



1  
2  
3  
4  
5  
6  
7  
8  
9  
10

**ZENITHOPTIMEDIA'S  
2015 EMERGING  
TOP TEN TRENDS**

CREATING BRAND VALUE  
THROUGH PERSONALISATION

ZenithOptimedia  
The ROI Agency

- 3** INTRODUCTION
  
- 6** MAPPING TRENDS AGAINST  
CUSTOMER EXPERIENCE LOOP AND LOCATION
  
- 7** TREND 1: VIDEO EXPLOSION:  
BRANDED CONTENT ON DEMAND
  
- 8** TREND 2: PROXIMITY MARKETING:  
BEACONS LIGHT THE WAY
  
- 9** TREND 3: RETAIL SCENTS:  
SMELL OF SUCCESS
  
- 10** TREND 4: SOCIAL PERSONALISATION:  
BEYOND FRIEND RECOMMENDATIONS
  
- 11** TREND 5: CUSTOM-FIT:  
TECHNOLOGY DRIVES PERSONALISATION
  
- 12** TREND 6: PHOTO SHOP:  
FROM IMAGE TO PURCHASE
  
- 13** TREND 7: SWIPE RIGHT TO SHOP:  
MOBILE INTERFACES ACROSS GENRES
  
- 14** TREND 8: SMART SENSORS:  
AUTOMATION BECOMES REALITY
  
- 15** TREND 9: BRAND STORYTELLING:  
TECHNOLOGY CHANGES THE PLOT
  
- 16** TREND 10: GEOTAINMENT:  
SOCIALISE YOUR SURROUNDINGS
  
- 17** CONCLUSION
  
- 19** ABOUT ZENITHOPTIMEDIA

Welcome to ZenithOptimedia's 2015 Emerging Top Ten Trends. By examining technological developments, changing consumer behaviours, and shifts in media and entertainment, our annual reports are focused on trends that we believe will shape brand engagement over the coming years. This report is designed to help brands apply the learnings from these trends in order to enhance consumer experience and ultimately drive ROI.

Unlike the other trend forecasters, ZenithOptimedia has three clear stages in its approach to trend analysis:

### 1. ASSESS HOW PREVIOUS TRENDS HAVE EVOLVED

We study how new technologies are set to combine with existing technologies in order to predict the impact on brands, consumers and the media and entertainment industry. Where appropriate, we bring back trends from previous reports, i.e. when they hit tipping point and/or when they bring new value. ZenithOptimedia has identified trends leading up to 2038 and we are using these macro trends together with 'ZenithOptimedia's CES 2015 Trends for Marketers' and 'ZenithOptimedia's Insights from Davos 2015' as reference points to identify new trends.

### 2. IDENTIFY THE NEEDS, WANTS AND BEHAVIOURS OF PROGRESSIVE CONSUMERS

We look to the Millennial generation to provide signals of what is new and what is changing. They are the early and significant adopters of new technology. This generation is concentrated in cities where more sophisticated infrastructures exist and clashes of ideas and culture occur. ZenithOptimedia is uniquely placed to understand this progressive generation. In 2014, we conducted a major global study: The Pursuit of Happiness: Creating Meaningful Brand Experiences for Millennials.

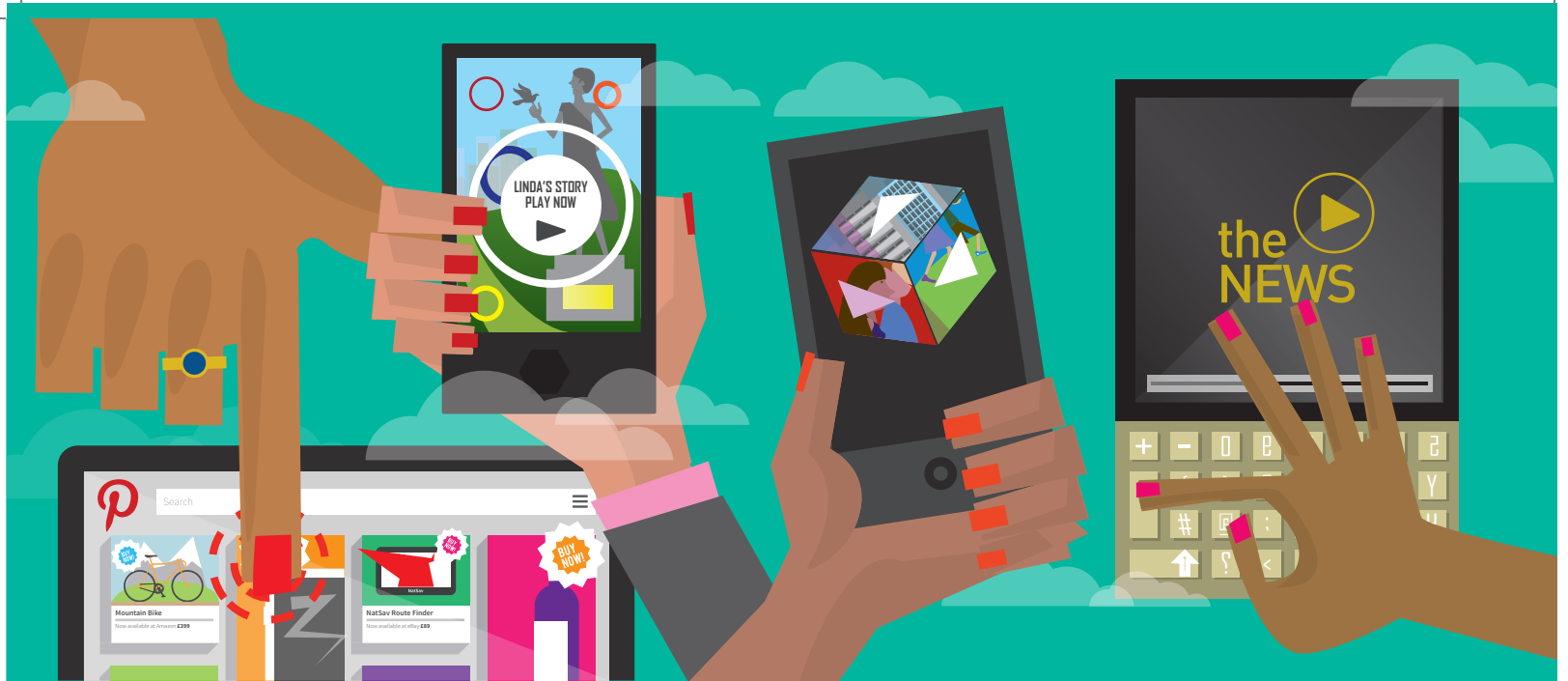
### 3. MAP THE TRENDS TO THE CONSUMER JOURNEY

As part of our analysis, we assess what opportunities the latest trends present in terms of enhancing user experiences along the consumer journey.

Also, we consider the particular locations where these opportunities can be best realised.

With such a rigorous approach to the identification and application of our trends, we believe this report will be invaluable in helping brands to better achieve their marketing goals.





