MMA FORUM SINGAPORE
JUNE 9, 2017 | SINGAPORE



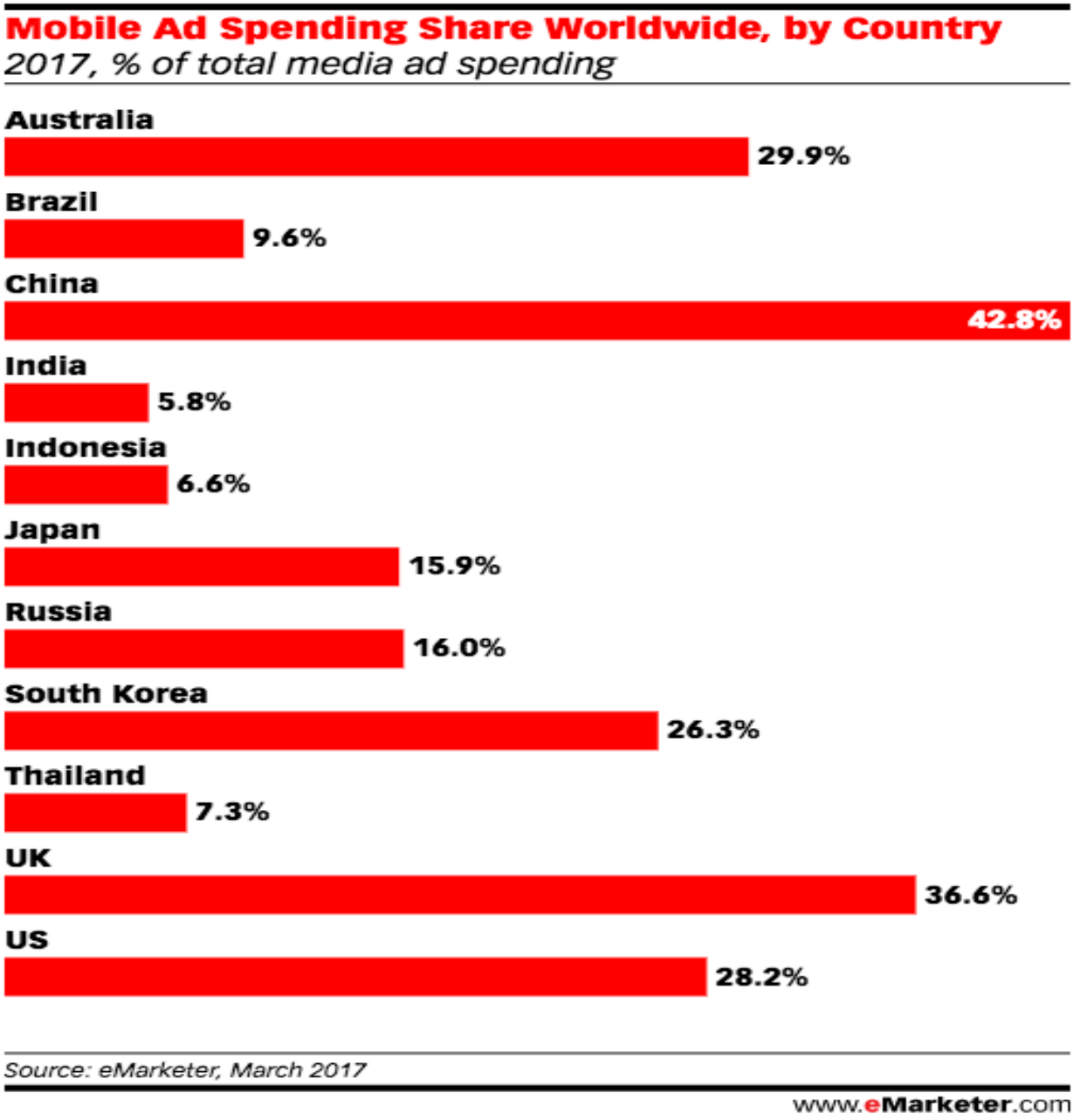
Mobile Marketing : The Third Wave

Ashutosh Srivastava
