THE POWER OF VOICE



MINDSHARE

50 YEARS AGO

MINDSHARE





An epic drama
of adventure
and exploration

MGM PRESENTS A STANLEY KUBRICK PRODUCTION

2001
a space odyssey

STARRING
KEIR DULLEA · GARY LOCKWOOD

SCREENPLAY BY
STANLEY KUBRICK AND ARTHUR C. CLARKE

PRODUCED AND DIRECTED BY
STANLEY KUBRICK

SUPERPANAVISION®
METROCOLOR

MGM

COMPUTER CHESS



1997: IBM DEEP BLUE



TABLETS



2010: IPAD



VOICE + AI





2011: IBM WATSON



TODAY




DAWN OF VOICE
EASE COGNITIVE LOAD

VOICE IS ABOUT ‘EASING THE COGNITIVE LOAD’ AND REMOVING FRICTION

WHAT IS THE TEMPERATURE?

HIGH MENTAL ACTIVITY

LOW MENTAL ACTIVITY

VOICE

APP



Source: Mindshare / Neuro-Insight / JWT

n=102 UK smartphone users. Brain activity measured using SST headsets



69 MILLION PEOPLE

USE VOICE ASSISTANTS

PREDICTION THAT 50% OF ALL SEARCHES WILL BE VOICE BY 2020

Source: ComScore 2017, eMarketer 2018

45 MILLION PEOPLE

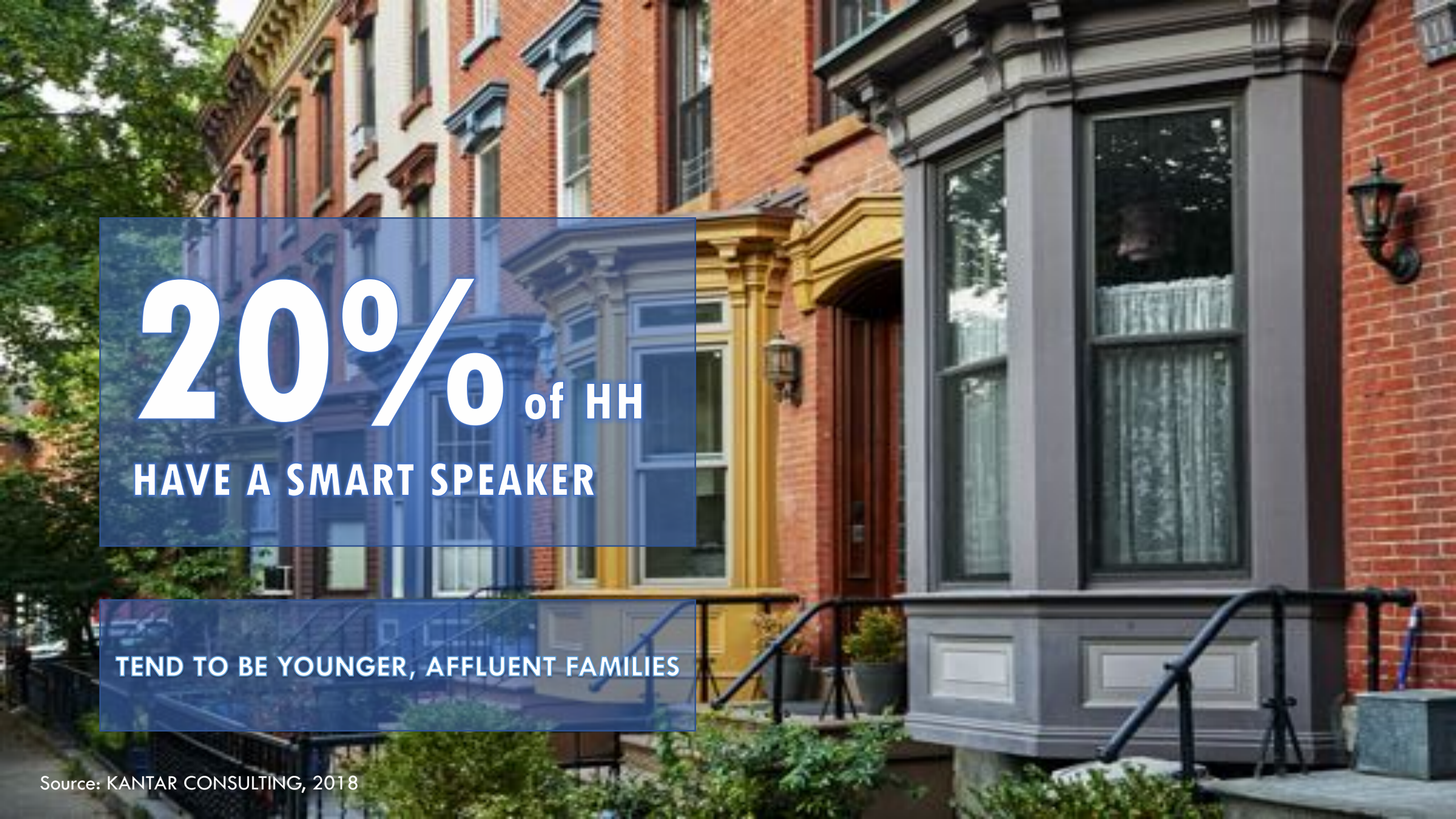
USE VOICE SPEAKERS

16% OF ADULTS UNDER 45 PURCHASED A HOLIDAY GIFT FOR SOMEONE IN DECEMBER USING VOICE





