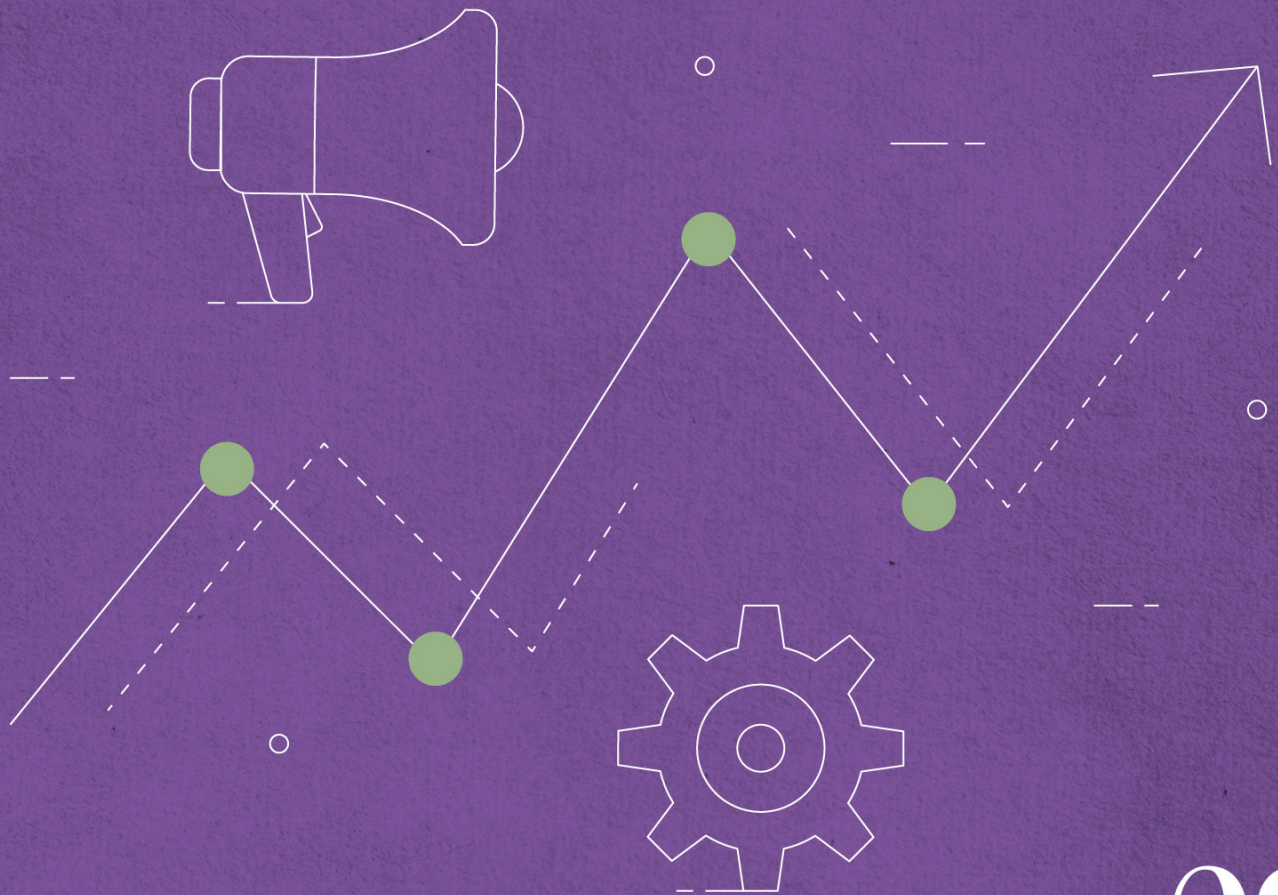


# EMERGING MARKETING TRENDS & TECHNOLOGIES IN 2019



**E29**  
MARKETING

1

# OVERVIEW: REDEFINING EXPERIENCE in the Mixed Now

There are no longer such things as separate online and offline realities. The digital and the analog worlds are fast colliding. Technology is placing at our fingertips a constellation of information and experiences. 2019 is the year of the Mixed Now, and it's redefining how we experience the world around us.