Chairman & CEO, AMEA & Russia/CIS
Mindshare Worldwide

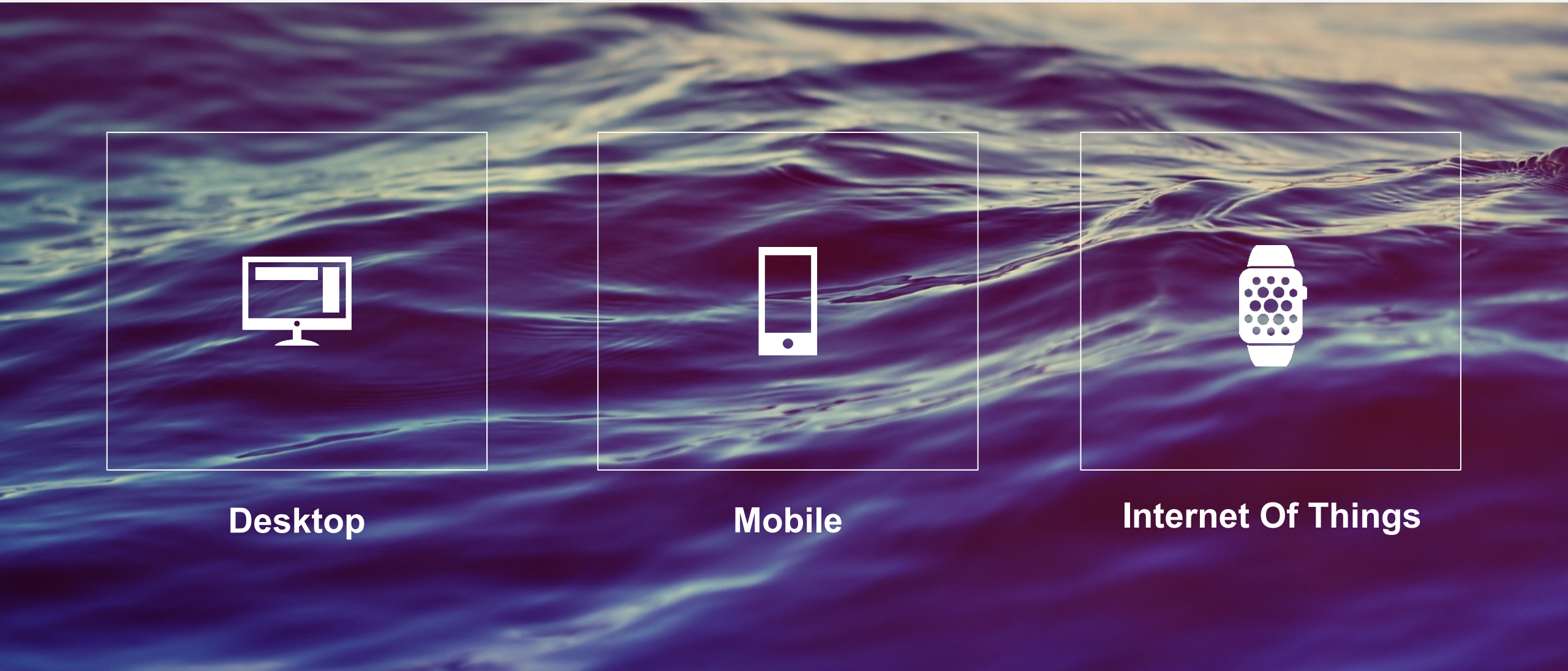
MMA
MOBILE MARKETING ASSOCIATION

China is the mobile marketing trailblazer!