Source: eMarketer, KANTAR CONSULTING, 2018

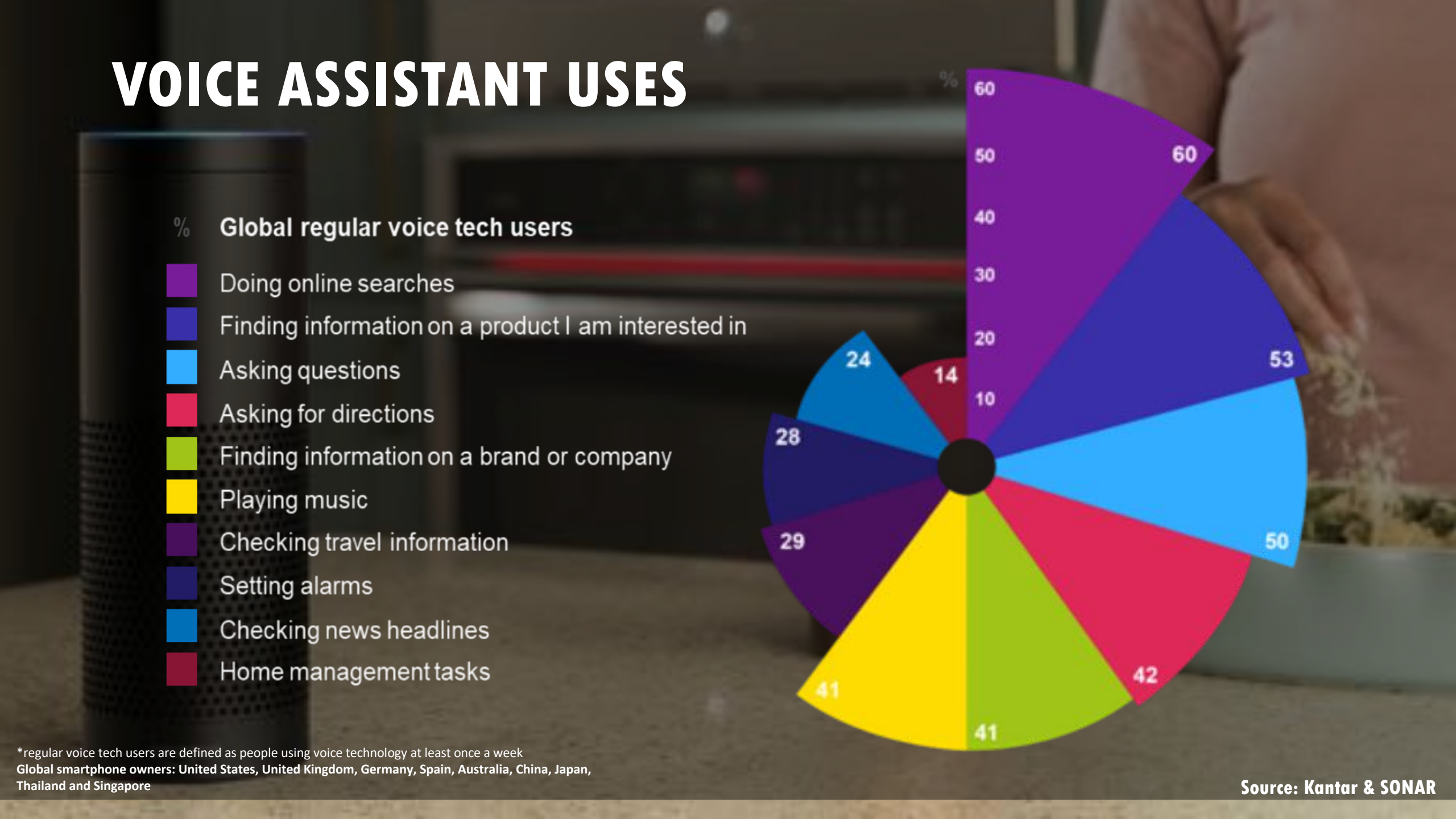


Source: KANTAR CONSULTING, 2018


EVERYDAY OBJECTS
BECOMING VOICE
ENABLED


MIRROR MIRROR
ON THE WALL,
ORDER ME
SHAVING CREAM
CONNECTED EVERYDAY SHOPPER SHOW
SELF-DRIVING
SHOPPING CARTS
WHAT'S FOR
DINNER
Live
Google
innit.

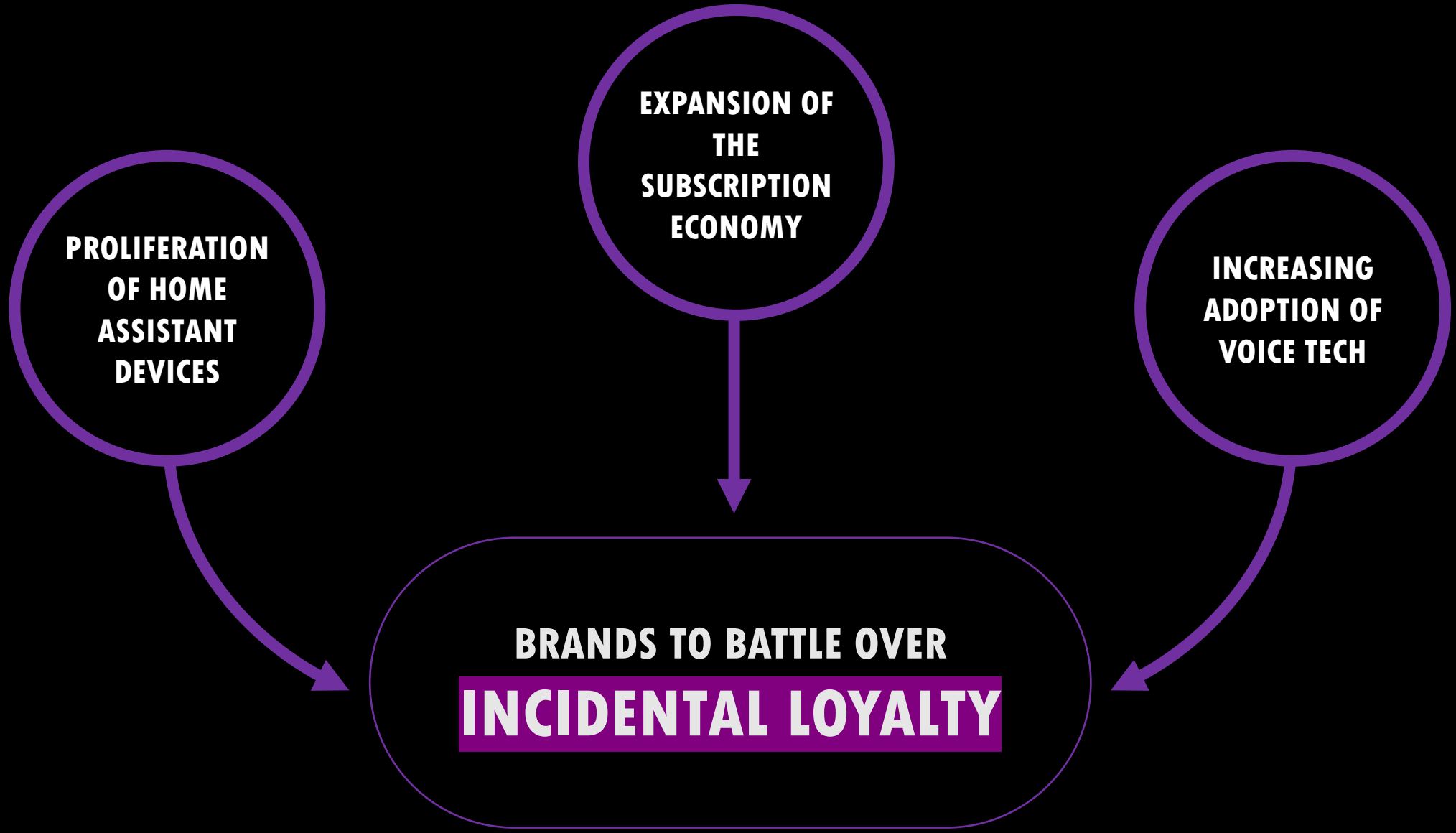
VOICE ASSISTANT USES



*regular voice tech users are defined as people using voice technology at least once a week