## ZENITHOPTIMEDIA'S 2015 TOP TEN EMERGING TRENDS: CREATING BRAND VALUE THROUGH PERSONALISATION

The overarching theme of ZenithOptimedia's Top Ten emerging trends is Millennials' desire for personalisation (we defined Millennials as young adults aged 18 to 34, born between 1979 and 1996). This report will shed light on how new technologies facilitate personalisation in ways that consumers find meaningful. Our 'The Pursuit of Happiness: Creating Meaningful Brand Experiences for Millennials' study revealed Millennials value meaningful experiences that provide fulfilment and add a sense of purpose to their lives. Meaningful experiences build up into stories that reflect Millennials' identities and inspire them to make the most of life. Personalisation helps Millennials to define themselves through the choices they make and the controls they impose on their lives. They demand products they want, via the shopping experiences they want, from companies that do business in the ways they want. Personalisation of products and services helps to make life easier for Millennials.

Millennials are adept at making the most of technology to create a world of difference for themselves. Technology has given them the freedom to redefine the way they work, play and shop and to take control of their daily activities. With the growth of mobile apps and connected devices that can measure just about everything in their daily lives, Millennials build self-knowledge and organise their lives through self-tracking. We call this phenomenon the 'quantified self'.

Our 2015 emerging trends show how technology now helps brands to leverage consumer data in order to create retargeting opportunities, develop new services and products and facilitate automation for their customers. Brands looking to engage Millennials, need to understand how their values are shaping their need for distinctive products and services. While their parents' generation focuses on material wealth, this generation makes 'do good, live well' their life mission. A growing number of Millennials want to create a positive impact in their community, to help protect the environment and to lend their support to social causes. Campaigns for gender equality, sustainability and social justice are not new, however, for this generation supporting these causes forms part

of their identity and many Millennials seek out socially and environmentally responsible brands.

The Top Ten emerging trends in this report inspire brands to seek opportunities to offer personalised products and content that helps Millennials enhance their identities through meaningful experiences and life improvement.

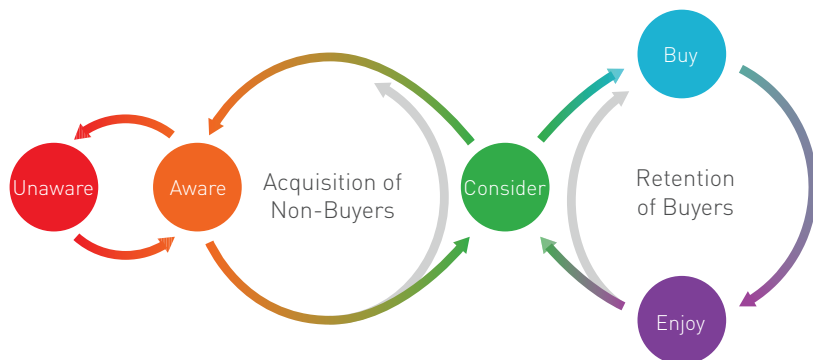
So how is it possible for personalisation to play out throughout the consumer journey? Developments in technology and the move towards the Internet of Things will see brands and retailers alike capturing not just transaction data but also continuous customer data. This will give rise to new customer-driven metrics to improve the shopper journey and point-of-purchase experience. The convergence of cloud and mobile computing will continue to facilitate the growth of centrally coordinated applications that can be delivered to any device. Mobile apps will become a necessity – the primary means of providing personalised solutions for many brands. In this world, Millennials will expect seamless integration across devices, speed of service and ease in the user experience. Most importantly, they will expect meaningful value exchange.



The trends of 2015 will all ultimately see more brands creating experiences for consumers that make their lives easier and help them to find greater purpose in life.

## MAPPING TRENDS AGAINST CUSTOMER EXPERIENCE LOOP AND LOCATION

To help you understand how these trends relate to the consumer journey, we have mapped out where these trends fit into the ZenithOptimedia's Customer Experience (CX) Loop.



The CX Loop – shaped like a figure-of-eight infinity loop - recognises the consumer journey is an endless loop because the brand customer base is dynamic, with consumers flowing in and out over time. Buyers and non-buyers come into the journey and the stages in the CX Loop defines what customers feel and do as they engage with a brand over time.

We regard the 'Consider' stage to be the critical turning point with buyers and non-buyers choosing to engage with a brand or move away from it. Acquiring non-buyers involves building brand awareness and consideration before purchase. Meanwhile, retaining buyers involves brand enjoyment and re-consideration before repeat purchase.

### STAGES IN THE CX LOOP:

#### UNAWARE – AWARE

The way in which consumers become aware of brands is changing, as they can now be engaged in numerous different ways. Increased connectivity outdoor, in-store and across channels/devices makes sure consumers receive the most relevant information at the right moment and location, just as they need it.

#### AWARE-CONSIDER

As consumers can be reached with increased frequency, the question has to be asked – how can brands truly trigger consumer interest amidst the plethora of choice?

#### CONSIDER-BUY

The increasing complexity of digital channel behaviours is creating risks but also opportunity to drive further improvements in overall conversion metrics, especially minimising rates of checkout drop-off. To that extent, we expect to see acceleration in innovation particularly around how brands respond to growing expectations for smarter, faster, experiences at or close to the point of purchase.

#### BUY-ENJOY

The potential for more personalised post-purchase experiences is being furthered by ever increasing amounts of data, enabling us to predict and anticipate consumer needs faster and more accurately. We believe that brands that truly take advantage of data will have a far better chance of long term success.

## HERE OUR TRENDS WILL HAVE THE MOST IMPACT

We identified three types of locations where our trends are likely to have the most impact:



### HOME

Adding further connectivity and personalisation to the most connected and personal space in our lives is both a clear opportunity and a challenge for brands. CES 2015 showed us that smart-home tech is becoming easier to use and dramatically more affordable. Home automation and home security allows consumers to improve their lifestyles through better control, while saving them time and money. However, data privacy is crucial if people are to be persuaded to increase the connectivity of their homes.