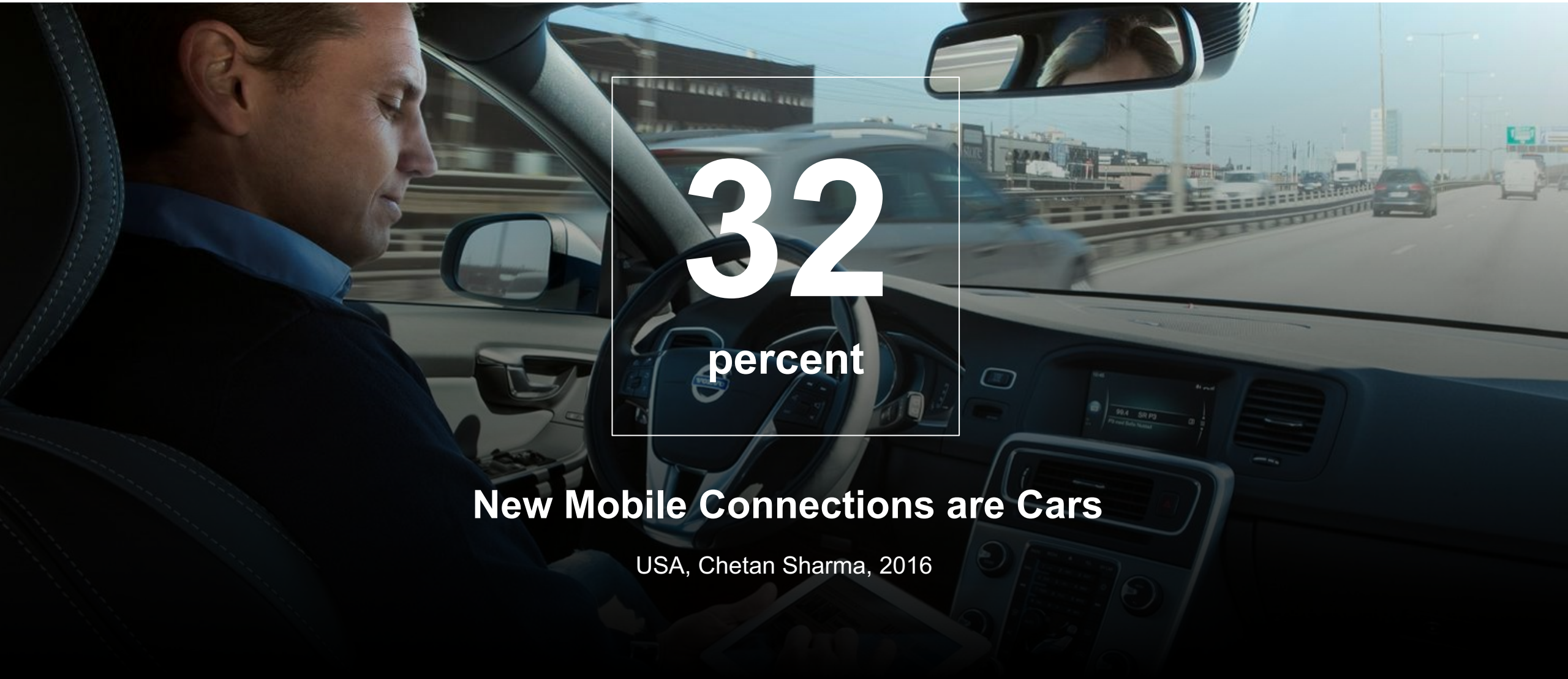
And rest of APAC…



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



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

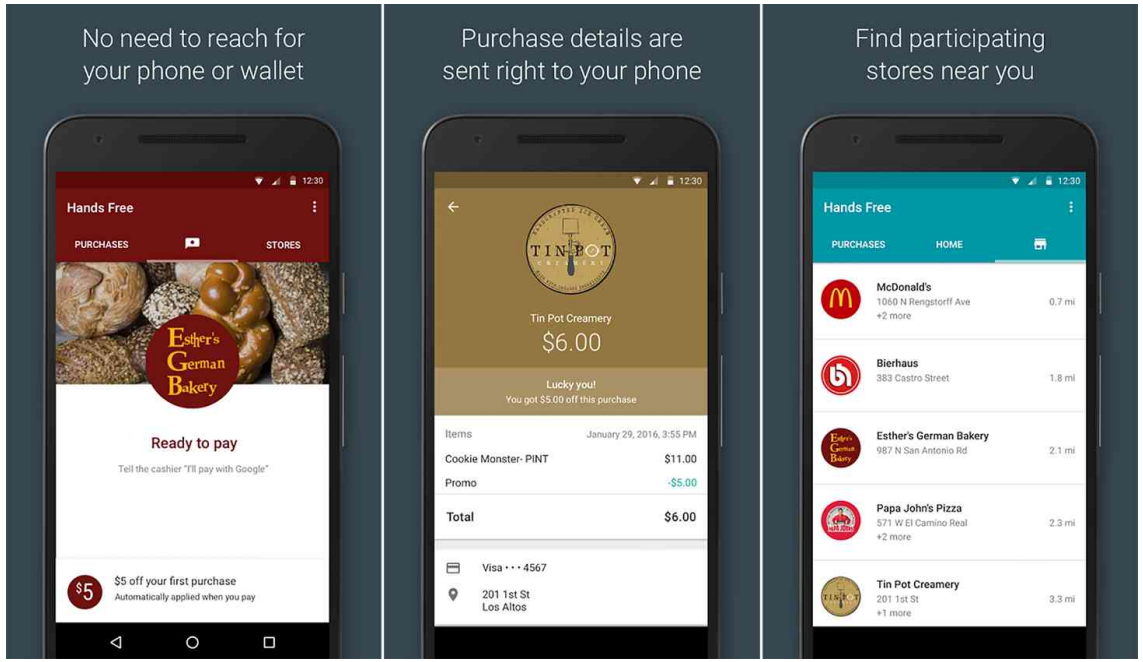
A neural network AI