Last year, we highlighted six emerging technologies which would impact consumer behavior. Our predictions consisted of an array of technologies with varying degrees of accuracy. In general, what we discovered:



**1. Technologies which promote integration and end-to-end solutions are going mainstream.**

We've seen newfangled search capabilities and an increasing co-mingling of digital and analog. The tech which begins the brand experience in one realm and ends in the other will form the focus of most of our efforts.

**2. Consumers gravitate towards technologies which enable “try before you buy” experiences.**

The emphasis on experience-first marketing is crystalizing into the norm. From innovations on Instagram to the use of augmented reality, consumers demand richer and more valuable content to experience products before purchasing.

**3. Some of the most exciting and futuristic technology is still a while off.** The Internet of Things is not quite here, nor has extended reality gone mainstream, or even the use of blockchain. The dramatic story of Bitcoin is a cautionary tale which has dampened some of the excitement around revolutionary technology.

This subsequent eBook details E29's perspective on the emerging technology and trends at this intersection of digital and analog. These trends are all having a tremendous effect on the way we conduct marketing. Not only changing are the very items people want to buy, but also how marketers identify, communicate to, and interact with, target audiences.

Looking forward, our main impression is that 2019 herald's integration and synthesis. We're coming out of a year which saw incredible experimentation and innovation, but we're not quite at the point of technological revolution. We have the knowledge, the data, and the technology. Now marketers need to look for the best ways to apply it which make our lives, communities, and environment each a better place.

## 2 EXTENDED REALITY IS (Still) Coming

Numerous industries saw a whirlwind of exciting applications of extended reality last year. Extended reality, XR, is the new umbrella term for augmented, virtual, and mixed realities. We estimated that technologies such as AR would unlock new ways brands reached users. They would also change the way customers interacted with brands.

And **they will**. But what we are seeing:

# Widespread adoption of XR struggles with accessibility and practicality.

Early examples of XR struggle with accessibility and practicality. Most forms of XR need specialized devices which are still out of the reach of the average consumer. Apple is trying to change that with tools like the [Apple ARKit](#) and Google's [ARCore](#). These tools put the power of AR into the hands of marketers and businesses. They then make experiences accessible via commonly owned Apple and Android devices.

ARKit and ARCore, while exciting, still follow the primary route which XR has taken. It's advertised for entertainment purposes. Likewise, many consumer-facing applications have thus far been cosmetic and creative, but otherwise lacking in value beyond an avant-garde brand experience. Of course, that's not to say it's useless by any means. There have been some [pretty neat things done](#). Plus, user experience is an up-and-coming paradigm in marketing. Where XR really struggles is providing depth to that experience.

The general attitude towards XR remains hopeful and the experimentations continue. Companies like [Sephora](#) and [IKEA](#) are paving the way for XR to revolutionize the shopping experience. But they



remain limited by the functionalities of consumer devices. Google, Facebook, and Microsoft are actively experimenting with [wearable AR technology](#), but facing the same struggles of accessibility and practicality.

Overall, the [popular opinion](#) supposes that adoption of XR is probably 3 to 6 years away. But, make no mistake: it's coming.

