

The 4 Trends for the 2020s

MRM // McCANN

May 19, 2014

// Who We Are

// Our Groups



McCANN
WORLDGROUP

By 1992, McCann Erickson had grown to become the world's largest agency network. But we recognized that evolving market trends required new ways of doing business and decided to meet those changes head on. Thus, in 1997, McCann Worldgroup was born.

To better serve our clients, McCann Worldgroup was established as seven different companies that deliver skills strategically essential to our clients' growth. Today these best-in-class companies form the world's leading marketing solutions network. The combined talents and global reach of our Worldgroup companies allows us to offer our clients tailored solutions that aim to transform their brands and grow their businesses.

CRAFT
WORLDWIDE

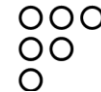


McCANN

McCANN
HEALTH
COMMUNICATIONS

MRM // McCANN

FutureBrand



weber
shandwick
engaging. always.

MRM // McCANN

// About Us



Our mission is to help our clients build their brands by conceiving, creating, and delivering measured programs and platforms that come together at the intersection of creativity and technology to attract, engage, acquire, and retain customers. We provide overall digital marketing solutions such as royalty programs (CRM), strategic proposals and operations in Social Media, development of brand sites/campaign sites, and deep analysis of customer data/traffic data.

In Japan, MRM Worldwide evolved out of McCann Direct, which was established in 1979 as a division of McCann Erickson. MRM Worldwide was launched on April 1, 2002 and is now a legal entity under McCann Worldgroup.

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// Our Offices

Representing a global network of more than 2,000 employees spread across 34 offices in 25 countries, MRM is one of the top five digital and direct agencies in the world.



// We Believe...