+50% Better Than Existing Speech Technologies

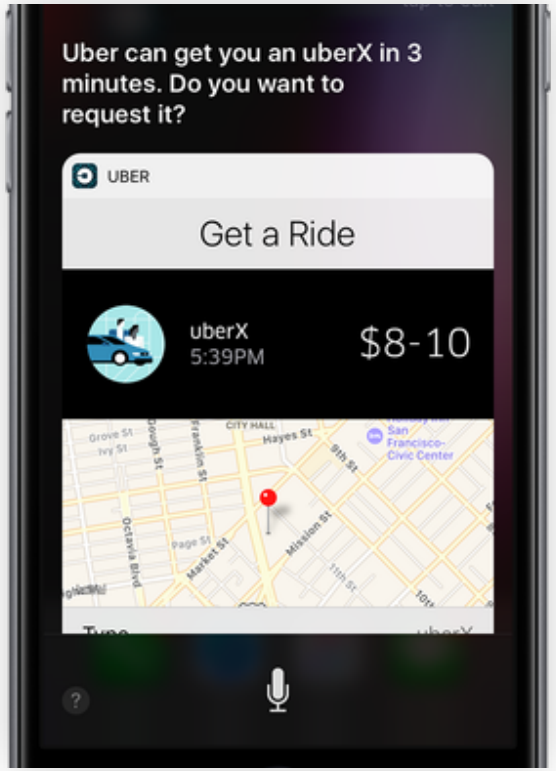
DeepMind

Voice integration

Voice activated payments and banking



Voice integrated inside apps



Mindshare's "SpeakEasy" Research

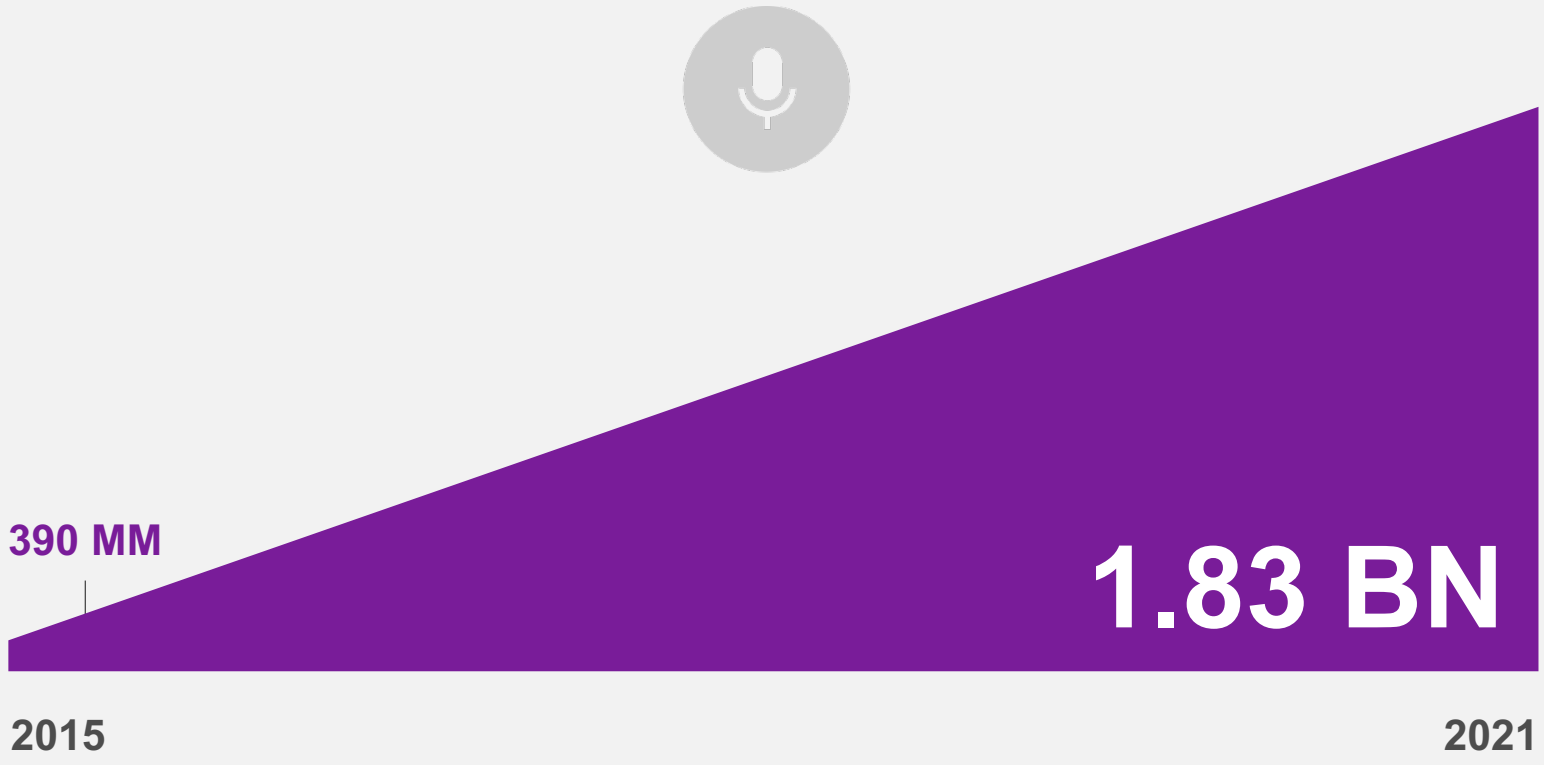