### OUT OF HOME

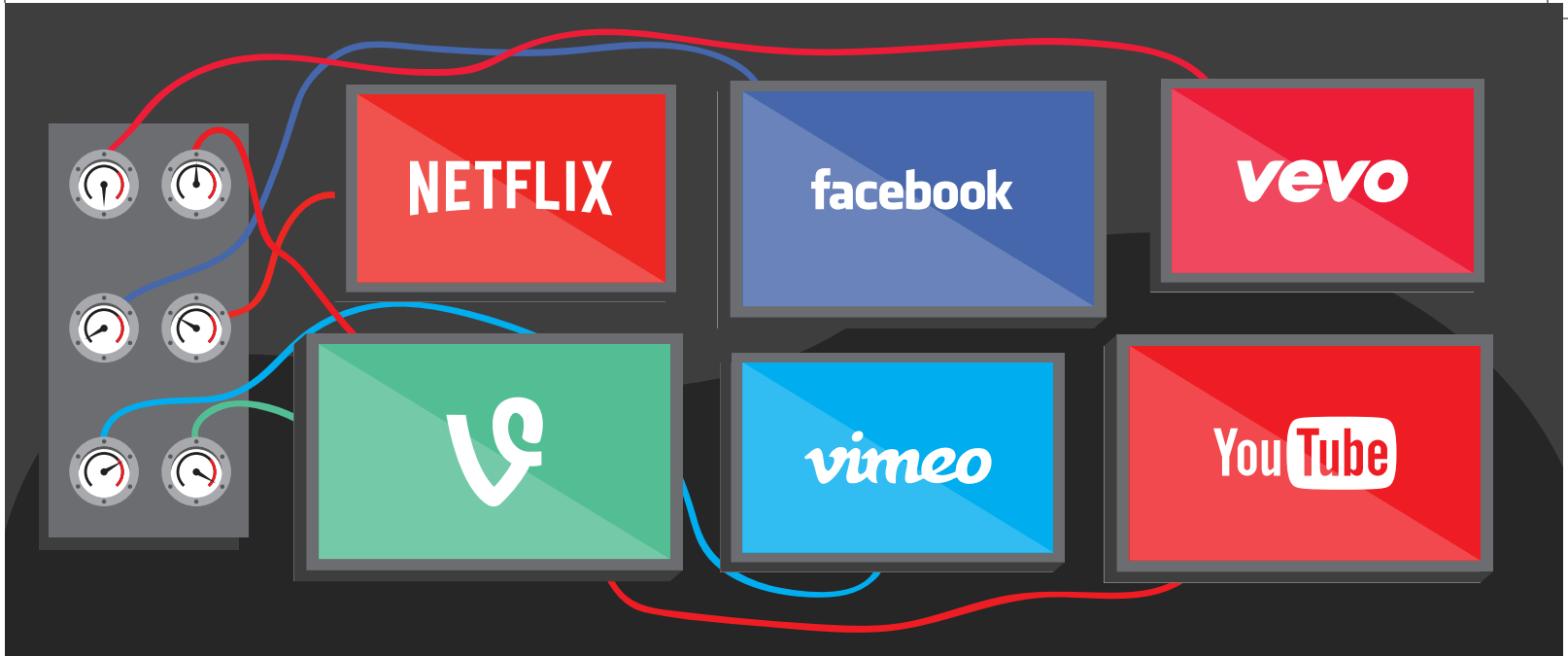
Increased connectivity - through better mobile connectivity and faster Wi-Fi connections - and enhanced mobile experiences - through ever larger mobile screens and phablets - means that consumers not only have ubiquitous access to content, but now expect to enjoy a great online experience anywhere. If done well, greater utility offerings that will help track, locate and navigate - as well as good contextual content - will enable consumers to purchase wherever they are or drive them to the nearest point of sale. Brands will therefore have to go to greater lengths to optimise the consumer journey beyond the limits of their retail space.



### IN-STORE

Digital technology is transforming in-store retail. Shops are becoming hubs of exploration and interactivity that delight and surprise shoppers. Consumers are being encouraged to use their mobiles to check-in and receive personalised deals. Relying on sales assistants for information is becoming a thing of the past as strategically-placed screens are providing shoppers with extensive product information and enabling them to discover brand stories. Creating in-store entertainment and experiences is becoming the best way to ensure return visits.





# 1 VIDEO EXPLOSION

## BRANDED CONTENT ON DEMAND

In recent years, video has migrated across an array of platforms. Consumers now see online video as a mainstream alternative to linear TV. It is one of the fastest-growing advertising channels (it grew 31% vs. 5% for traditional TV in 2014), and is creating new opportunities to reach consumers outside the home through their mobile devices. ZenithOptimedia expects online video to account for 12% of all digital adspend in 2015. Some consumers are abandoning traditional TV entirely for online video, and while their numbers are still low, they will grow as more high-quality content debuts online. Networks such as HBO that were once seen as key selling points for cable TV are making unbundled content available over the internet. At CES 2015, Dish Network unveiled its new Sling TV video service, which allows subscribers to view cable staples like ESPN, Cartoon Network and TNT live online. Digital video promises to be particularly useful at generating awareness among mobile shoppers, who are three times more likely than desktop shoppers to view a video (source: [OnlineVideo.net](http://OnlineVideo.net)). Brands should be prepared to become content creators themselves and develop shareable branded content, or partner with video producers to develop branded content that integrates naturally into existing programmes. There is also a huge opportunity to partner with online celebrities to tap

into their influence and engagement with their enthusiastic fan bases. As video is accessed across different devices, cross-screen branding calls for a new approach to find the right audience with the right mix of content at the right time. However, the online video industry still has to overcome several problems with the tracking and standardising of currencies, in particular viewability, which is being compromised by things like ad blocking (popular with 41% of young millennials; source: Pagefair and Adobe). Applying new viewability metrics will enable brands to gain a deeper understanding of their ROI on video.

### BRAND ACTIONS

Create bespoke branded content that supports engaging brand stories and ensures cross-device integration based on consumer's viewing habits on different platforms.

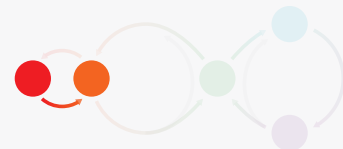
Consider partnership with online celebrities in order to leverage their highly engaged audiences in an authentic way.

Implement metrics for viewability to ensure video content is seen by the right people, at the right time and in the right places. This will improve receptivity of brand messaging.

### LINKS

Sling TV:  
[www.sling.com](http://www.sling.com)

Where is this trend most relevant on the CX loop?



At which location is this trend most relevant?





# 2 PROXIMITY MARKETING

## BEACONS LIGHT THE WAY

Proximity marketing is growing in importance and effectiveness, fuelled by emerging technologies. The latest technology in this space is the beacon - a low-power radio transmitter that can send Bluetooth signals with real time information to customers' smartphones around the vicinity of the store or in-store as they approach a relevant product or department. Instead of measuring location by GPS, this micro-location technology measures proximity and is more precise indoors. Beacons communicate with downloaded brand apps, which facilitates more accurate tracking of behaviour and enables brands to send consumers personalised messages and offers. Beacon is valuable in the Unaware-Aware stage as consumers can benefit from the real-time suggestions of brands, where the product is located and related offers.

When used in the right way, beacons can increase in-store app usage almost 17 fold, and shoppers who receive a beacon message are over six times more likely to keep an app on their phone (source: inMarket). Brands should look to offer genuinely beneficial and contextually relevant experience to customers, and invest wisely in predictive analytics to serve their most tailored offers. Virgin Atlantic began a trial of Apple's iBeacon

at London's Heathrow Airport in May 2014. Premium passengers were able to receive personalised notifications and offers via their iPhones. And Marriott Rewards became the first major hotel loyalty programme to offer geo-targeted mobile offers during a member's stay.

### BRAND ACTIONS

Find out upfront from the app user types of information they want to know and find useful in order to serve them the relevant and meaningful information when they are in the vicinity or in-store.

Study shopper visitation, frequency, how much time they spend in the department as well as shopper movement within the stores in order to adjust messaging and review in-store inventory to maximise sales.

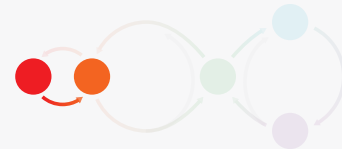
Identify the high value consumers by measuring the vouchers/ promotions redeemed in order for store staff to recognise and treat them accordingly.