Global smartphone owners: United States, United Kingdom, Germany, Spain, Australia, China, Japan, Thailand and Singapore

Source: Kantar & SONAR


PROLIFERATION OF HOME ASSISTANT DEVICES
EXPANSION OF THE SUBSCRIPTION ECONOMY
INCREASING ADOPTION OF VOICE TECH
BRANDS TO BATTLE OVER
INCIDENTAL LOYALTY

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SIMPLIFY THE COMPLEX VOCAL LESSONS

V.O.I.C.E.

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VALUE

WHAT IS THE VALUE YOUR BRAND CAN BRING TO CONSUMERS WITH A VOICE EXPERIENCE?

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INTRODUCING

THE SMART BLUE BOX




HEY GOOGLE WHAT IS THE WAIT TIME FOR OHIO HEALTH URGENT CARE?
THE CURRENT WAIT TIME AT THE OHIO HEALTH URGENT CARE IS 9 MINUTES, PLEASE NOTE THAT ACTUAL WAIT TIME MAY VARY

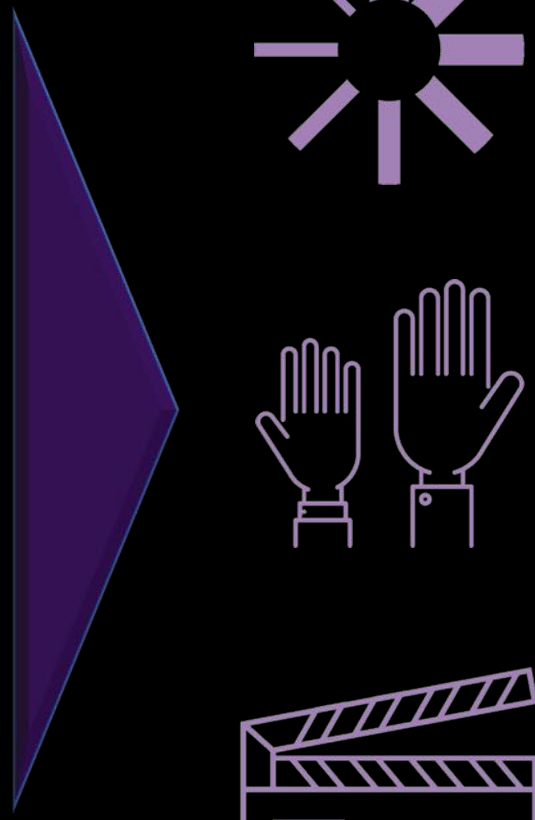
OPTIMIZE

OPTIMIZE YOUR SITE SO IT CAN BE LEVERAGED FOR DIALOGUE

