



GALE

ANA REPORT

FUTURE GAZING

Data islands, performance-boosting brain chips, VR rehab clinics and gene editing are all things we can expect to see in 2030, according to Dentsu, which revealed a new study at ANA Masters of Marketing. The report summarized 30,000 consumers, world-renowned futurists, academics, authors and experts, charting the long-term consumer trends shaping the decade.

Dentsu Global Solutions President Jeff Greenspoon made a range of predictions for what the future holds, sharing some Black Mirror-esque statistics, including:

- One-third of consumers would support having a chip inserted in their brain to improve performance
- One-third of consumers would seek gene editing to support mental health
- One-third of consumers support the use of robots to help in society.

A major theme explored on stage was the power of brands and how this is expected to grow. 2030 may bring a world where consumers have a relationship with only one brand with research out of China stating one third of consumers would be comfortable working with only one brand for all their lifestyle needs. As brands continue to step into the political arena to combat world problems and invest in areas like health and wellness, they stand to become even more deeply embedded into consumer lives.



This could allow them to invest in reverse loyalty programs with brands rewarding committed consumers. Uber and Airbnb are already leveraging two-way rating systems, however Greenspoon predicts this could go one step further hypothesizing that in 2030 Supreme could refuse to sell products to customers without 100,000 followers.



THOUGHT-STARTER:

What does your five-star consumer look like?

DON'T GO DARK

ANA CEO Bob Liodice warned the room full of marketers not to go dark during economic uncertainty. "In the next few months, if you've not already been asked to, you will be asked to cut your budget. You'll be asked to find ways to save money," he said, alluding to coming economic challenges. But he added: "This is not the time to do that."

He supported his rallying cry to the industry with a graph showing how highly-branded companies have outperformed the larger S&P 500 Index. "When you can differentiate your brands, when you can fight for the productivity of your investments, you will win regardless of the economic conditions that we face," he said. He added that it's time to "take our industry back" and focus on growth.

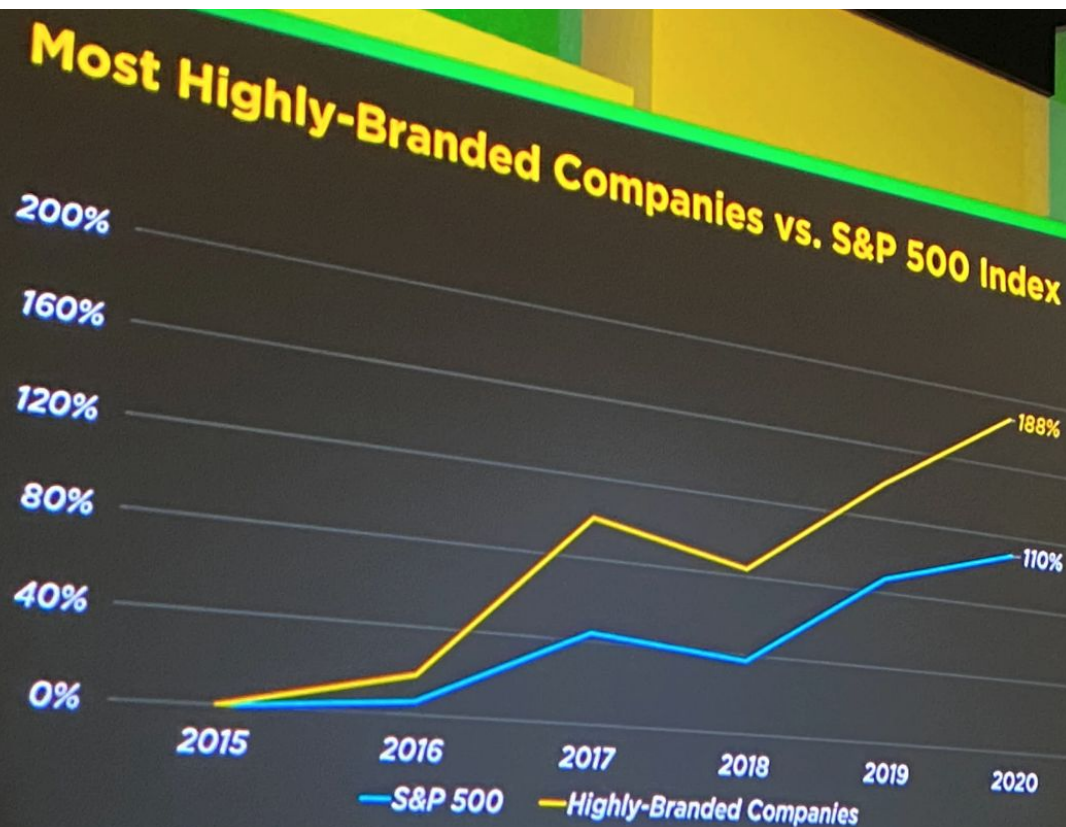
This sentiment echoes research going back nearly one century that point to the advantages of maintaining or even increasing marketing budgets during a weaker economy. Those advertisers that maintained or grew their ad spending increased sales and market share during the recession and afterwards.