### LINKS

Virgin Atlantic:  
<http://tinyurl.com/mws9o5u>

Marriott Rewards:  
<http://tinyurl.com/pl8erte>

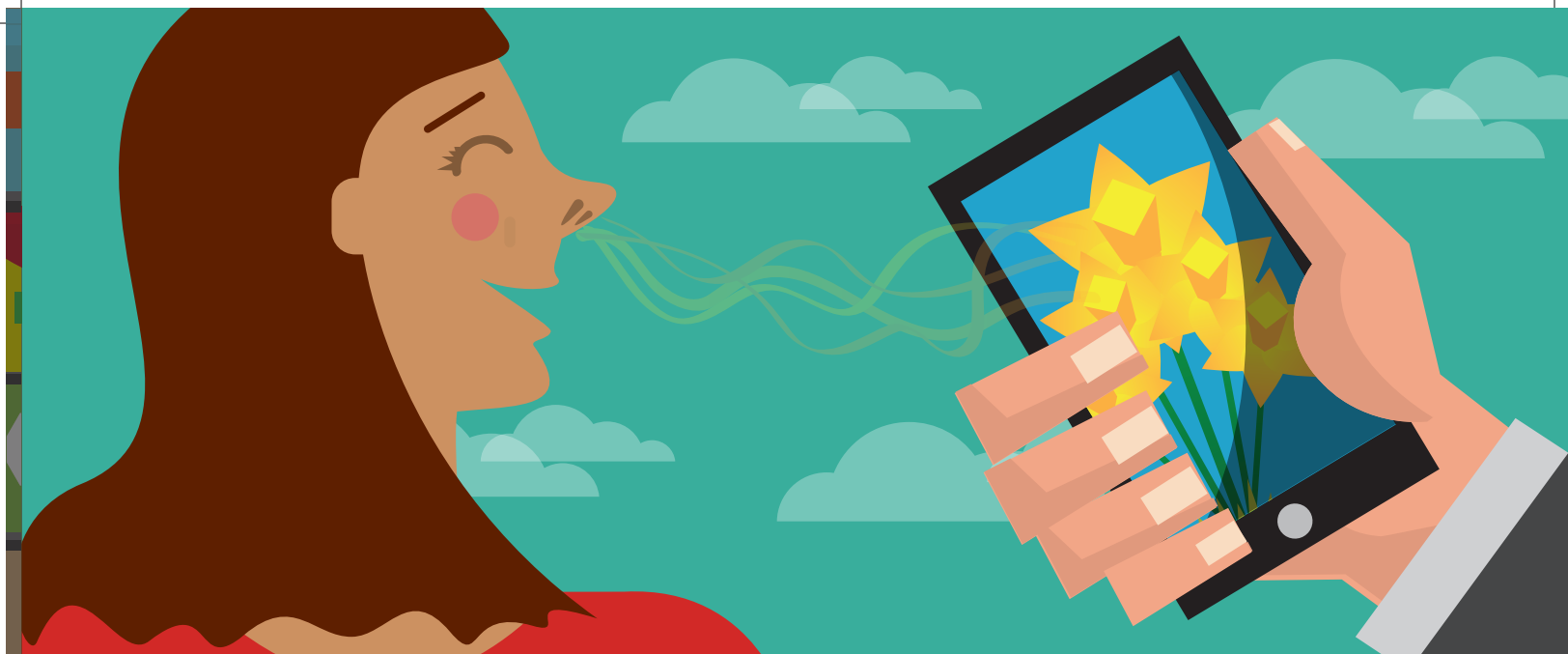
Where is this trend most relevant on the CX loop?



At which location is this trend most relevant?







# 3 RETAIL SCENTS

## SMELL OF SUCCESS

How we use all of our senses in the purchase process has not been that well understood and some of our senses are often overlooked by retailers and marketers. Recently, development work has been done on the use of scents and fragrances and a growing number of brands are pandering to our sense of smell to add another level of intrigue in the process of product discovery. Research by Nobel Peace Prize winners Richard Axel and Linda Buck reveal that our sense of smell is widely considered by scholars to be our "most emotional" sense. Rather than analysing the information we receive from a particular scent, we immediately produce an emotional response. In the Awareness-Consider stage, brands can consider exciting and meaningful ways to use the sense of smell to heighten consumers' desire to explore and interact with products. York travel guide Smell York uses 12 different scents – one for each month of the year – to tempt young people to York. Scents range from the fresh and new, such as the whiff of daffodils, to smells of the past, such as steam trains and gunpowder. In the case of the Ophone, you can use your phone to send scented messages – 320 scents are available!

### BRAND ACTIONS

As part of a consumer journey audit, brands should include how sensory experiences impacting on brand behaviour.

Consider brand activations that use a wider range of sensory experiences, especially in events and sampling.

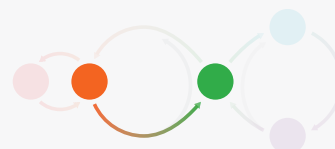
Invest in fragrance testing to ensure your chosen scents evoke just the right feelings towards the brand, products and services.

### LINKS

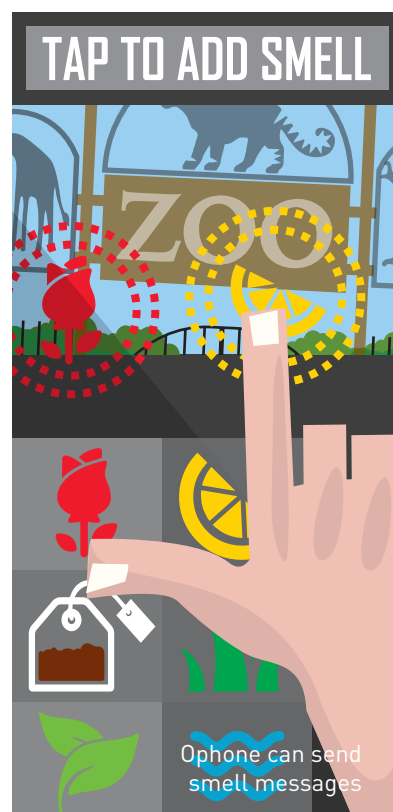
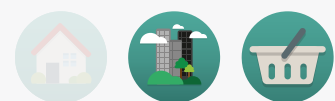
Smell York:  
[www.visitork.org/first-smellyork.aspx](http://www.visitork.org/first-smellyork.aspx)