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SITE OPTIMIZATIONS WILL HELP YOUR VOICE RANKINGS



LOAD TIME UNDER 3 SECONDS

FOCUS ON ANSWERS IN YOUR QUERY

HOW & WHAT ARE TRIGGER WORDS

INTEGRATE

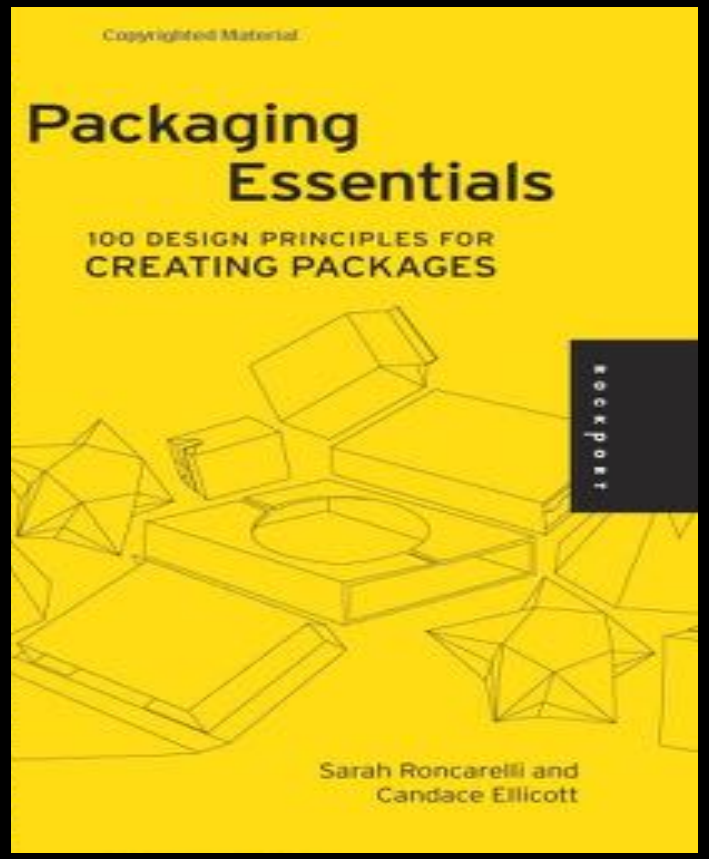
- INTEGRATE A CALL TO ACTION THAT WILL CONNECT THE CONSUMER WITH YOUR BRAND SEAMLESSLY AS WELL
- LEAN IN ON AUDIO

MINDSHARE

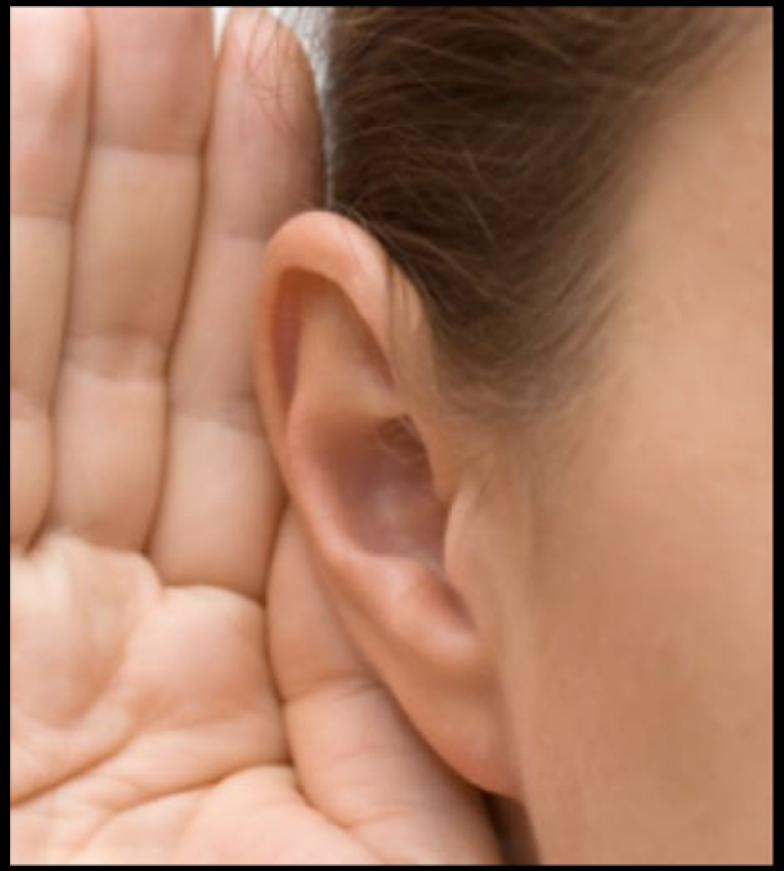


ALEXA, TELL STARBUCKS TO START MY USUAL ORDER

amazon alexa


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DURALOCK
DURACELL



CONTENT

CONTENT IS CRITICAL BUT CURATE A SIMPLE AND EASY APPROACH TO DRIVE REPLENISHMENT

MINDSHARE

CB's VOICE

TIPS



RECIPE

MUSIC

EVALUATE

EVALUATE YOUR SHELF RISK




Light
PROGRESSO
SOUP
VEGETABLE & NOODLE
NO ARTIFICIAL FLAVORS
NET WT. 18.5 OZ
(1 LB 2.5 OZ) 524g
Campbell's
Light
CLASSIC
CHICKEN NOODLE
LIGHT 25% LESS CALORIES
THAN OUR REGULAR VARIETY