Autonomous Living



Voice Interaction with AI Assistants

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



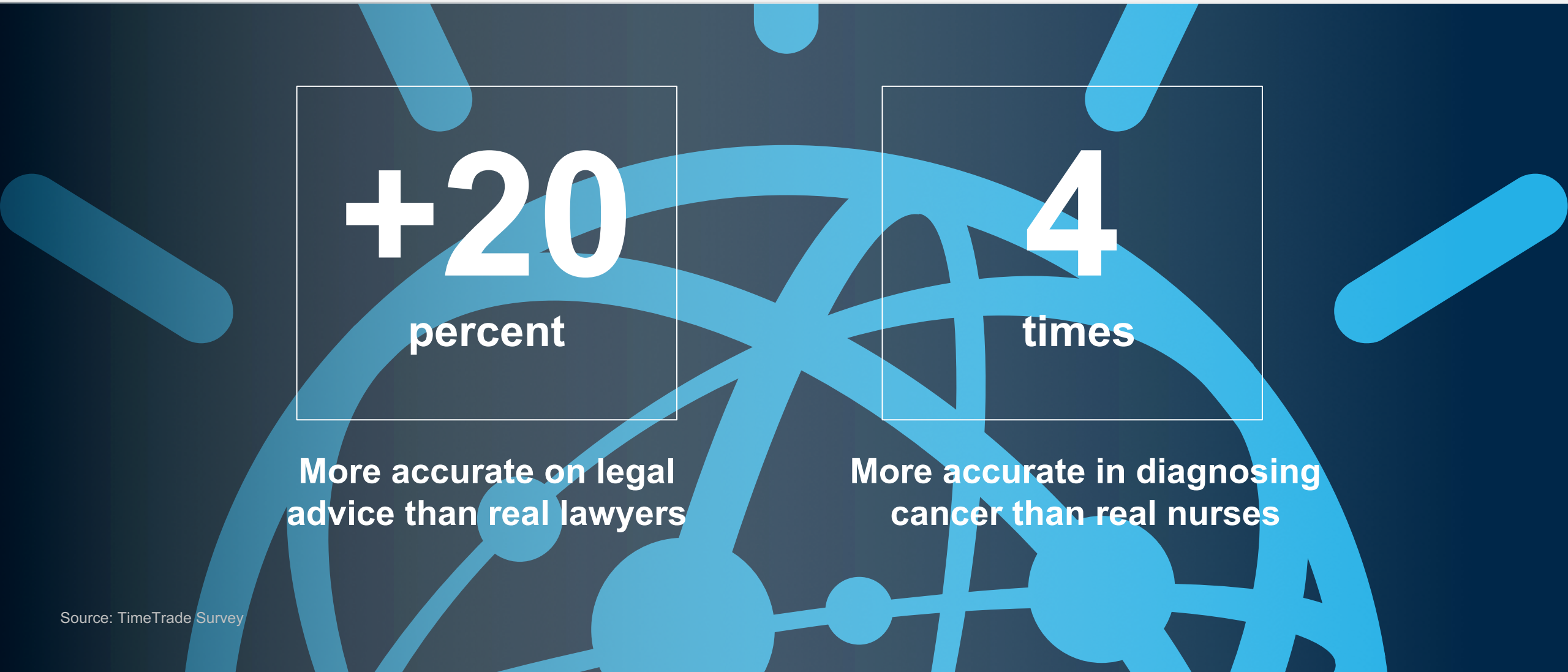
Google’s Machine Learning: Im2Calories (and now Google Lens)



