MMA FORUM VIETNAM
NOVEMBER 3, 2017 | HO CHI MINH, VIETNAM

MMA
MOBILE MARKETING ASSOCIATION

Mobile Marketing: The Third Wave

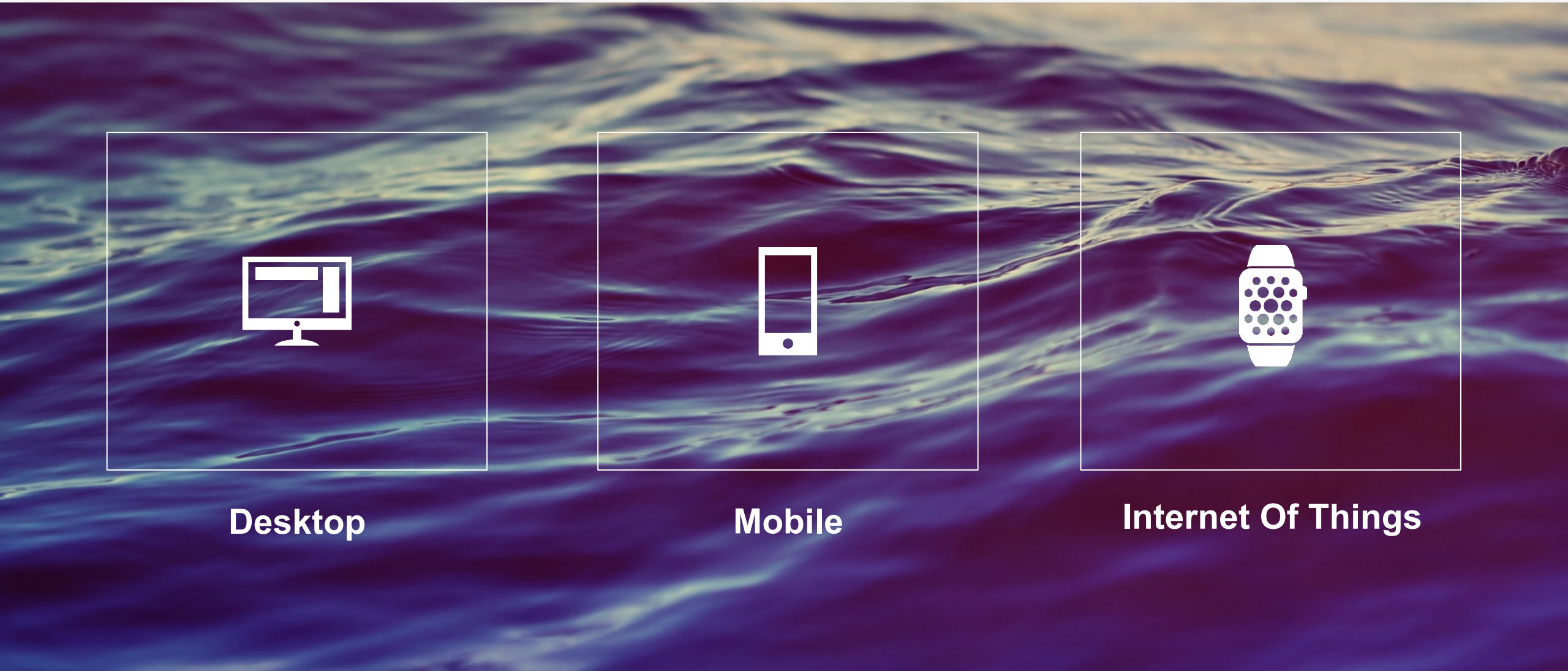
Ashutosh Srivastava

Chairman & CEO, AMEA & Russia/CIS

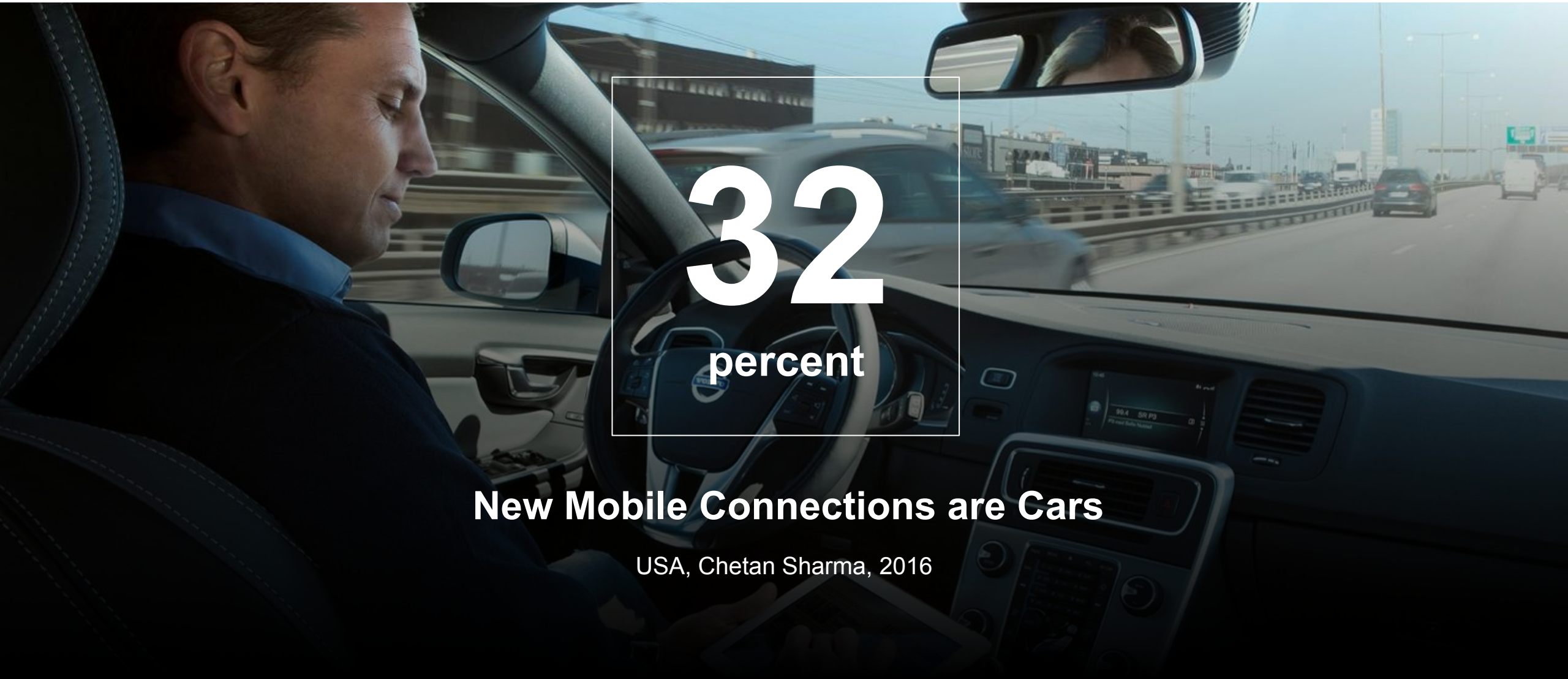
Mindshare



The Third Wave of Digital Disruption



More: Connected Cars



More: Connected Homes