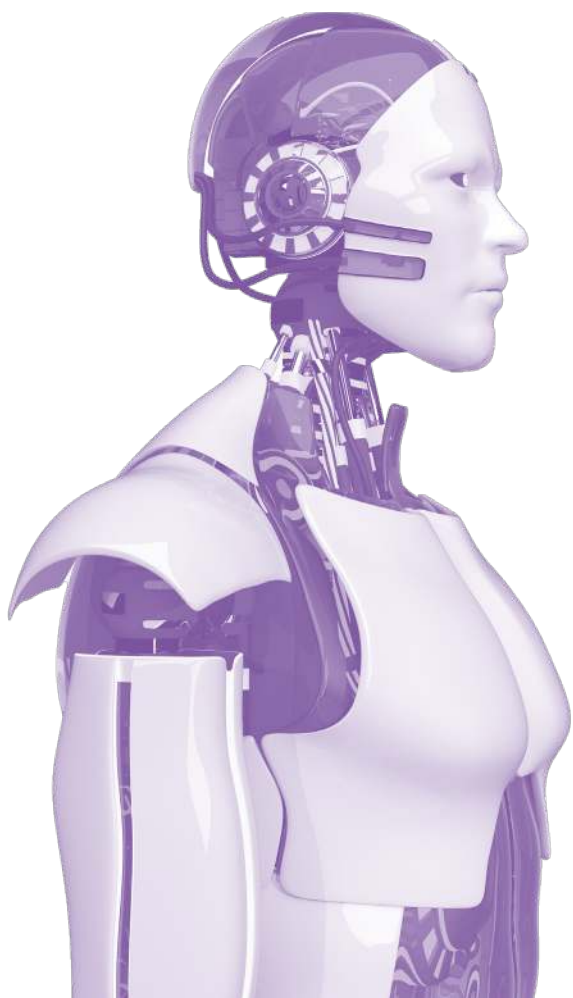
# 3 ARTIFICIAL INTELLIGENCE Goes Mainstream

Artificial intelligence has been around for a few years now, but in 2019 we are expecting it to shine. It has penetrated numerous industries. In each, it's changing the way we gather, analyze, and deploy data. In marketing, AI is maturing. It's bringing the ability for deeper and more precise knowledge of consumer **segments**.

You've seen a lot of talk about the importance of personalization in the brand experience. This year expect to see a lot of talk about the role that AI plays.

# AI is driving hyper-personalization and the expectation of it.

Last year, we saw a huge increase in the application of AI for marketing processes. Over half of all companies engaged some sort of machine learning, deep analytics, or other AI-related technology. Most uses were deployed in data-gathering to get a better sense of their markets. However, it also focused on personalization.



Marketers are gaining the ability to more precisely target consumers. This creates the expectation of hyper-personalized interactions as part of the consumer experience. If you're delivering anything less, you're irrelevant.

In many ways, AI is making the job of marketers more challenging but also more streamlined. Consumers are coming to expect these experiences, but AI works together with automation. In theory, you can use both to create a bespoke consumer experience which mimics personal contact. But you can do it without ever personally reaching out.

In fact, well-designed and thoughtful marketing campaigns do exactly that. Marrying AI with automation increases personalization with fewer blunders in timing or delivery. Done faster. This should excite you. AI and automation are making it easier to provide seemingly real-time personalization. More data is captured faster.

Likewise, deep analytics dissect consumer demographics ahead of time. You're no longer starting with zero information about your target audience.

# 4 INSTAGRAM TV INTEGRATES MULTIPLE Experience Channels

In June 2018, Instagram launched Instagram TV, IGTV. It was released as a standalone app which also works in conjunction with a user's Instagram. You can produce videos of ten minutes to one hour, according to your account size, and, unlike IG Stories, these videos don't disappear after 24-hours.

It's a direct attack on [YouTube](#), which is regarded as having **no consequential competitors** for its one billion users or its goldmine that is video marketing. However, IGTV excites us for a few reasons:



# 1. The vertical video format opens up new innovations for content.

IGTV is dedicated to vertical video playback, thereby allowing marketers to develop a video strategy focused on this trend. Instagram wants to encourage content creators to take a mobile-first approach when developing videos instead of repurposing horizontal content into a vertical layout.

We already know the majority of Instagram users are most likely to engage with content on their mobile devices, which are typically held in a vertical position. Videos created to fit that orientation are more engaging because they take up the full screen. They also create less opportunity for distraction and require no additional work on behalf of the user.

# 2. With Instagram already a rising star as a marketing platform, it gives us one more way to provide an integrated consumer experience.

Instagram is eating into the [market share](#) of other platforms in the name of integration. Now, users can experience a brand through many content types in one single platform instead of having to

toggle back and forth. This transforms Instagram from a marketing platform to a marketing hive by providing an opportunity for seamless content integration and messaging.

