239,196 in transactions

**NETFLIX** 404,444 hours streamed

**TIKTOK** 2,704 app installs

**YOUTUBE** 500 hours of video uploads

# **CUSTOMER NEVER SLEEPS**

**2.5 quintillion bytes of data  
are created every single day**





**TATTED MOTORCYCLE  
MOMS  
FROM CLEVELAND**

**WHERE DOES CREATIVITY LIVE  
IN A DATA-DRIVEN WORLD?**







# GREEN LIGHT RUN TOKYO

GREEN  
0:32:21

35°21'27.00"  
139°43'59.00"

GREEN  
0:32:26

35°21'27.00"  
139°43'59.00"

GREEN  
0:32:23

35°21'27.00"  
139°43'59.00"

GREEN  
0:32:22

35°21'27.00"  
139°43'59.00"

GREEN  
0:32:19

35°21'27.00"  
139°43'59.00"





**DATA NEEDS TO LIVE  
IN SERVICE OF CREATIVITY**

**CREATIVITY REMAINS  
THE MOST IMPORTANT  
SALES CONTRIBUTOR**

**47%**

**Nielsen / NCS Study based on nearly 500 studies**

# TITAN 2020



# SENTRA 2020







**CREATIVITY IS QUEEN**