Visa Image Recognition Scanner

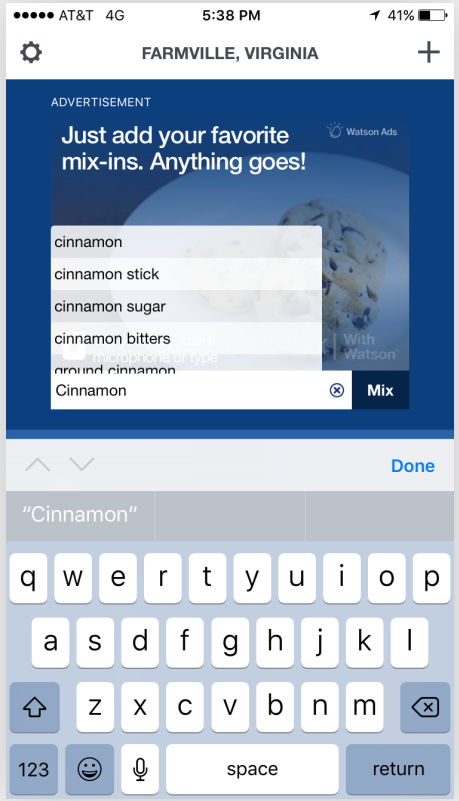


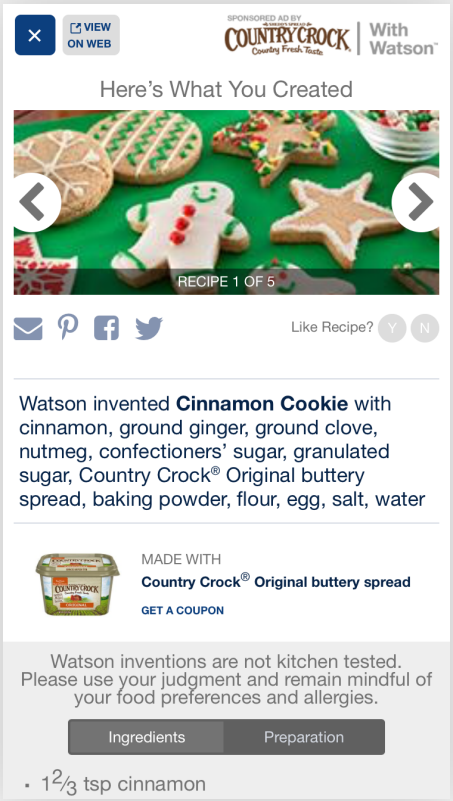
IBM Watson Extending AI Into Services

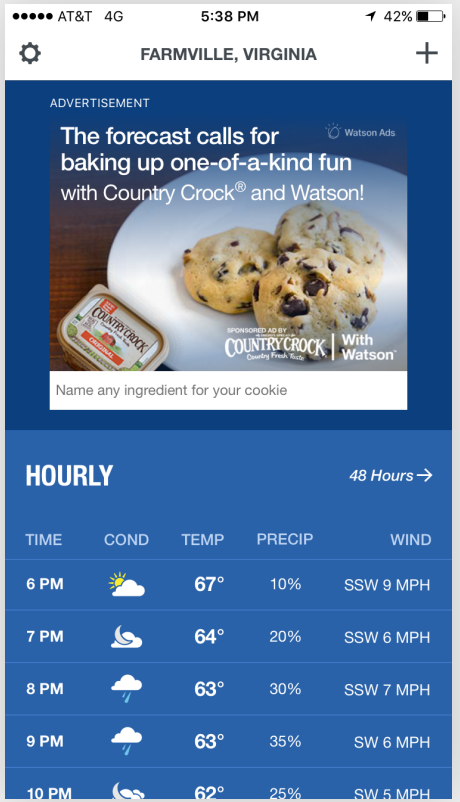


Source: TimeTrade Survey

Watson AI Ads: Unilever Beta Test







More than just a voice

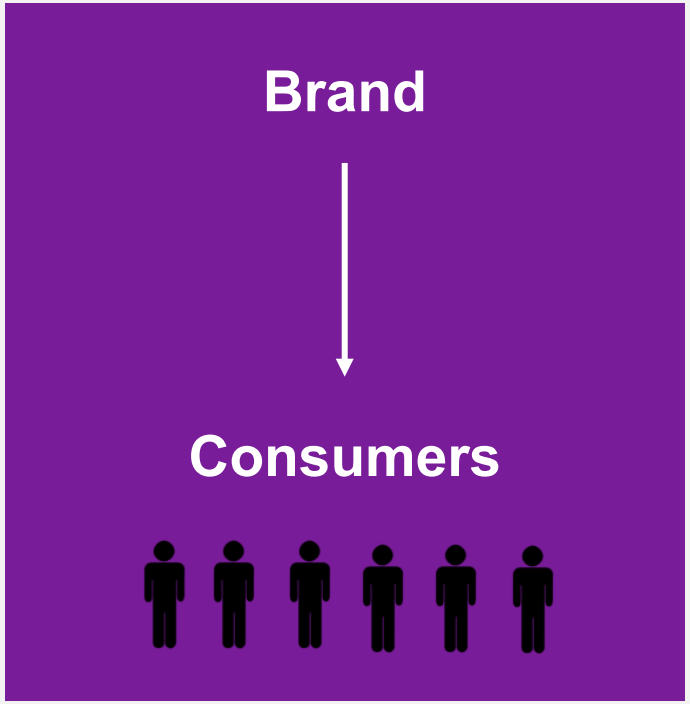
Triggers an emotional response
More we use it, more we trust it