8
percent

Connected Toilets



19
percent

Fridge



42
percent

Home Security



% of people very interested

More: Connected Products & Devices







Three Major Implications



From Clicks to Conversations





Millennials and voice search

40% of US Smartphone searches by voice

By 2020, 2/3rd of all search

Source: USA, Google, 2015



US teens using voice search



Google DeepMind's WaveNet

Baidu's Deep Speech 2

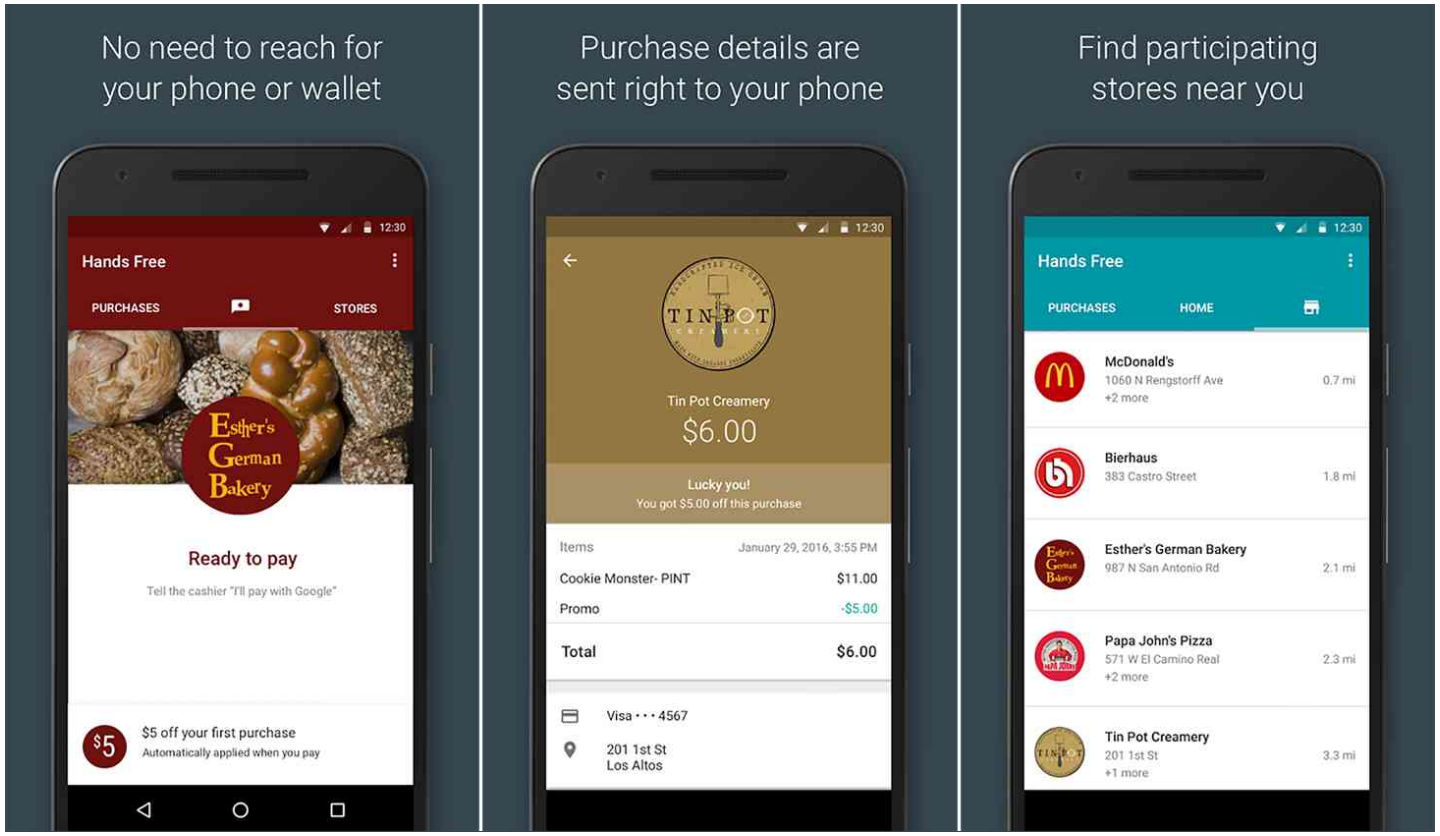
A neural network AI

+50% Better Than Existing Speech Technologies

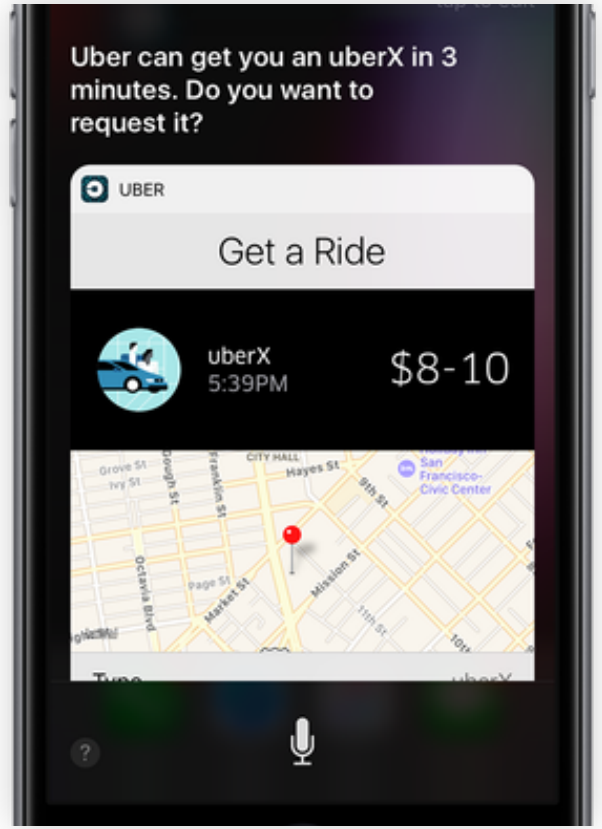
DeepMind

Voice integration

Voice activated payments and banking



Voice integrated inside apps



Mindshare's "SpeakEasy" Research



Autonomous Living