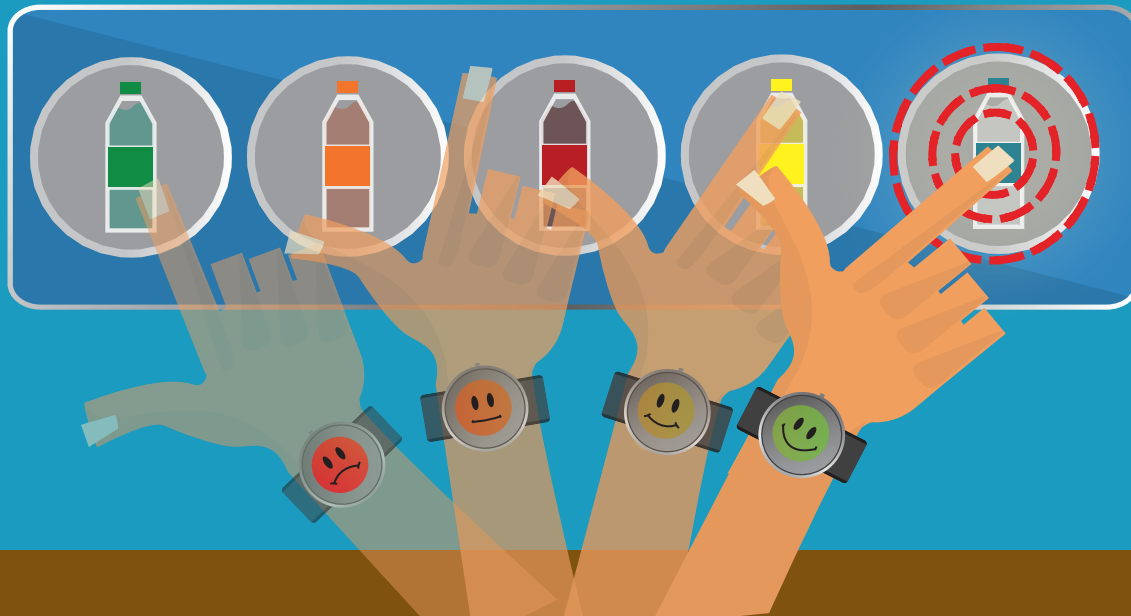
Ophone:  
[www.onotes.com](http://www.onotes.com)

Where is this trend most relevant on the CX loop?



At which location is this trend most relevant?





# 4 SOCIAL PERSONALISATION BEYOND FRIEND RECOMMENDATIONS

In 2013, we identified recommendations from friends on social media as an emerging trend – shoppers are highly influenced by advice and recommendations from their social circle. We believe this trend will expand this year with social recommendations giving rise to social personalisation. Brands already offer platforms for individuals to create their considerations and to invite friends and people they trust to give their input. This year, we will see individuals taking greater control in identifying the people who they want to help them curate unique consideration lists. In the Aware-Consideration stage, consumers are going to make better decisions with input from friends. For example, Delectable, a wine-cataloguing app recognises and stores what an individual has been drinking purely from the label on the bottle and then maps out suggested wines, with a simple rating. The app also allows friends to comment and chart their favourites too. Altogether, it makes purchasing (and simply ordering) easier because personal tastes are laid out clearly, with plenty of cross-

references and suggestions. Dutch airline KLM recently launched its Must See Map, which enables visitors to create a personalised city map, filled with tips and recommendations from friends. We can expect discovering new experiences to get easier and more reliable for everyone as the people will endorse and help create recommendations.

## BRAND ACTIONS

Create a platform for the consumer for personalise their consideration and shopping list and the social element to help them make choices.

Create meaningful content to help the individual discover more about the category and brand.

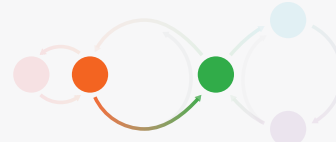
Tailor-made deals based on the individual's choices.

## LINKS

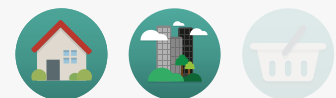
Delectable:  
<http://tinyurl.com/n8pt32s>

KLM Must See Map  
[http://mustseemap.klm.com/ot\\_en/create-map/intro](http://mustseemap.klm.com/ot_en/create-map/intro)

Where is this trend most relevant on the CX loop?



At which location is this trend most relevant?



KLM Must See Map invites social recommendations



# 5 CUSTOM-FIT

## TECHNOLOGY DRIVES PERSONALISATION

Our first four trends focus on brands offering personalised recommendations based on behavioural data. However, as much as Millennials welcome recommendations, ultimately they want to be in control of their actions. Millennials tend to expect customisation and mix-and-match products in the Consider-Buy stage. Customisation and mix-and-match are not new - what is new is the technology to help people build their own products. At CES 2015, we saw an array of affordable 3D printers, which will accelerate product customisation. This is a real game-changer, disrupting the way brands interact with consumers, and ultimately giving people far more control. For example, Cook Smarts goes beyond recommendation meals and recipes – common with most food apps – and is instead a comprehensive food concierge service. From meal-planning services to personalised tutorials, as a service it is far more effective at converting food and grocery purchases. Another example that takes the consumer/creator interaction to next level is TOG, a new 21 item furniture collection that combines an open source design process with high quality craftsmanship and low-cost, mass production. By using the TOG app, it's also possible to enlist

the services of artisans, including weavers, upholsterers or painters, to add a unique finishing touch. Each personalised piece can either be shipped directly to the client or downloaded as a blueprint for 3D printing. Brands should be prepared to recognise occasions where their technology experiences may be starting to crowd out a desire by individuals to feel they can make their difference.

### BRAND ACTIONS

Audit current product and services in order to provide consumers options to choose from. There is a possibility to partner with other brands to provide full range of products and solutions the consumer is looking for.

Study in-app behaviours to ensure ease and convenience for consumers to customise their needs.

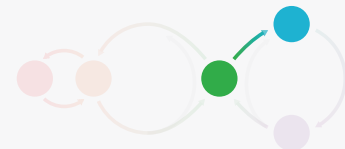
Quantify value of customisation in order to streamline common customisation needs and profitability.

### LINKS

Cook Smart:  
[www.cooksmarts.com](http://www.cooksmarts.com)

Tog  
<http://tinyurl.com/pk92xzc>

Where is this trend most relevant on the CX loop?



At which location is this trend most relevant?



### WEEKLY RECIPE PLANNER



Cooksmart facilitates consumer's meal planning



# 6 PHOTO SHOP

## FROM IMAGE TO PURCHASE

As digital video gains prominence in 2015, let's not forget the power of the visual web. Our trend "Visual info-gratification: discovery through engaging images" in 2013 has stepped up to the next level. We believe visual web sites will be a new sales channel in 2015. It is a natural next step for brands to build sales channels behind established social platforms like Pinterest and Instagram. Both of these sites are more than social networks – they have become search engines where people search for aspirational lifestyle visuals. Now brands are testing the potential for making their images shoppable. The latest brand to try this is Michael Kors, which just launched #Instakors. Users register their email addresses and Instagram user names at the special landing page. Michael Kors then sends a linked email whenever the customer "likes" a shoppable photo. Ikea developed its Instagram Catalogue, effectively creating a website built into the Instagram grid. These well-publicised examples demonstrate the power of images to speed up transactions in the Consider-Buy stage. Brands should be prepared to actively review the extent to which their photographic owned assets, as well as video, should be re-purposed

to support conversion to purchase.

### BRAND ACTIONS

Develop picture postcard quality visuals that speak to the consumers emotionally, to encourage them to find out more information about the product or share with their friends.

Review existing online shopping catalogue brands to find best in class executions, and so develop effective calls to action and easy navigation to purchase.

Develop on-going tests to identify effective call-to-action campaigns.