Ideas power everything

We are **better** together

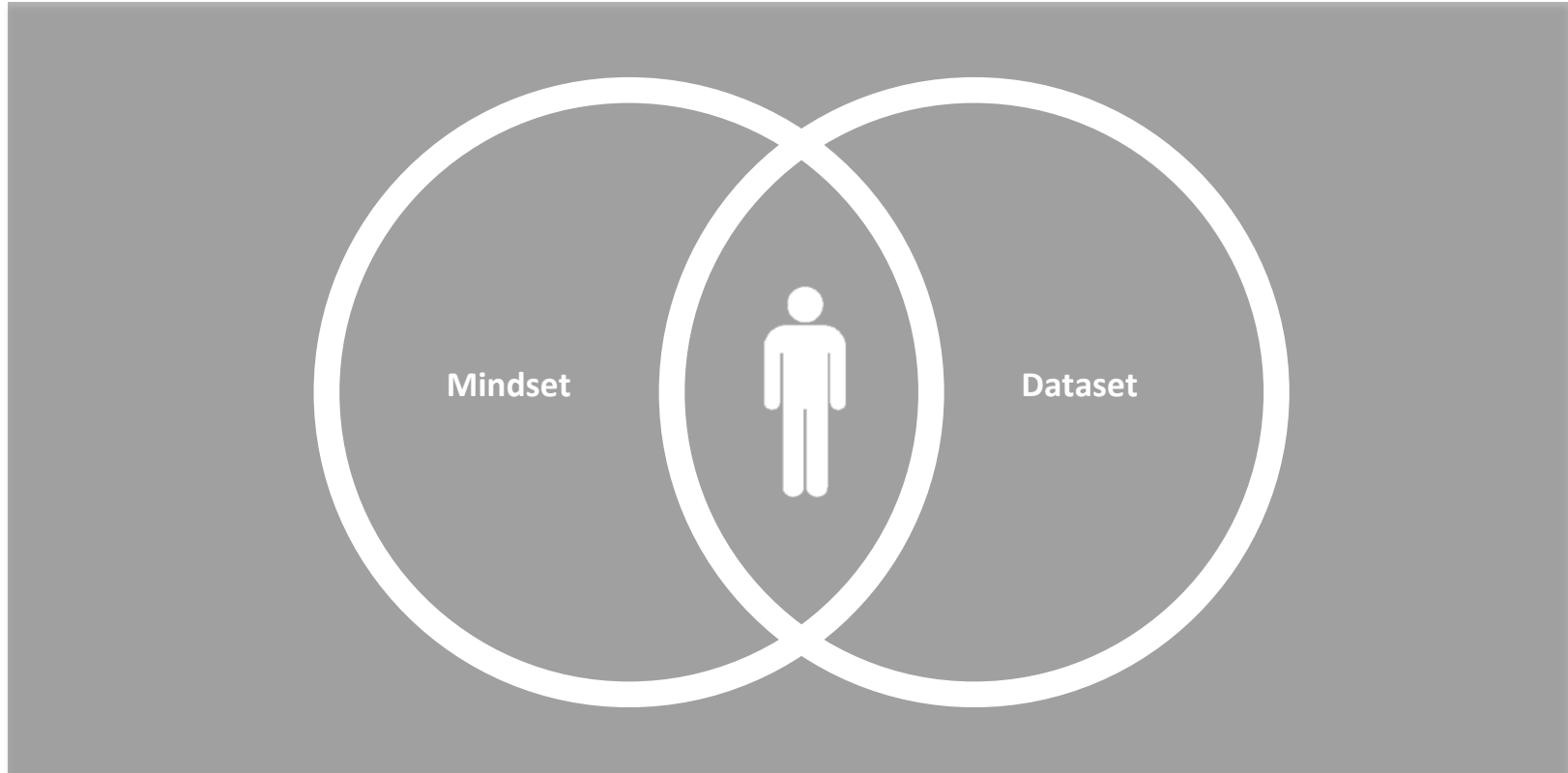
Complexity is **manageable**

We'll **figure** it out

It only **counts** if we deliver

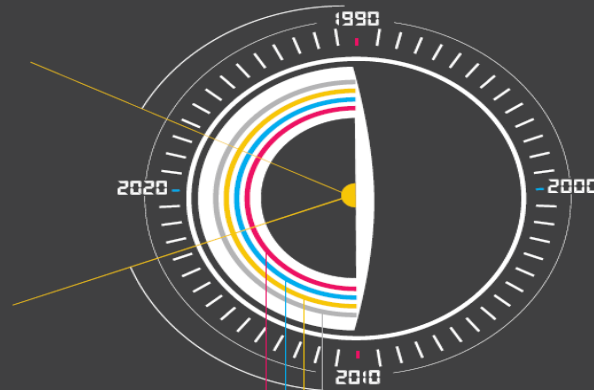
Technology is **magic**

// People first



4TRENDS
GET READY
FOR THE
2020s

BY 2020s
50
BILLION
Connected devices



THREE
TRILLION
USD
IN MOBILE
ECOSYSTEM
REVENUE
BY 2020.
4.5
TRILLION
USD
IMPACT OF
MOBILITY.
* Source GSMA

4 TRENDS



NEW
TRANSACTION



REMIX
REVOLUTION



TV
REBORN



INVISIBLE
INTERFACES

NEW TRANSACTION

DEFINITION

Through new platforms and the growing popularity of peer-to-peer sharing, people are realizing their ability to create new value, where "transactions" are becoming about more than just money.

TODAY

DHL My Ways mobile app uses the public to deliver the last mile.



MYWAYS



BY 2020

Where your Power Seller status in eBay can act as currency for payment or access to another product or platform. specification direct to a retailer.

DISRUPTION

As the global financial crisis forces people and businesses to rethink their future, the challenge and opportunity comes from understanding how you can create new economies or platforms from the ashes of your old business model.



It took four years for Airbnb to serve its first 4 million guests — a number which has grown to 9 million in the nine months since the end of 2012.





DEFINITION

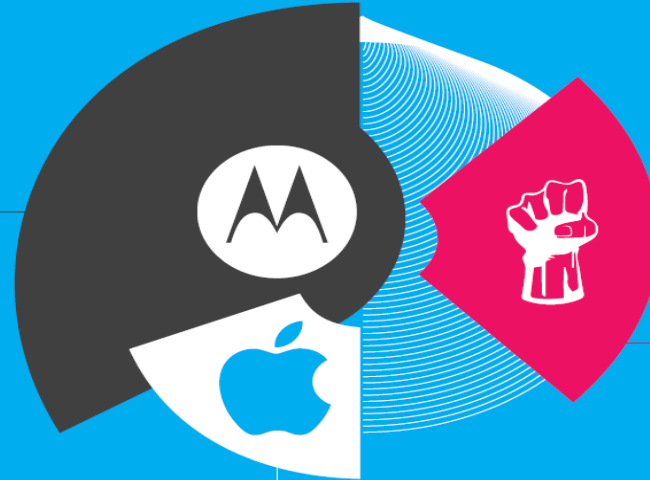
Customers are getting used to personalized products and services and finding like-minded people to create the perfect product (Kickstarter). Remixing existing products to give exclusive editions is getting easier as low volume manufacturing becomes cheaper. Acknowledging this niche is growing, means manufacturers of mass produced items need to provide similar capability.



3D printing was recently named by Goldman Sachs as one of eight technologies that are going to creatively destroy how we do business.

TODAY

Motorola provide mass customization where multiple options are available for your phone on-demand.