Voice Interaction with AI Assistants

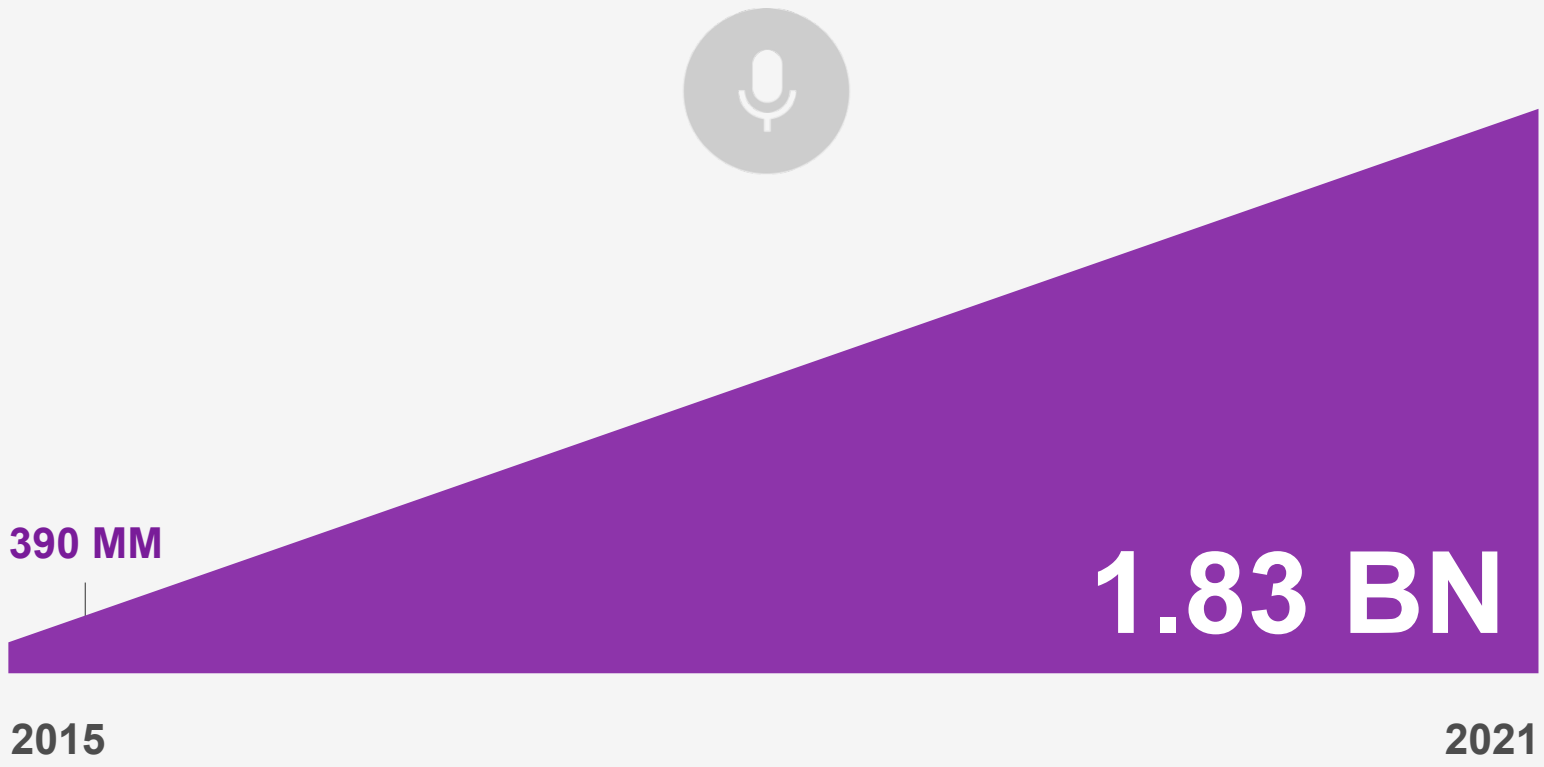
Google Assistant

Siri

Cortana

Bixby

By 2021, the number of consumers worldwide using AI voice assistants will reach 1.83 billion users



Google’s Machine Learning: Im2Calories (and now Google Lens)

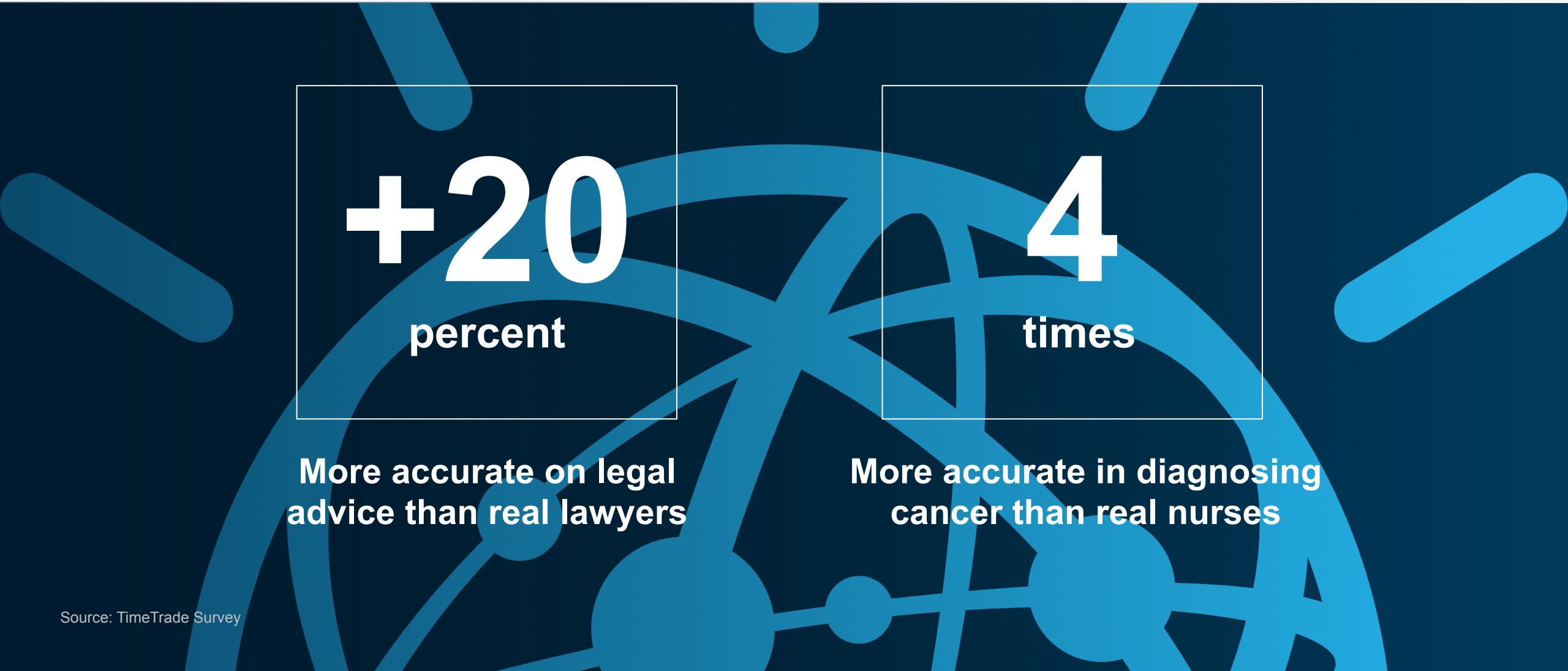


Visa Image Recognition Scanner:

The Shazam for fashion

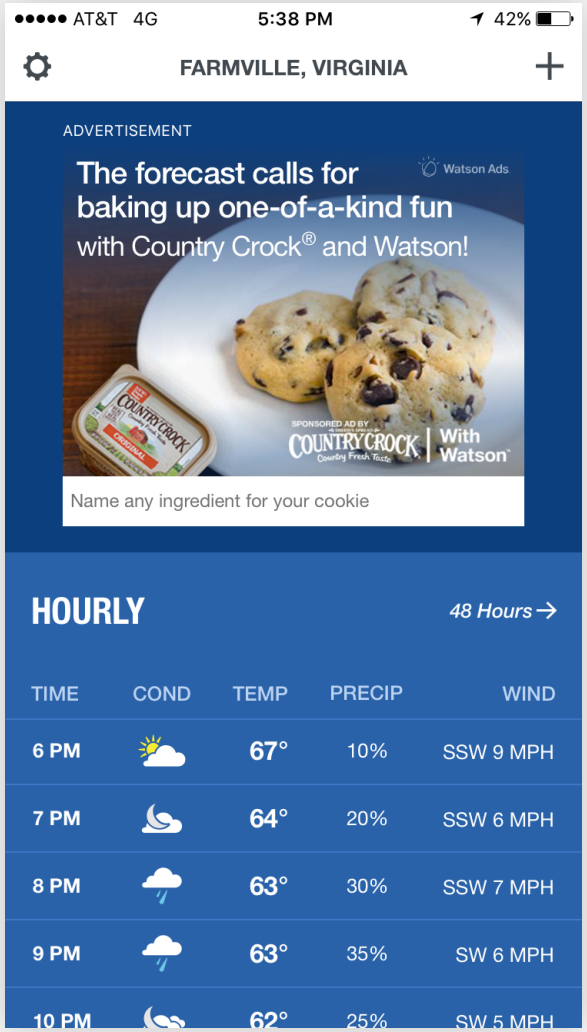


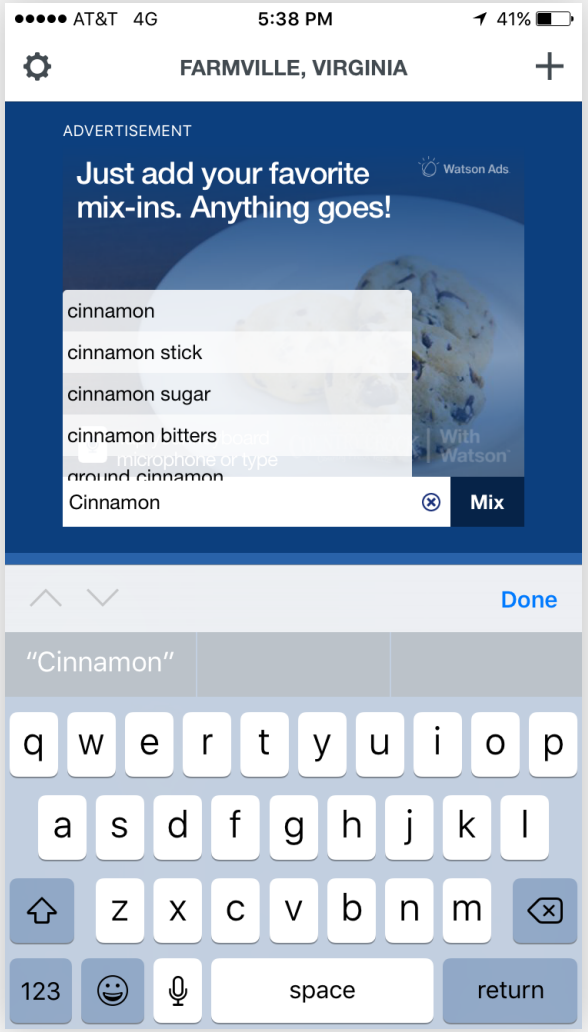
IBM Watson Extending AI Into Services

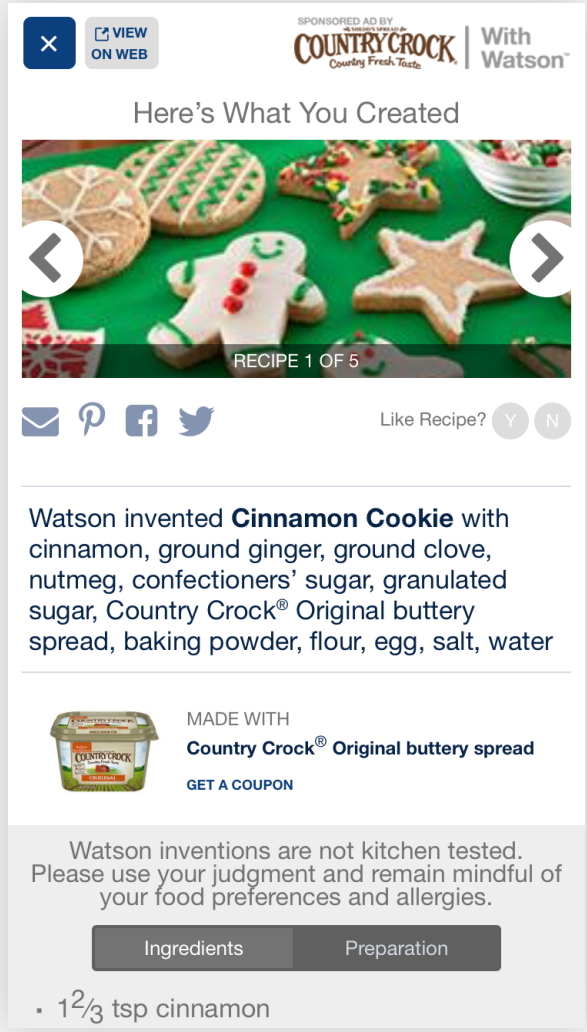


Source: TimeTrade Survey

Watson AI Ads: Unilever Beta Test







More than just a voice

Triggers an emotional response
More we use it, more we trust it