As a popular adage says, "When times are good, you should advertise. When times are bad, you must advertise."



THOUGHT-STARTER:

During this economic downturn, how will you defend (and grow) your brand's share of voice?



MULTICULTURAL MARKETING = MAINSTREAM MARKETING

Multicultural marketing is mainstream marketing was the overarching statement driven home by P&G Chief Brand Officer Marc Pritchard. Pritchard, one of the world's most influential marketers, shared statistics from the US Census and other research that showed Black, Hispanic, Asian, Native Indigenous and multiracial segments of the population accounted for 100% of America's population growth and represent \$5 trillion in spending power.

He declared it time to "retire the archaic term 'general market'" and announced that P&G would significantly increase its investment in Black-owned media.

"To do our part, P&G intends to be the number one spender in Black-owned media and take steps to significantly expand the ecosystem. In two years, we've doubled our funding, and we intend to double and then double again," he said.

Part of this refocusing on what mainstream means today means removing 'bad habits' from yesteryear, including rethinking how they use representative bases in marketing as they historically skew toward white demographics. Using the example of haircare, he shared how the 'lather, rinse, repeat' instructions is not representative of diverse hair care routines with Black women having several more steps in their routine.



THOUGHT-STARTER:

How will you leverage more inclusive research in the future?

BITE-SIZED BRAND INSIGHTS:

CHIPOTLE

Chipotle CMO Chris Brandt shared how the brand has accelerated its growth, adding more than \$3.8 billion in annual sales (+75%) since 2017, driven by a new marketing strategy, digital ecosystem, restaurant unit expansion and loyalty program created by GALE. He touted the brand's commitment to its purpose, 'Cultivating a Better World', as its driver of success with Chipotle doubling down on 'real' food and sustainable farming.



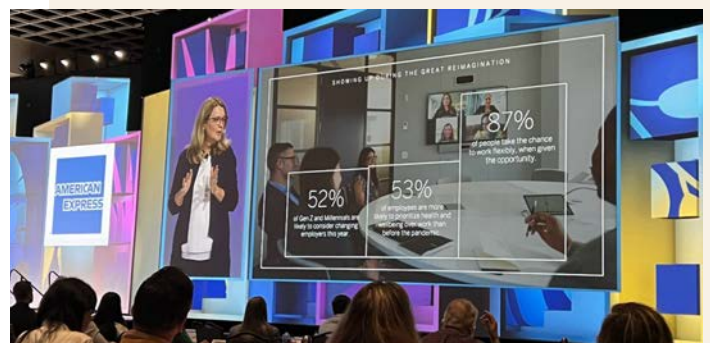
MASTERCARD

Mastercard recently launched an AI-driven digital marketing engine using artificial intelligence to look at microtrends and create and serve up ads based on those trends. The AI runs a data-driven deep-dive on each trend, which lasts up to three days, creates creative and buys media. Chief Marketing and Communications Officer Raja Rajamannar highlighted Mastercard's move into multi-sensory branding, moving beyond audio and visual ads to adopt a wordless logo, sonic brand, fragrances and chain of restaurants.



AMERICAN EXPRESS

American Express pledged \$4 billion in diversity, equity and inclusion initiatives as the brand doubles down on its employee care focus to ultimately provide better consumer care, shared CMO Elizabeth Rutledge. Rutledge advocated linking talent strategy to business strategy with businesses with good employee experiences delivering 20% better profits.





LYSOL

Brand purpose and product need to be inherently linked said Lysol Chief Marketing Officer and General Manager for Hygiene US of Reckitt Gary Osifchin. This is only sometimes the case in modern marketing, with brand purpose often tied to cause marketing. By focusing on its product, Lysol was able to go from "well-known to most trusted", explained Osifchin. "Are you buying a product because it has some lofty purpose? If the product doesn't work, then I don't think so," he said.



UNITED AIRLINES

The pandemic resulted in United Airlines having its worst quarter ever in the airline's 96-year history, but the brand was able to bounce back by investing in a "glow up", shared Head of Global Advertising Maggie Schmerin. The airline doubled down on changing for the better, including investing in climate change technologies, shipping baby formula, starting an aviation school, and upgrading planes, as well as consumer-facing initiatives such as getting rid of change fees. More recently, the company invested in its biggest marketing campaign in a decade to showcase the changes. "We wanted to make sure we had an ad campaign that helped differentiate where we were zigging while the rest were zagging," she said.

SMART STATS

Half of Americans want brands to speak up during **Roe v Wade** for a woman's right to choose

46% of consumers would use **predictive technology** to better their health

51% of employees were more likely to work for companies that **support a woman's right to choose**

Gen Z will make up **70% of the workforce by 2030**



THANK YOU