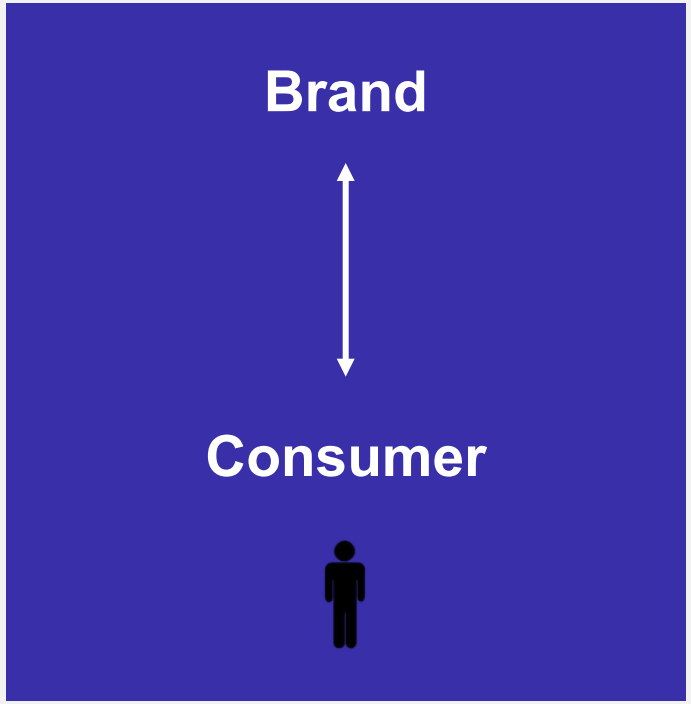


Marketing in the Third Wave

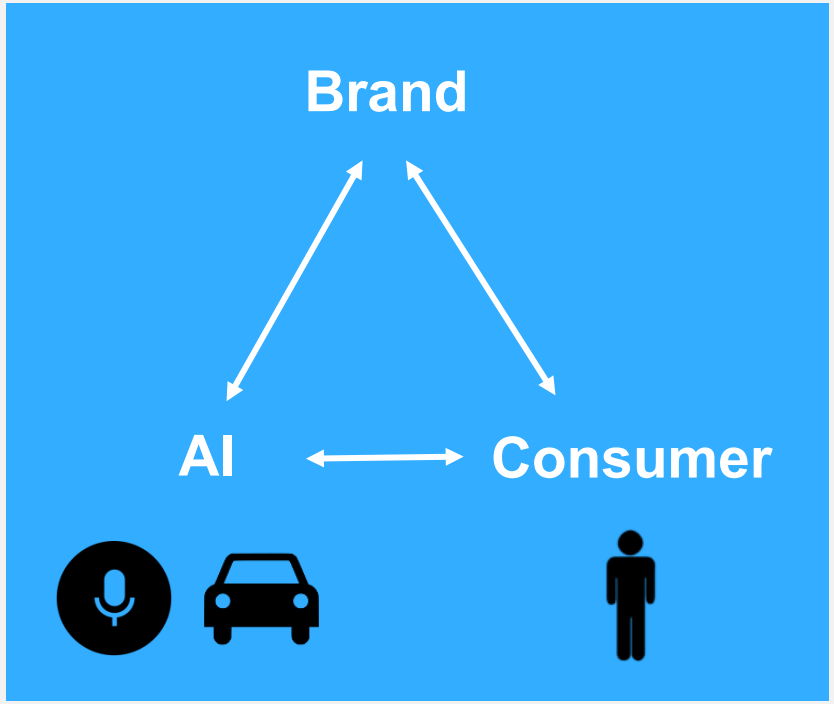
First Wave
Mass



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

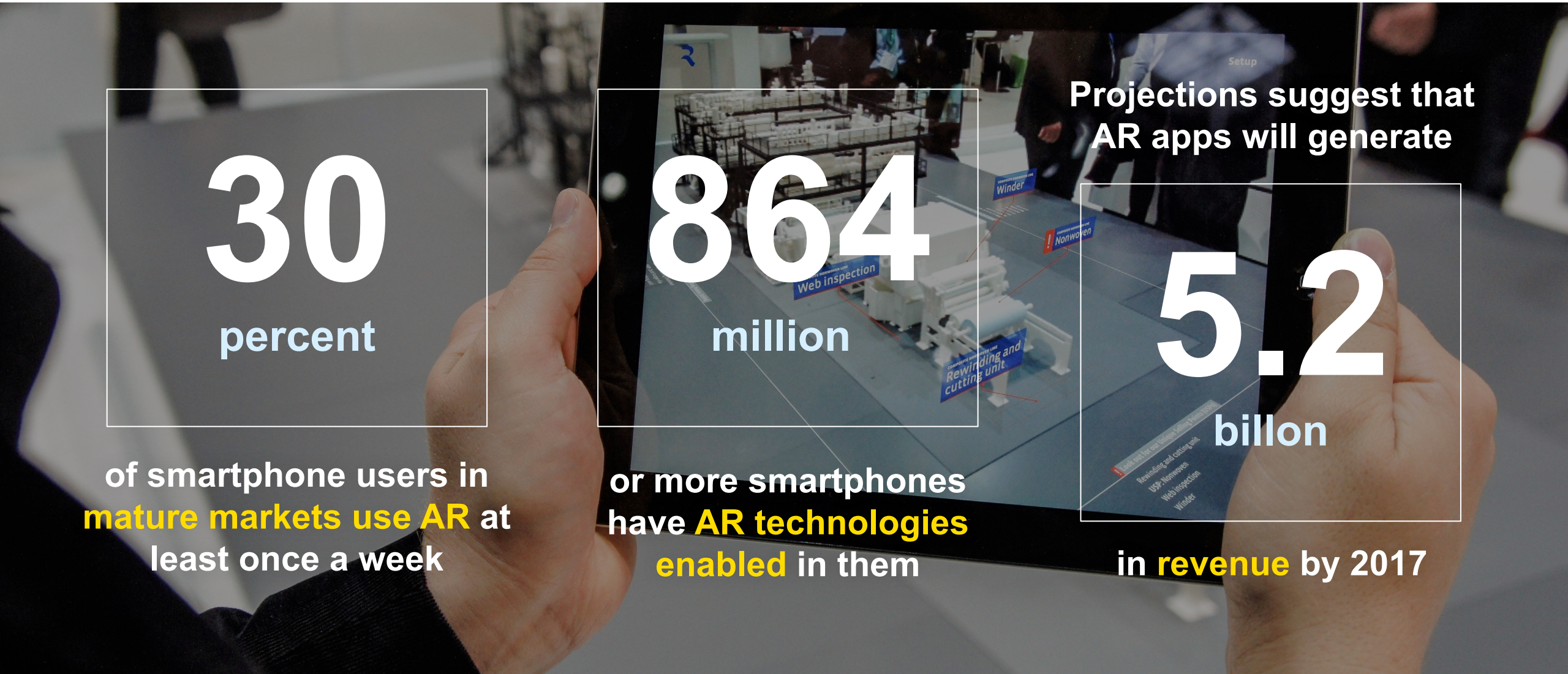


2020: Forecasted Augmented Devices Shipped



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

Pokemon GO: Apple's Most Downloaded Application



60%
Use It Daily

Of installed apps daily usage rate



$440 million
in Revenue