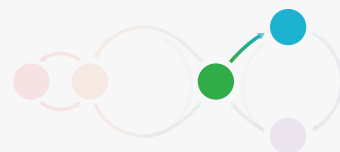
### LINKS

Pinterest:  
<https://business.pinterest.com/en/tools>

Michael Kors  
<http://instagram.com/michaelkors>

Ikea  
[http://instagram.com/ikea\\_ps\\_2014](http://instagram.com/ikea_ps_2014)

Where is this trend most relevant on the CX loop?



At which location is this trend most relevant?



### MICHAEL KORS HANDBAG

Michael Kors  
Classic Black Leather

VISIT SITE

Michael Kors  
Saffiano Leather

VISIT SITE

Buy Michael Kors through  
Pinterest



# 7 SWIPE RIGHT TO SHOP

## MOBILE INTERFACES ACROSS GENRES

With the proliferation of smartphones, certain mobile behaviours – facilitated by touchscreen technology – are becoming second nature. Pioneered by dating apps such as Tinder, the interface that enables you to swipe right for like and left for don't like is now familiar to many of us. It's an example of a technology – and associated behaviour – that is becoming so effective in one digital arena that it is being adopted by others. Often referred to as the 'Tinder for fashion', Grabble is a simple Millennial-targeted fashion platform, launched last summer. By using a handy tool to select every garment you like – appropriately called the 'Grab Button' – Millennials can save all the items they've found online in one place. The Grab Button works much like Tinder: simply set your preferences and every time you swipe an item right it will be saved; swipe left and it will be discarded. But the user experience goes beyond Tinder, with a 'disruptive' alert function that lets you know when products go on sale. Stylect, a shoe shopping app for iOS also has a Tinder-esque user interface, underpinned by its own recommendation engine, to help women find and purchase the perfect pair of shoes. The app also learns from each swipe and uses

what Stylect describes as a "social clustering algorithm" to recommend shoes based on user preferences. In addition, whenever a shoe that's been liked by a user goes on sale, Stylect will send a notification to that user. Brands should now be prepared to echo, with deeper understanding, the new conventions of mobile and other owned-media user experience design to make it easy for consumers to make quick decisions in the Consider-Buy stage.

### BRAND ACTIONS

Audit how recently your site or app UX has been reviewed. Do they still remain on-trend? Are you testing new user interfaces and UX on an ongoing basis?

Review or research the most popular user-interface features on your consumers' favourite apps as part of your overall brand experience mapping.

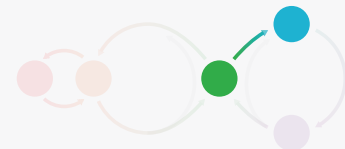
Explore what scope exists to co-market, partner or integrate with category leading apps rather than building from scratch.

### LINKS

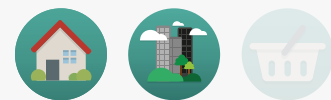
Grabble  
[www.grabble.com](http://www.grabble.com)

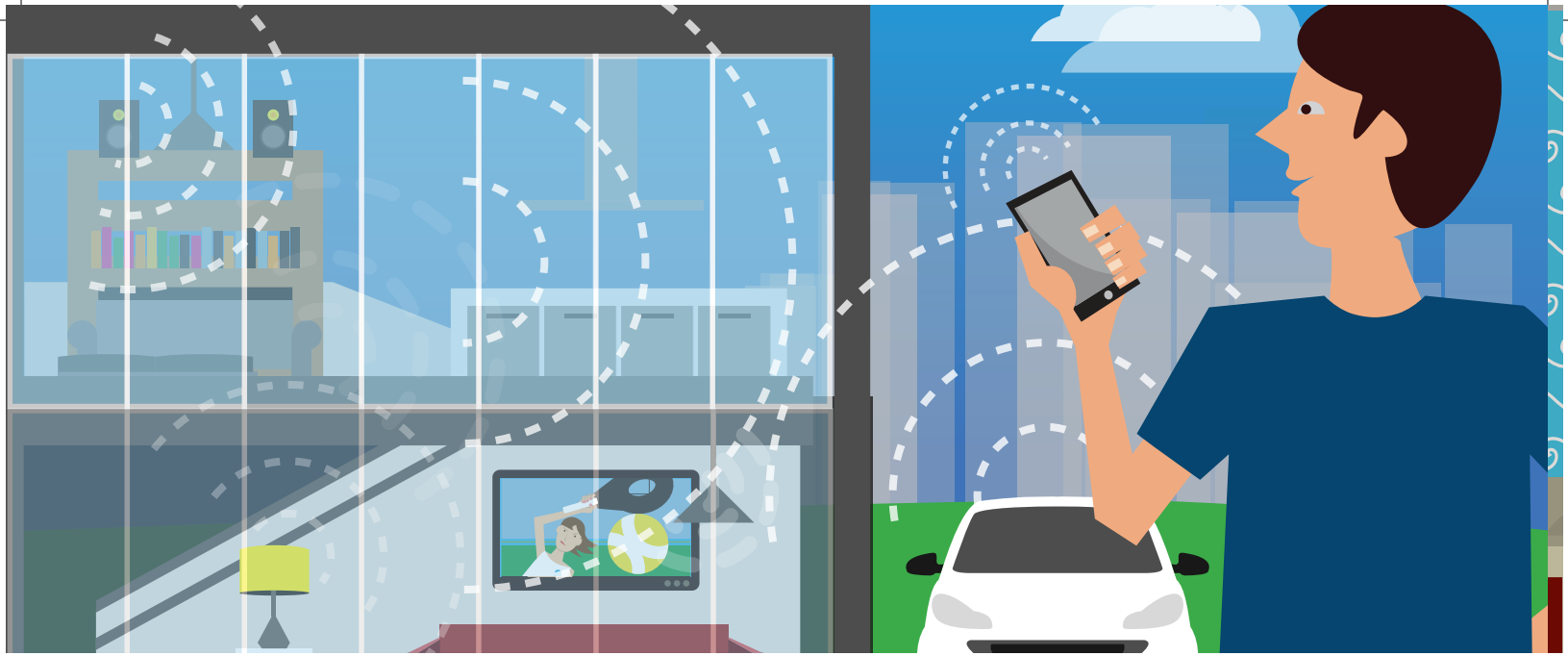
Stylect  
[www.stylectapp.com](http://www.stylectapp.com)

Where is this trend most relevant on the CX loop?



At which location is this trend most relevant?





# 8 SMART SENSORS

## AUTOMATION BECOMES REALITY

The growth of sensors in all areas of our lives enables us to connect a growing number of devices to each other: doors, locks, light bulbs, cars and even sprinkler systems have all become part of the same network. When allowed to communicate, connected devices can automate processes within and around the household - such as putting the heating on when you leave the office - and reinvent routines making the consumer's life easier. We believe there is an emerging trend of automation as the smart home gains traction. In the past, there has been too much hype and gimmicky products with niche appeal, but CES 2015 unveiled more affordability and more focus on meaningful benefits. In the Buy-Enjoy stage of the CX Loop, brands should consider how automation can help consumers make the most of their products in an effective and efficient way. These connected appliances can also be connected to other services within the community, for example security systems that are linked with the local Neighbourhood Watch. To ensure seamless integration, some companies have started to build interfaces that centralise the control of our many different devices via our smartphones. Samsung-acquired SmartThings, for instance, has recently unveiled a new hub, new sensors and even a premium subscription service

to assist users with more advanced monitoring of their home. Savant has also created a smart, user friendly home control interface that works seamlessly with different smart devices. The one crucial challenge that remains is data privacy as the individual's data is shared with different companies supplying the connected devices.