# 3. It provides us with an opportunity to optimize click-through rates.

The challenge of incorporating links on organic Instagram content has long been a pain point for marketers. Even with the launch of IG Stories, the “swipe up” feature is only available to brands

with at least 10k followers on their page. IGTV allows marketers to incorporate clickable links in video descriptions, thereby providing another avenue for directing website traffic.

# 5 THE BRAND EXPERIENCE EVOLVES WITH Shoppable Instagram

Instagram has worked hard to make the shopping experience for users as well-rounded and integrated as possible. The introduction of shoppable tags now allows brands to turn their Instagram accounts into visual storefronts by adding product tags to their images and linking to product web pages. The new tagging system lets the entire user experience happen within the platform.

Users can experience brands from the first contact to sale without ever leaving the app. Brands can put price tags on items with links to a checkout. This eliminates the need for awkward linking in the text or requiring users to take an extra step to complete a purchase.

Brands can even insert tags into [video posts](#). This means users can see, experience, and buy in one go. This efficiency has inspired brands to rapidly implement the technology. Early adopters are also seeing an impressive return on their investment.

For instance, Tyme, an e-commerce store which specializes in hair-styling tools, observed a [44 percent increase in traffic to their website](#) since implementing tags. Other brands, like the

womenswear brand Lulus, have reported more than 1,200 product orders and 100,000 visits to their site since the feature's testing stages.

Shoppable Instagram's value for marketers in 2019 goes far beyond this new capability. Shoppable Instagram reinforces the paradigm of experience-first shopping behavior, which is largely due to the discovery nature of the app.

## Shopping tag insertion allows marketers to focus completely on delivering valuable content.

With the ability to embed price tags into content, the act of selling now takes a firm back seat to content creation on Instagram. Instead, Instagram reaffirms its role as a provider of visually rich, exciting content. As such, we can expect to see marketing efforts to become softer and more subtle as we turn our focus to value creation for our users.



# 6 CLICK-TO-BRICK FURTHER BLURS Our Mixed Realities

Brick-and-click is the business model of operating both online and offline stores. This model integrates the two spheres to produce a seamless retail strategy. It's been around since businesses first realized the **potential of the internet**. In 2019, this business model has long gone mainstream. Now, it's gaining visibility in ways which further break down the digital-analog divide.

**Ninety cents** of every retail dollar in the US is still spent at a physical location. This isn't changing any time soon. Part of this has occurred because we're well into the era of **questionable online goods**. Shoppers don't trust e-commerce. They want to see the product first.

However, neither can businesses hope to survive without some online presence. Social media is simply too integrated into mainstream society. In fact, some consumers [won't even bother visiting](#) a retail location which doesn't have an Instagram to peruse first.

It's a curious paradox. Consumers want the convenience of thousands of products at their fingertips. But they also want to look at, touch, try on, and smell a product before they buy it. Enter click-to-brick. Here, brand interaction begins on Instagram and ends in the physical store.

We're going to start seeing a lot of it. Why?

## Consumers seek different types of knowledge online and offline.



Once, we thought that the internet would [kill the retail industry](#). It almost did. After all, we've largely regarded the internet as a tool of convenience. What's more convenient than clicking a button and the desired item shows up on our doorstep a few days later? We now know that people shop online simply because it's [easier to research](#) the products they want.

Click-to-brick offers shoppers the best of both worlds. They get easy access to data about products. This includes comparisons in price, options, and competitors. Then, they get the chance to experience the product before they buy it.

In 2018, the online mattress retailer [Casper](#) adopted the click-to-brick model. It furthered the customer experience by letting consumers book "naps". Many other large retailers – notably Amazon – have already established themselves in this game. They are looking for new ways to embrace, or compete with, this trend.

For example, Amazon launched [Prime Wardrobe](#) last June. This service offers a Try Before You Buy option. You get a trial week to try the product, so you don't have to worry about getting stuck with something that doesn't work out.