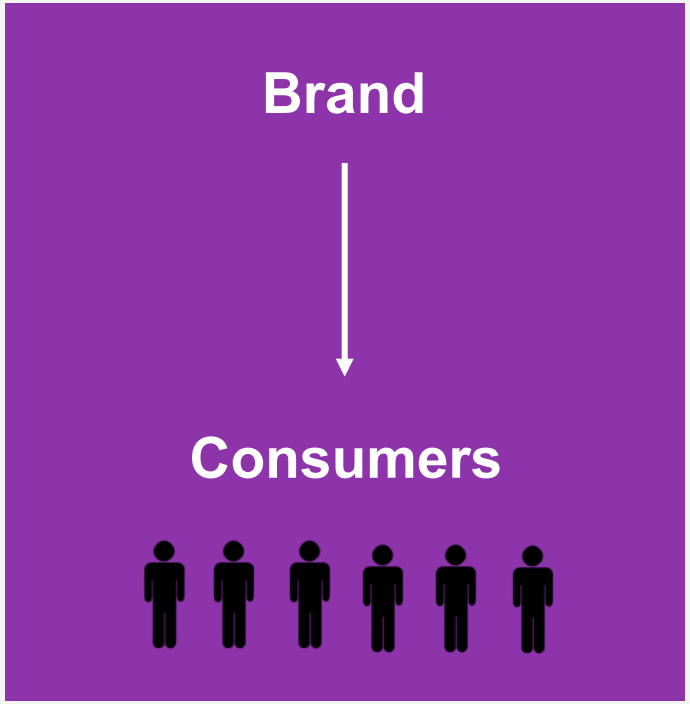



优酷
肯德基
全新品牌代言人
鹿 晗
KFC

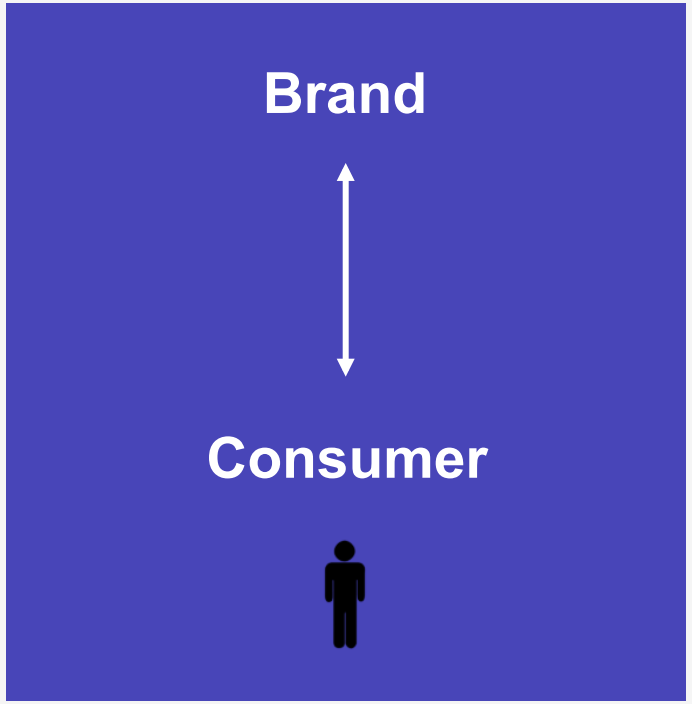


Marketing in the Third Wave

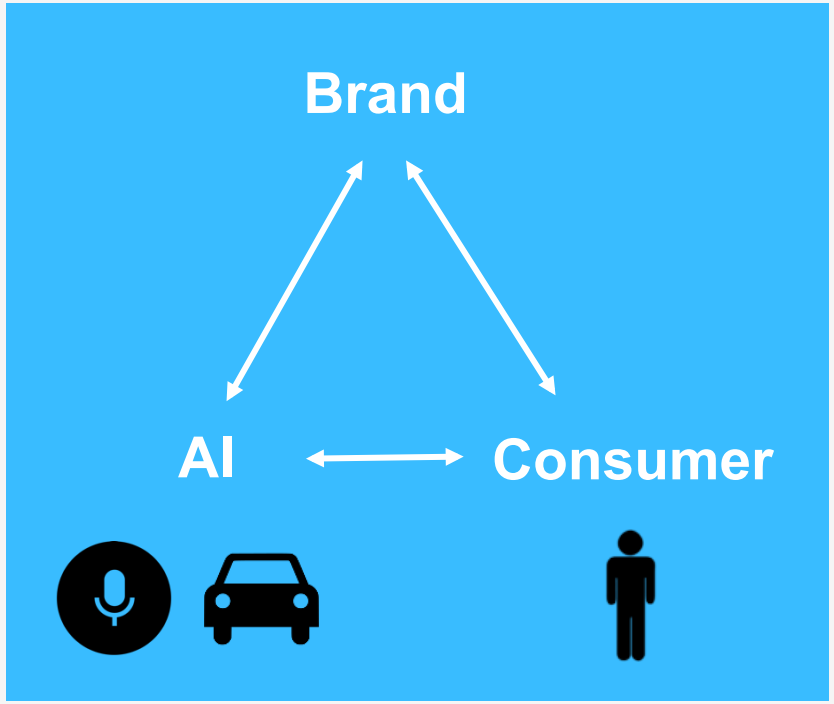
First Wave
Mass



Second Wave
One to One



Third Wave
Matrix




BURGER KING® | Connected Whopper®
WHOPPER
BURGER KING

Wearable, Implanted, Augmented and Virtual



Connected People