### BRAND ACTIONS

Consider how automation can improve productivity and efficiency for the consumer. What is your role in creating online, concierge services for consumers? Evaluate whether the benefit of automation outweighs the effort and cost required to set up automation.

Interoperability - analyse the necessity to have your own software or partner with existing software companies to ensure machines can speak with each other in the same language.

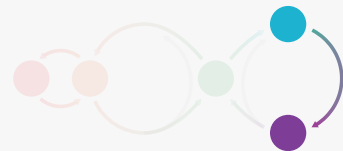
Optimise real-time data to enable machine learning for automated tasks, which will improve both efficiency and effectiveness over time.

### LINKS

SmartThings  
[www.smarthings.com](http://www.smarthings.com)

Savant  
[www.savant.com](http://www.savant.com)

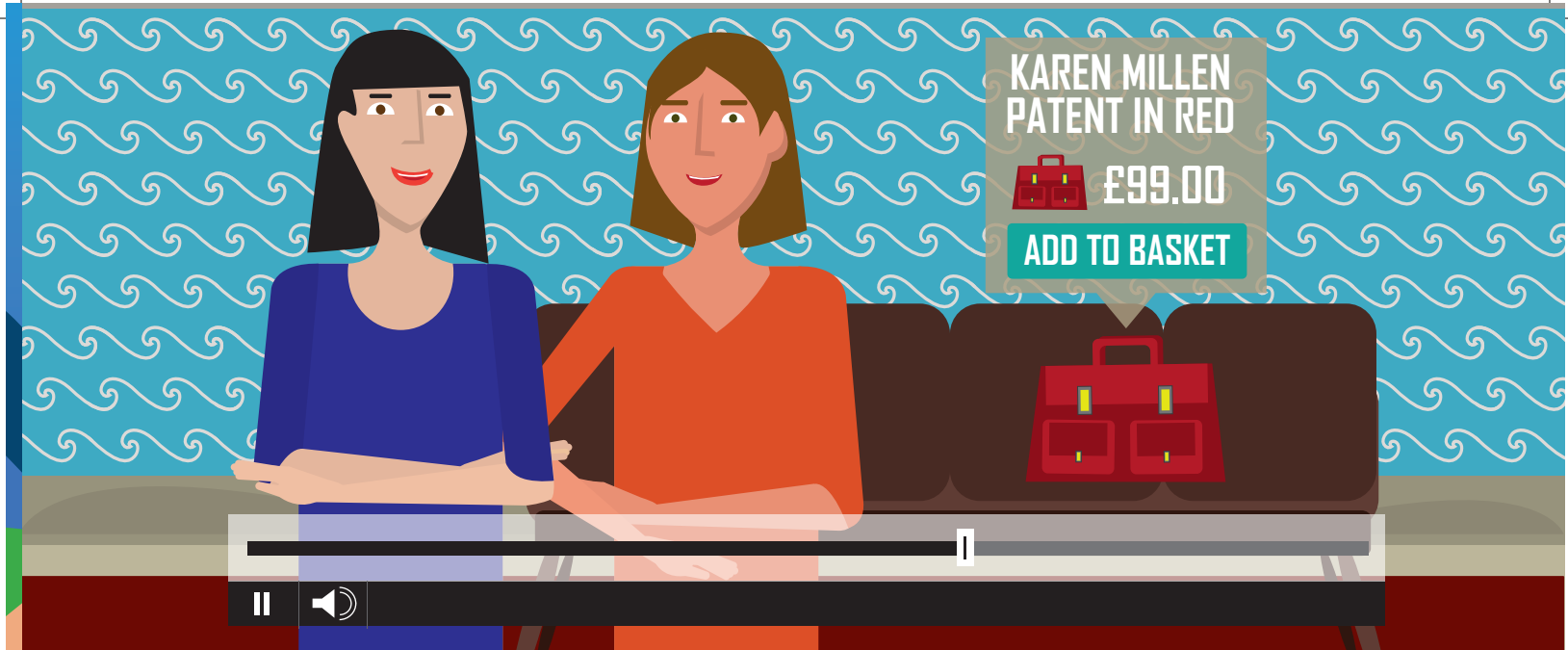
Where is this trend most relevant on the CX loop?



At which location is this trend most relevant?







# 9 BRAND STORYTELLING

## TECHNOLOGY CHANGES THE PLOT

This year, brand storytelling is going to become more immersive with the integration of different types of media, made possible by new interactive technologies. When consumers use multiple devices to consume content, they are going to expect these devices to talk to one another, thus delivering seamless integration of content across devices. Consumers will also be able to control what content they consume through interactive navigation. There has been a rise in the number of projects where technology-enabled integration of media plays a crucial role, for example BBC's iWonder where the user navigates a web interface on a certain topic and discover a story through various media in thematic or chronological order. Projects such as 'Storygami' and 'SpeakingPhoto' are changing web video and photography into richer, all-encompassing media. Some immersive experiences allow the user to control the sequences of events within the content. For example, Google's The Cube allows viewers to twist a cube in different directions to view different angles of storyline, updating image and sound in real time. Brands should be prepared to give consumers the control to create their own stories because it can encourage viewability

of native ads if they provide a better understanding of the story. We can expect interactive and immersive storytelling to be co-owned by the brand and consumers in the future.

### BRAND ACTIONS

Integrate different forms of media to tell a story in a more engaging way.

Adapt to rapid changes in platform technologies to give consumers more control over the narrative and perspective of the story.

Explore consumer input into the actual content development process.

### LINKS

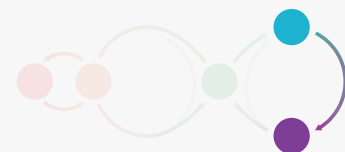
iWonder  
[www.bbc.co.uk/iwonder](http://www.bbc.co.uk/iwonder)

Storygami  
<http://storygami.co>

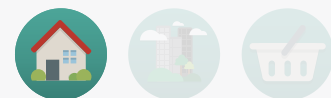
SpeakingPhoto  
<http://speakingphoto.com>

The Cube  
<http://techcrunch.com/2014/07/01/google-the-cube>

Where is this trend most relevant on the CX loop?



At which location is this trend most relevant?





# 10 GEOTAINMENT

## SOCIALISE YOUR SURROUNDINGS

Outside of the traditional social structures of friends and family, many Millennials are building communities based on shared interests and lifestyles. They are increasingly looking to engage with their environment and surroundings in order to facilitate new and unique experiences. To date, geolocation technology has largely been used to create utility tools (e.g. navigation) or to facilitate services based on shared interests (e.g. online dating apps, such as Tinder). Now, the focus is turning to the location itself, rather than location-functionality being an enabler of other services.