On Apple iTunes and Google Play



100
Million

Downloads on Google Play and Apple iTunes



Immersive: Magic Leap augmented reality

Augmenting the smartphone screen



Alibaba Singles Day Virtual Shopping



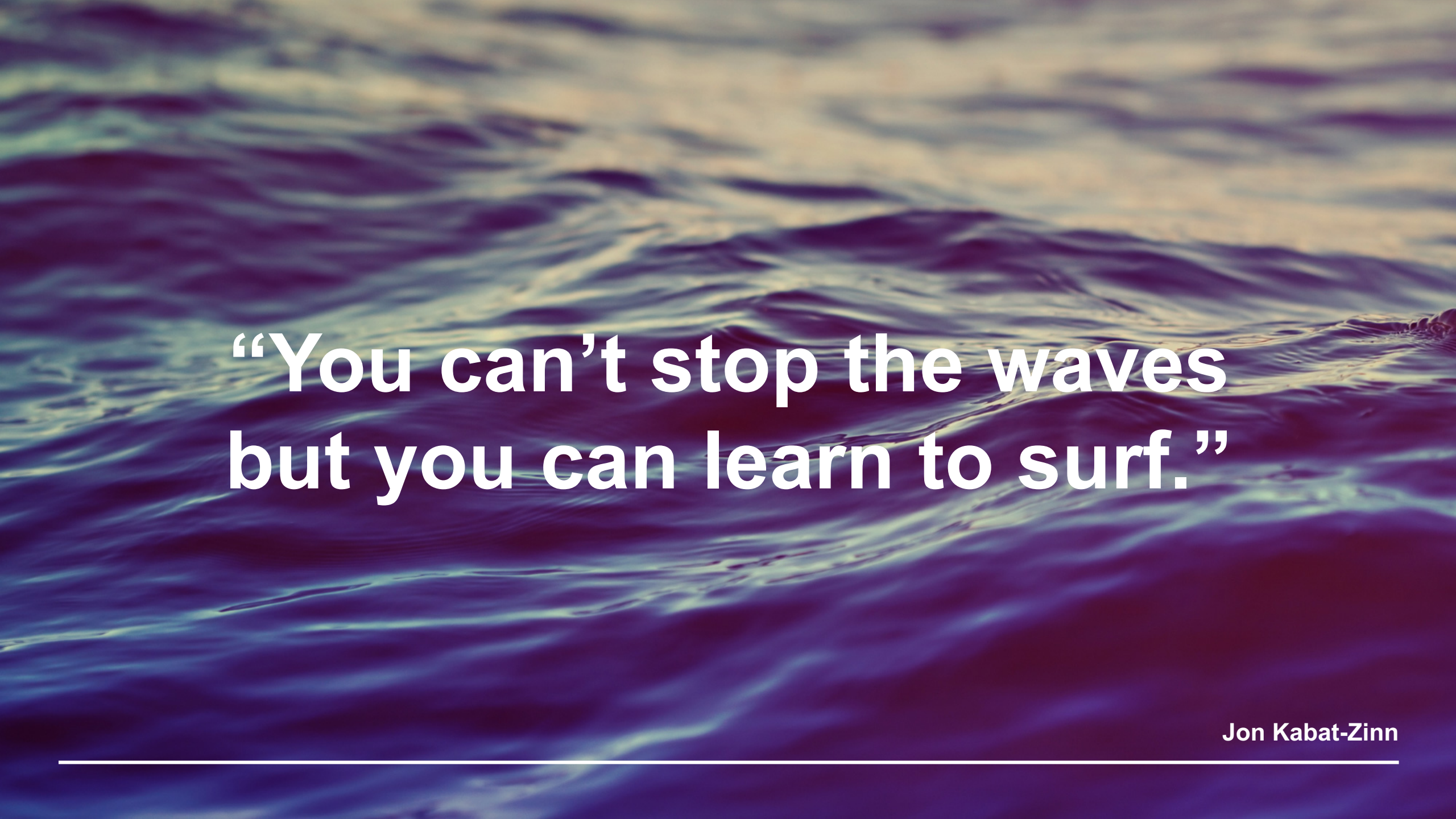
Global Downloads of VR Games & Apps



Source: Cisco Systems

The Perils of Virtual




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

THANK YOU

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