BY 2020

As you order a shirt to be made in a colour inspired by tropical holiday snaps, the 3D sensors (such as those designed by Apple's recent purchase Kinect-maker Primesense) in your device will help analyse your body shape and skin tone to give advice on whether it will look good on you or not.

DISRUPTION

Pretailing through crowdfunding and manufacturing through 3D printing centres or artisanal manufacturers appealing to Green or Patriotic sensibilities will find growth. How will you compete?

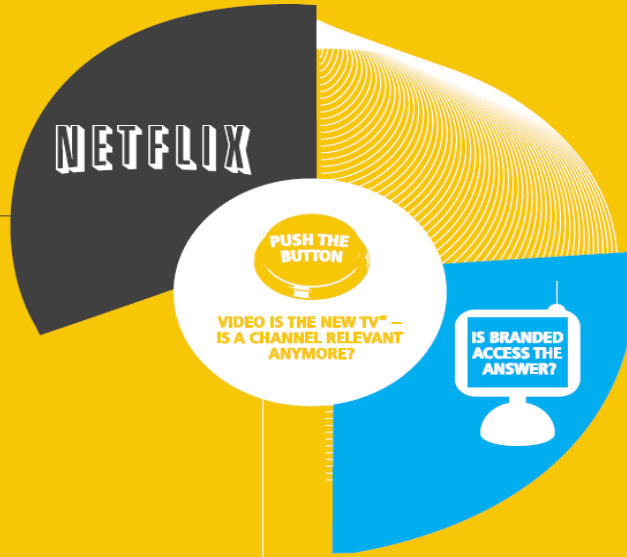


DEFINITION

As streaming services become "normal" the way we interact with video content is at a tipping point: set free from usual tech constraints & becoming real-time, interactive and social.



More people in the U.S. now pay to stream movies each month on Netflix than pay for HBO. 29.93 million people in the U.S. pay \$7.99 each month to stream movies, documentaries and TV shows.



TODAY

By knowing their customer data, Netflix confidently funded and made available a whole series (of House Of Cards) at once satisfying customer desires.

BY 2020

Crowd-funded premium video content means funders getting parts and profit. Networks and brands as crowd-funders next to individuals.

DISRUPTION

People will pay for content they love. A global audience allows niche content to be created profitably but where is the advertising opportunity? If your brand still wants to message next to great content, you need to be next to Premium Video. Is Branded Access the answer?



INVISIBLE INTERFACES

DEFINITION

Wearable computing devices are breaking out beyond sports and wellness wristbands to devices that can now be integrated into all things. This suggests a future where actions and tasks can be performed without having to hold your mobile phone and our bodies becoming the interface.



64 million wearable technology devices by 2017.

TODAY

Wristbands such as Jawbone Up & Nike+ FuelBand etc which track the users sleep, movement, exercise and lifestyle. The smartphone display here is still the main "hub" for interaction.

BY 2020

Small sensor devices in clothes, cars, contact lenses, food, mirrors, shops, food and our houses able to communicate with each other and provide tailored information including also health related data and allow augmented user interaction by voice, facial expression or by thought. Hospitals will be able to provide a diagnosis based on vital stats tracking undershirts.

Eg Apples iBeacon devices, Sony intelligent wigs, Microsoft mood sensing bras, Hexoskin T-Shirt.

Link



DISRUPTION

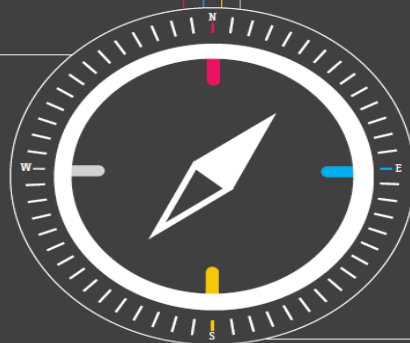
The need for actively accessing the internet will decrease. New devices will do this for us. Devices as we know them today will start to disappear. We will move from a visual "display" brand world to an invisible data world with new ways of interaction. What true values can brands provide in this new setting?

WHAT NEXT?

"I am not advocating communism or trying to turn the world into a kibbutz. Some people sometimes accuse me of being a socialist but I am a capitalist at heart. But what I want is a sustainable and equitable capitalism. Why can't we have that as a model?"

Paul Polman, CEO of Unilever

Technology is empowering people in new and exciting ways and in turn, this is disrupting industries & business models. As we move to a more connected future for you to realize its potential, it is important to understand your own 2020 plan.



WHAT
WILL YOU
DO
NEXT?
WHAT'S
YOUR 5
YEAR PLAN?

*“The best way to predict the future
is to invent it.”*

Alan Curtis Kay

// Thank You