# 7 VISUAL SEARCH ALIGNS TECHNOLOGY and Human Nature

In 2018, we saw the first examples of ways in which search is being redefined by consumer preferences. One trend we highlighted was the rise of voice-activated search. This threatens to fundamentally change the way we do SEO and structure our websites. This year, we're seeing a continuation of this theme. However, the new emphasis is on visual search optimization.

If the social media emphasis on visual content is any indication, then young people operate visually. In fact, some **62 percent** of users under the age of 38 want visual search capabilities. Likewise, three out of four **online shoppers** in the US look for pictures of a product before they make a purchase.

This trend is a direct reflection of human nature. We are visual creatures, capable of processing sight much faster than any other sense. In fact, research is showing that consumers favor both voice and visual search. Early adopters optimizing their sites for these new search methods are getting excited. Research suggests that they'll experience an increase in revenue by as much as 30 percent. The future of internet searching will be visual or voice-based.

## For many people, voice and visual searches are more natural than typing keywords into Google.

Integration of the online and offline is being driven by a desire for more natural ways of interacting with technology. This feature alone shows us that it's not digital versus analog, with one overtaking the other. The divide is being broken in favor of a more harmonious relationship between the two. Technology and human nature are being aligned. This will change the way consumers look for products and marketers reach their audience.



# 8 DATA DRIVES A RENAISSANCE of Programmatic Audio

**Programmatic advertising** is the automated buying and selling of advertising. It's a somewhat murky corner of marketing which has remained mostly underutilized. In the US, it's **still in its infancy** and so examples are hard to pinpoint. Ever listened to an ad on Pandora which aligns your location, gender, age, or shopping history? That's one of the earlier iterations of programmatic audio at work.

In this type of advertising, publishers sell ad space to brands on a supply-side platform. Brands use a demand-side platform which deploys data analytics to decide what ads to buy. Additionally, these algorithms determine what to pay, when, and where it goes. It's automated and it often happens in real-time.



Advertising technology has historically been a messy space. Although conventional wisdom says it's a good idea to target demographics uniformly across different media, integration and cohesion remain difficult. However, audio media has often represented a disparate loose end in advertising strategies because there often exists no obvious route to integration with other platforms. In other words, how do we get someone listening to an ad to effortlessly convert on a landing page?

Marketers have long been at a loss on how to tie audio media to other strategies in order to create a cohesive brand experience.

Until now, we saw a rise in programmatic audio but as more people access audio on mobile devices, it's only going to grow.

## Programmatic audio needed a specific combination of capabilities to blast off. That combination is finally here.

The renaissance of programmatic audio is being fueled by device integration and the data-rich environment created by audio providers such as Pandora and Spotify. This combination of capabilities will cause programmatic audio to take off in 2019.

Cross-device integration has driven the popularity of audio content over the past few years. For example, it's easy to play music on your phone through your car speakers. Likewise, audio content has not gone untouched by the rise of machine learning and data-processing. If anything, it quietly developed these capabilities unnoticed. Streaming audio providers have developed rich data assets which marketers can use to target audiences far beyond standard age and gender demographics.

It also unlocks new ways to invite further interaction. Unlike traditional radio, a music app can easily lead consumers to other digital marketing avenues.

These qualities make programmatic audio attractive. Plus, its ostracization as an advertisement channel left it devoid of the trust issues plaguing other arenas. Likewise, brands like Pandora have a vested interest in keeping their subscribers happy. This makes them able to offer access to high-quality, private marketplaces. These circumstances and capabilities have all created a perfect storm of value around programmatic audio. For the first time in advertising history, audio marketing can now be fully integrated with the rest of the brand experience.

# 9 PACKAGING TAKES ON the Wider Picture

Consumer preferences are impacting the entire product life cycle from conception to disposal. One area which has seen tremendous growth is product packaging. We're seeing greater experimentation. These experiments emphasize the values consumers demand as prerequisites for their support.