Wearable Technology



Owlet Smart Sock

80,000 Units Sold To-Date

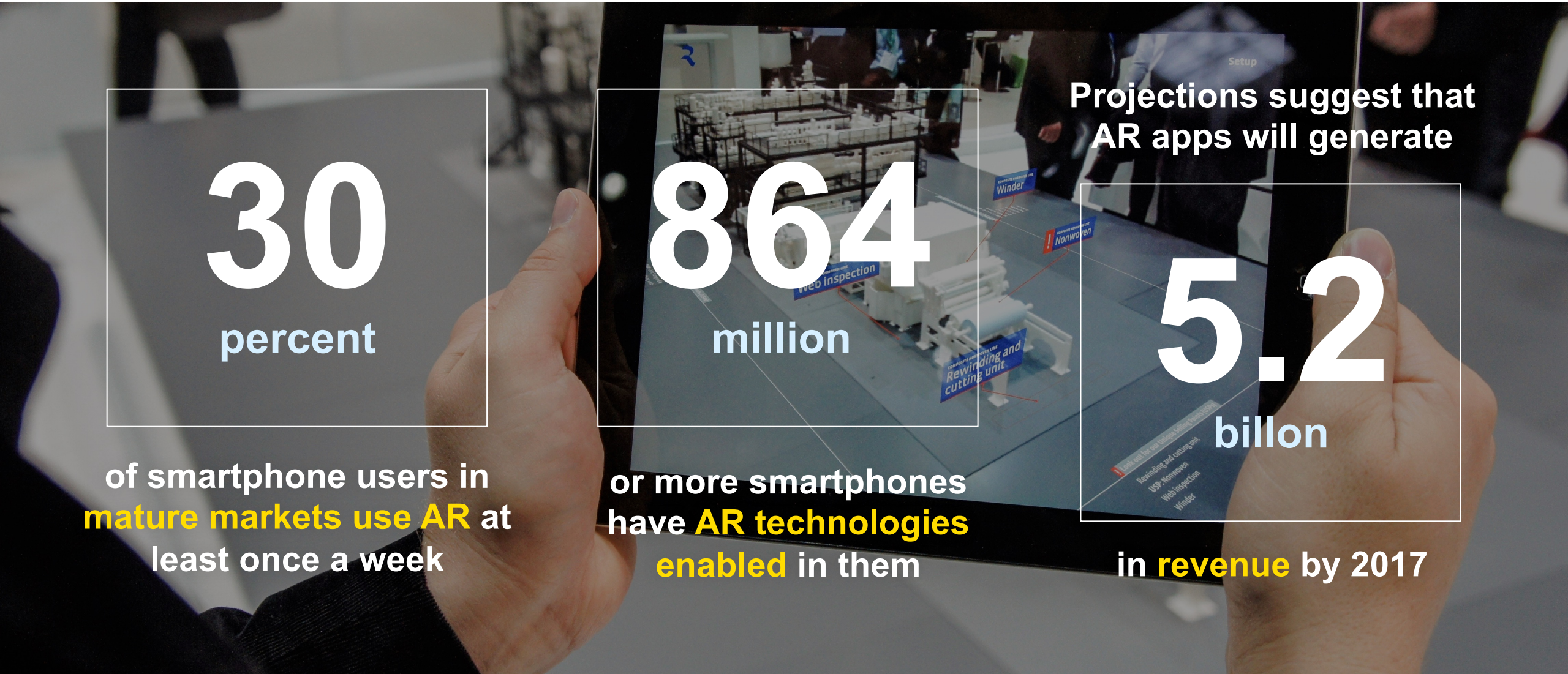


2020: Forecasted Augmented Devices Shipped



Source: eMarketer, 2016

Augmented via Smartphone



30
percent

of smartphone users in **mature markets use AR** at least once a week

864
million

or more smartphones have **AR technologies enabled** in them

