



# TRENDS & INSIGHTS

**VIVA** MAY 24-26  
2018 PARIS  
**TECHNOLOGY**

# INSIDE THE REPORT

VivaTech is one of the world's largest technology rendezvous that celebrates today's innovations and tomorrow's possibilities. It's for everyone who believes in the power of technology to transform business and society.

This report highlights key trends and insights coming out of VivaTech, and their implications for marketers in 2018 and beyond.

**MARCEL'S DEBUT: TRANSFORMING PUBLICIS GROUPE INTO A PLATFORM**

**AI, AUGMENTED REALITY & MORE: DISRUPTIVE TRENDS FROM VIVATECH**

**PERFORMICS INTENT LAB: UNVEILING HOW SEARCH QUERIES IDENTIFY  
PURCHASING GOALS**



On May 24, Publicis Groupe unveiled Marcel. This AI-powered innovation will enable the first truly borderless, frictionless workforce, comprised of 80,000 employees worldwide, further transforming the Groupe from a holding company to a platform, and ushering in a new era of creativity and innovation.

With Marcel's user design and experience built by Publicis.Sapient and brand identity created by Publicis Communications' BBH, the platform is powered by Microsoft AI and knowledge graph technologies, and built on four pillars:

**POWER OF KNOWLEDGE**

Educates and inspires our people through creative work and illuminating business, industry, account and cultural intelligence.

**POWER OF CONNECTIVITY**

Finds, matches, casts and suggests the most appropriate people within the Groupe to connect, depending on needs, interests, behavioral patterns and desires.

**POWER OF OPPORTUNITY**

Provides a multitude of ways that each person can contribute, participate and flex their skills and passions on other projects beyond their day-to-day accounts.

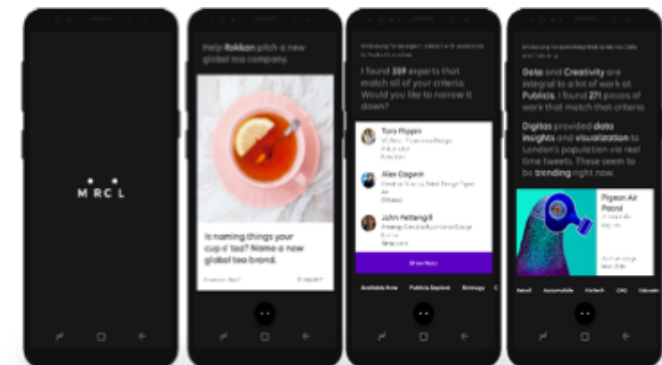
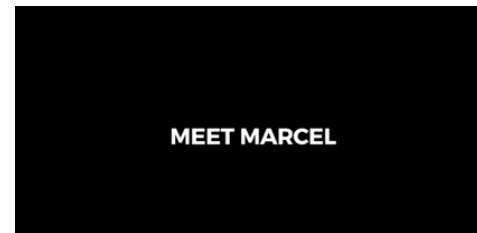
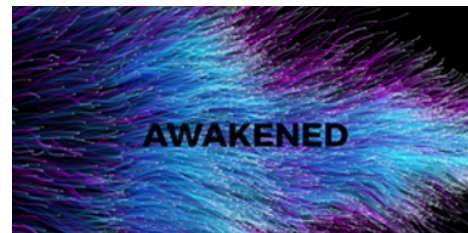
**POWER OF PRODUCTIVITY**

Turns the often tedious and highly-manual processes like timesheets and expenses into seamless and incredibly easy tasks.

# MARCEL'S DEBUT

## TRANSFORMING PUBLICIS GROUPE INTO A PLATFORM

### MARCEL: THE VISION & THE DEMO



Each year at VivaTech, we explore the Hall of Tech with our clients to discover the latest innovations that will transform businesses. Here are three disruptive observations on the horizon:

### ADVANCEMENTS IN NATURAL LANGUAGE PROCESSING

[Cochlear.AI](#) aims to create ears for artificial intelligence that decipher the semantics of audio, like humans, by analyzing verbal utterances and sound to understand user demographics, as well as the emotional state behind any verbal instruction. Auditory sounds will deliver significant implications with voice assistants in the home reducing the dependency on intentional task inputs.

### AUGMENTED REALITY RETAIL

A host of excellent AR experiences were on display at the show, the best of which was L'Oreal's Modiface technology that facilitates virtual hair colors with a magic mirror. We also loved [Holooh](#), whose green screen photography studio captures photorealistic models in 360° for use in dynamic AR applications – perfect for fashion. Technologies such as these are best to be partnered with, rather than built in-house, meaning the latest advancements can always be accessed, rather than committing oneself to a single AR solution.

### END-TO-END JOURNEY OPTIMIZATION

We saw how technology could help automate pre- and post-sales for online shoppers. [Beyable](#), for instance, offers a system which applies attribution modeling techniques sitewide to extract insights on what content drives sales. [Kronos Care](#), on the other hand, offers each shopper a personalized order fulfillment microsite, dynamically displaying when their package will arrive, aggregating a host of branded content, and customer service elements to their post-purchase experience for an end-to-end experience. Real-time customization based on behavior and consumption patterns will be key to increasing conversion.

# AI, AUGMENTED REALITY & MORE

DISRUPTIVE TRENDS  
FROM VIVATECH

**TOM SAUNTER, GLOBAL HEAD OF ROI LABS,  
ZENITH**



# PERFORMICS INTENT LAB: UNVEILING HOW SEARCH QUERIES IDENTIFY PURCHASING GOALS

ESTEBAN RIBERO, SVP PLANNING & INSIGHTS, PERFORMICS

Performics, Northwestern University and Microsoft released new research proving search is not only a marketing channel, but a behavioral insights engine for brands. Produced by the Intent Lab, a research partnership between Northwestern's Medill School and Performics, findings show that search queries are intent signals that can be used to transform media and content experiences through personalization.

Actionable takeaways from the study include:

## CONCRETE QUERIES INDICATE PURCHASING GOAL

Queries with "why" indicate an abstract mindset, occurring early in the shopping journey. Concrete queries, with words like "shop" and "buy" indicate a short distance to the goal. Study participants who had a buying goal were 15% more likely to use a concrete query.

## MARKETERS WHO MATCH ADS TO MINDSETS WILL WIN

Consumers with browsing goals are 20% more likely to click on search results that emphasize abstract words, like "best," while searchers with buying goals are 180% more likely to click on search results that emphasize concrete words, like "shop." Searchers who used concrete queries were also 135% more likely to click on retailer search results where they could buy at that moment. Marketers who use search to identify consumer mindsets, and match ads and experiences appropriately, will increase performance.

Brands must provide highly relevant experiences that stand out in the crowd. Understanding consumer intent signals, including psychological distance to action, empowers brands to meet consumers where they are.

To learn more about the study visit the [Intent Lab](#).