In 2019, the medium is the message with product packaging. Brands express their values through the way they present their products. It's occurring in two significant ways:

# 1. An emphasis on transparency ... and not just metaphorically.

Events in the last ten years have shaken consumer trust in brands. Transparency now plays a huge part in the strategies which brands use to build trust with their customers. Last year, we identified this as an emphasis on authenticity.

Transparency in [product packaging](#), however, is physical as well as metaphorical. Consumers want to see their products – not just the sourcing, but the physical product. Transparency refers to a literal return to transparent glass containers, like [Yoplait](#). And yes, it also still means full disclosure about the product via labeling.

# 2. A commitment to the connection in labeling and greater causes in the world.

Brands have long emphasized a better connection with their consumers. It's a way of turning advertising from a one-direction interaction to a [conversation](#). This manifests in ways from clearer ingredient labels to QR codes inviting further interaction. You can even get the chance to create custom [Braille](#) stickers for children.

However, corporate responsibility charges brands with acknowledging their place in the ecosystem of companies, people, and the earth. Packaging is now also a symbol of that commitment.

In particular, consumers expect brands to recognize their impact on the environment and take steps to mitigate this. Cost here is no objection. A full

[two-thirds](#) of global consumers are willing to pay more for sustainable products.

As such, we are seeing examples such as [bio-based cling film](#) and [edible packaging](#) which seek to address the growing problem of plastic. Likewise, an increased emphasis on [certifications](#) helps reassure consumers of a brand's commitment to community, environment, and the world.

Brands can no longer exist discretely from the world. They must express this through the way they connect consumers to the products both physically and through the expression of values. In this new era of meaning and value, even the packaging is symbolic.

10

# THE ALCHEMY

## of the Mixed Now

In 2018, we saw an outpouring of innovation, development, and breakneck progress towards the future. 2019 will prove more reflective and integrative.

We are struggling to find meaningful applications for our many discoveries last year. This year is carrying the energy of anticipation: **5G is coming next year.** It hints at a paradigm shift on par with previous technological revolutions.

However, it's also carrying the energy of introspection. Perhaps this is in preparation of an orientation towards a world where offline is online. The emerging marketing technology is redefining user experience. We're making it both more human and more emphatically oriented towards our values.

The predominant trends in 2019 are integration and synthesis. We're approaching a blended world.

Reality will extend past traditional limits. Content creation focuses on value and meaning, with marketing taking a back seat. The trends and technologies we've highlighted here will all bring us closer to this mixed now. They will fundamentally change the way brands and consumers interact.

For marketers, this means finding new ways to engage our audiences by combining physical with metaphorical, and digital with analog.



# ABOUT US

E29 is a boutique, full-service marketing agency specializing in Digital and Shopper Marketing. Our commitment at E29 is developing and implementing strategic work of unparalleled quality. We are a seasoned team of experts, with deep experience in CPG and Retail. Located on the sunny side of the Golden Gate bridge, our office is nestled in Larkspur, CA. We also have several remote locations across the US.



[E29marketing.com](http://E29marketing.com)



[E29marketing.com/blog](http://E29marketing.com/blog)



[/e29-marketing](https://www.linkedin.com/company/e29-marketing)



[info@E29marketing.com](mailto:info@E29marketing.com)



646.886.5933

## THANK YOU TO OUR AUTHORS:

**AMIE STANLEY**

Forward and Conclusions

**CAROL MAGGIO & STEVE TAKEMURA**

Extended Reality is (Still) Coming

**SUSE BARNES**

Artificial Intelligence Goes Mainstream

**ANNE SUMMA**

Instagram TV Integrates  
Multiple Experience Channels

**TERRA CHAMBERLAIN**

The Brand Experience Evolves  
with Shoppable Instagram

**MEGAN WOOD & ANNABELLE FUENTES**

Click-to-Brick Further Blurs Our Mixed Realities

**STEPHANI WIRTH**

Visual Search Aligns Technology  
and Human Nature

**SHANTELE WASAG & NYDIA DIAZ**

Data Drives a Renaissance of Programmatic Audio

**ALISON MCGINNIS**

Packaging Takes on the Wider Picture