Projections suggest that AR apps will generate

5.2
billon

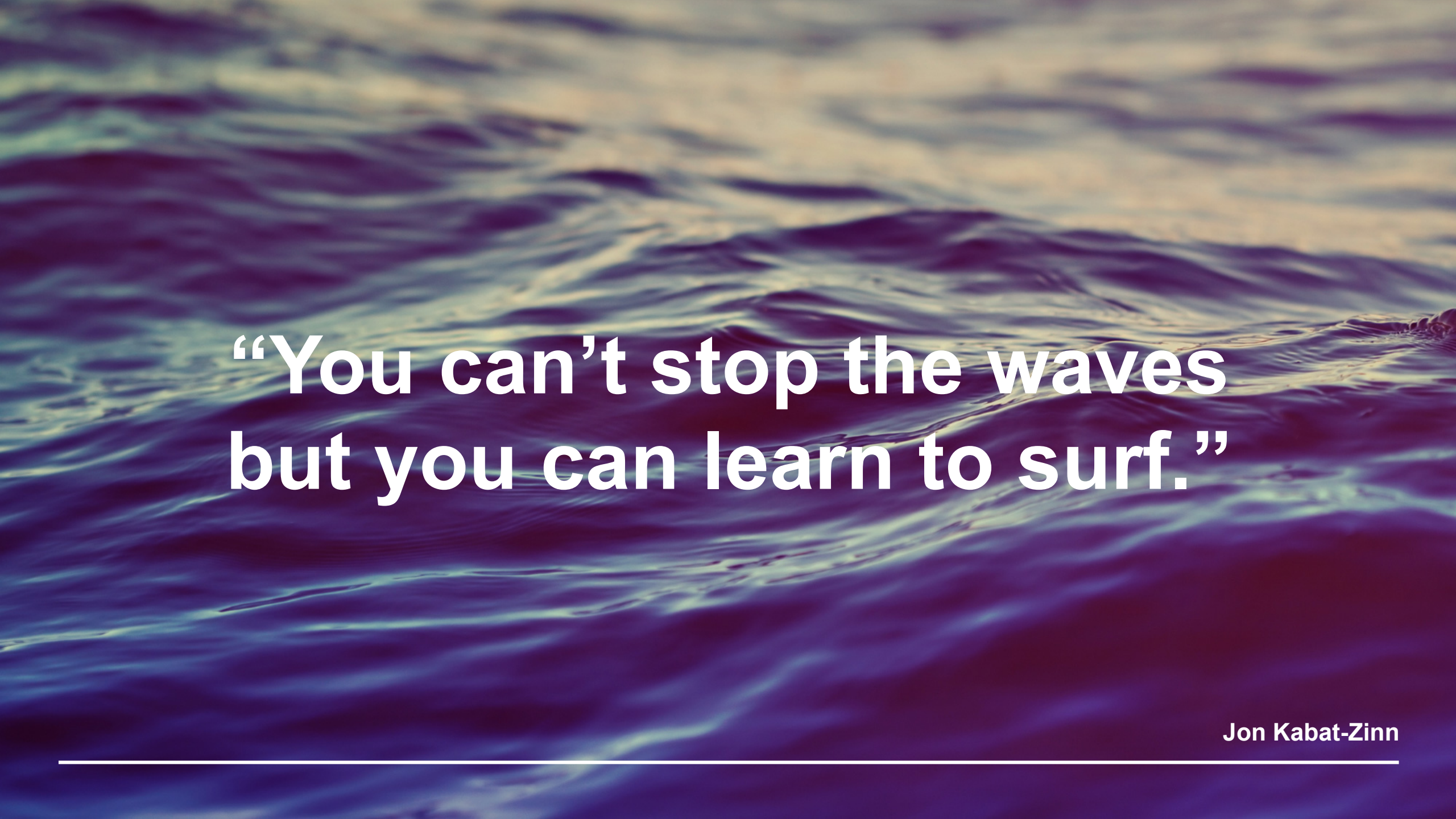
in **revenue** by 2017



Global Downloads of VR Games & Apps



Source: Cisco Systems


“You can’t stop the waves
but you can learn to surf.”
Jon Kabat-Zinn

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MOBILE MARKETING ASSOCIATION

THANK YOU