There are opportunities for brands to use location based messaging, or create entertaining and immersive location based experiences for consumers. Apps like Yik Yak allow people to share anonymous posts that only people nearby can see. Through Recho, users can record and upload sound bites that are only be available to those in the exact physical location where the recording took place. As such, users jointly create an original thread of sound history to be uncovered by wanderers. The same technology has also been the premise for the popular rise of geocaching, a type of GPS based

treasure hunt, and other games such as Niantic Labs' Ingress. The UK's National Trust used the technology to create geo-based audio tours in areas like the bohemian London neighbourhood Soho.

### BRAND ACTIONS

Use existing third party geolocation apps and services to engage consumers based on location.

Integrate geolocation functionality into your brand's owned assets to gamify user experience.

Incentivise consumers for using geolocation services by integrating these into reward and loyalty programmes, offers and discounts.

### LINKS

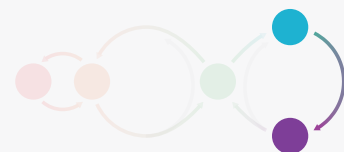
Yik Yak  
<http://www.yikyakapp.com>

Recho  
<http://www.recho.org>

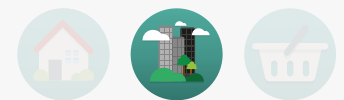
Ingress  
<https://www.ingress.com>

UK National Trust Soho Audio Tour  
<http://tinyurl.com/nz2enhl>

Where is this trend most relevant on the CX loop?



At which location is this trend most relevant?



Recho lets users record sound linked to location



# CONCLUSION

Millennials want to have the freedom and control to make the most of their life. They gravitate towards products and services that gives them meaning and sense of purpose. The treasure uniqueness and personalised experience because they define their identity and form the stories they tell themselves and share with friends. New technologies provide opportunities for personalisation. The rise of smartphones and the Internet of Things allows for valuable targeting and improved user experience. Millennials are demanding seamless integration across their connected devices, customised products and services,

and efficiencies in the way they work, play and shop. Millennials are savvy consumers who value brands who serve a purpose and are authentic in helping make their lives better.

The trends identified in this report are driven by technologies that support consumers' demand for personalised experiences. The myriad of consumer data generated at almost every point of product interaction enable brands to understand consumers' needs and provide valuable solutions. Despite the opportunities available for automation and customisation, consumers still want to be empowered to make their own decisions and experiences.

These trends offer opportunities for retargeting, new services and solutions. Brands should be equipped to deploy real time data and analytics to analyse consumer needs and wants. Consumers will come to expect your products and services to work seamlessly in partnership with other products and services. Importantly, brands need to establish measures to protect customers' data and privacy. Ultimately, the adoption of these new technologies will depend on whether consumers trust the suppliers to respect and protect their privacy.

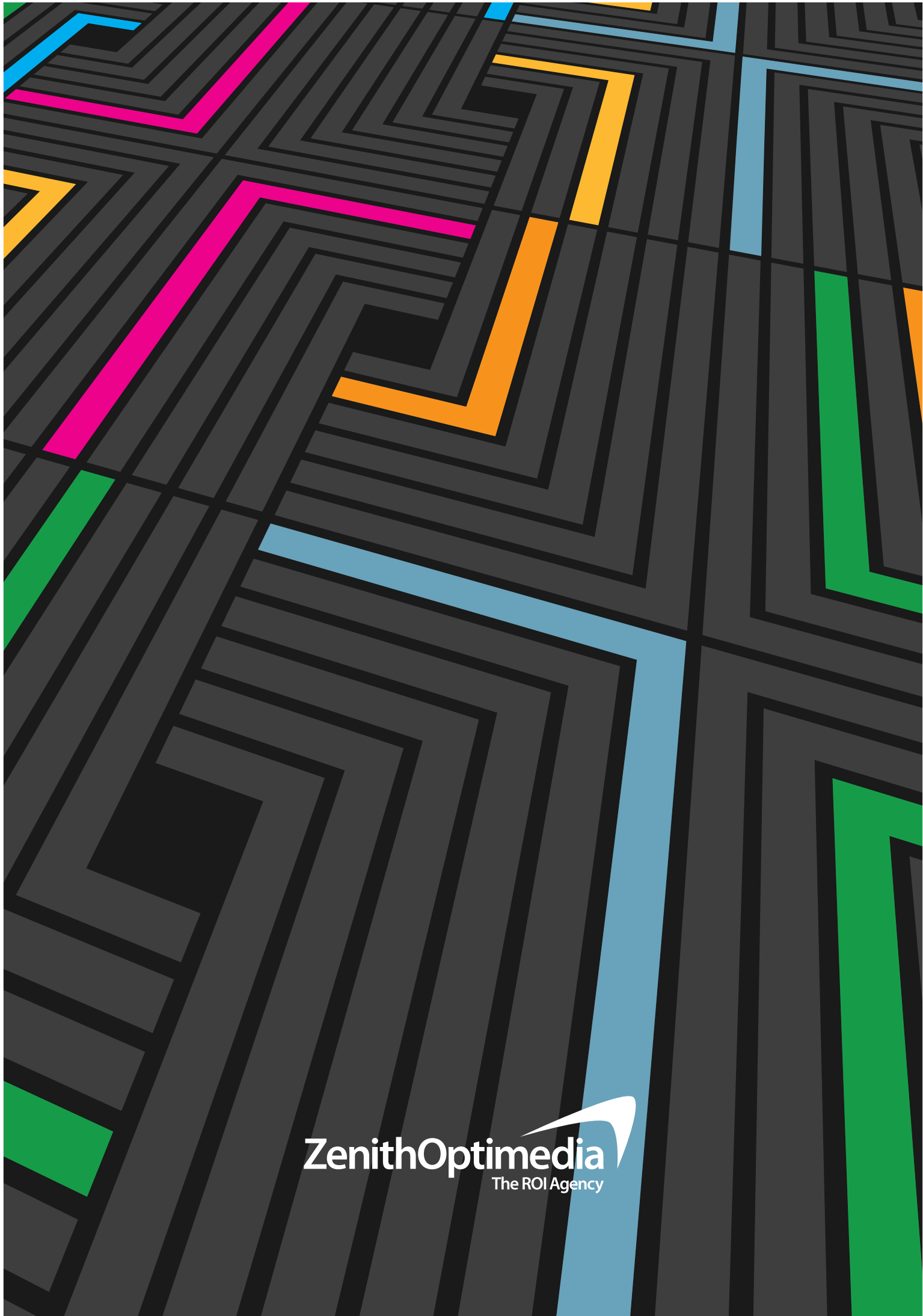


The trends of 2015 will all ultimately see more brands creating experiences for consumers that make their lives easier and help them to find greater purpose in life.



#### ABOUT ZENITHOPTIMEDIA

ZenithOptimedia - [www.zenithoptimedia.com](http://www.zenithoptimedia.com) - is a leading global media services network with over 7,400 people working in 262 offices across 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our key clients include Armani Group, Aviva, Bacardi Martini, Clarins, Kering, Lactalis, L'Oréal, LVMH, Nestlé, Oracle, Reckitt Benckiser, Richemont Groupe, SCA, Sanofi, Toyota and 20th Century Fox.



ZenithOptimedia   
The ROI Agency