Less Risk
More Risk

TOMORROW

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2021
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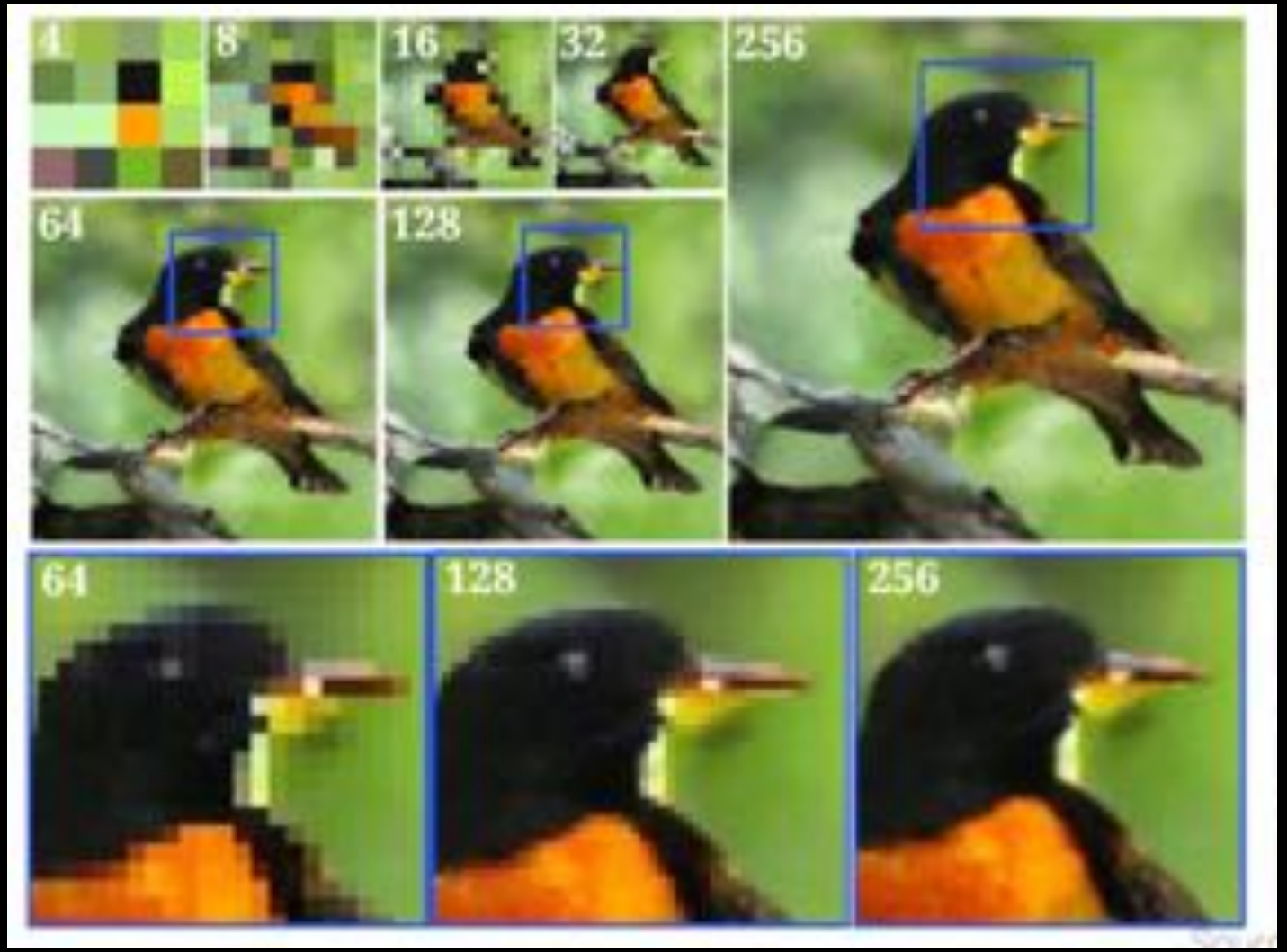
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GOOGLE'S DEEP MIND IS NOW CAPABLE OF CREATING IMAGES FROM YOUR SENTENCES



MIT RESEARCHERS HAVE CREATED A HEADSET THAT LETS YOU COMMUNICATE WITHOUT SPEAKING



BIOMETRICS EXTENDS TO YOUR VOICE, VOICE PRINTS BECOME COMMON



DEPENDING ON YOUR CATEGORY, 30% OF YOUR SALES WILL BE FROM INCIDENTAL LOYALTY



BUY A SMART SPEAKER
DISCOVER YOUR V.O.I.C.E.
WATCH 2001 SPACE ODYSSEY

MINDSHARE

