

*Trendspotting among Winning
Entries*
2024

Team Media and Digital
Dec 2023

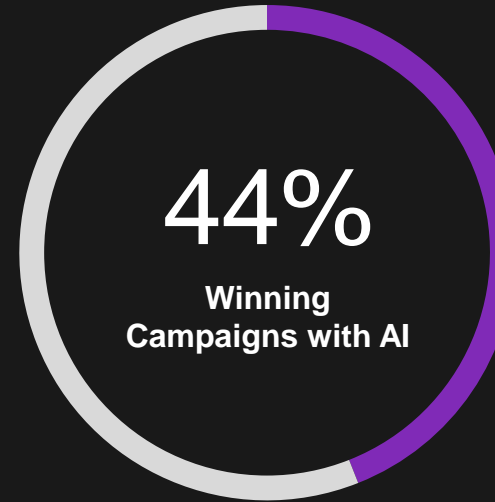


As in previous years, Kantar has identified several trends among the winning entries of the MMA Smarties Awards 2024.

We've compiled some intriguing insights and are pleased to share them in this document.



1. Personalization, Interactive Content and AI. A Success Trifecta?



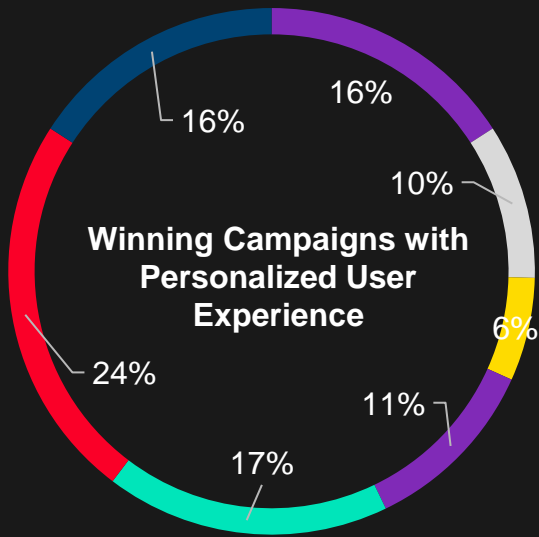
The integration of AI for personalized and interactive digital content holds significant promise for the future of brand campaigns, fostering deeper connections between brands and consumers. Here are a few key reasons why:

Enhanced Engagement: AI can analyse user data to tailor content that resonates with individual preferences, leading to higher engagement rates

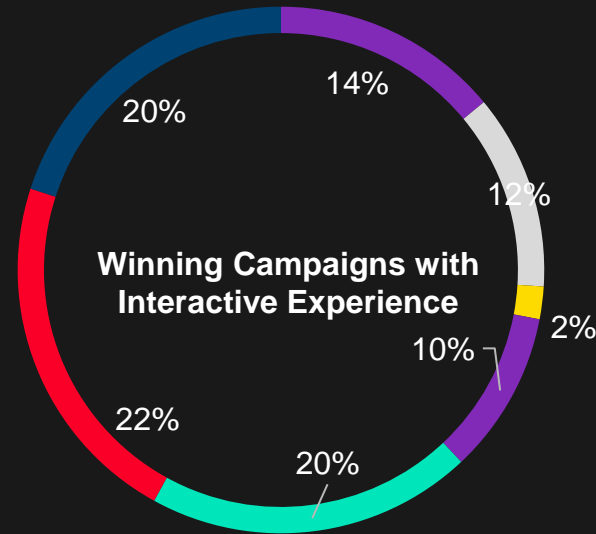
Scalability: AI enables brands to create personalized experiences at scale, allowing for efficient outreach to large audiences without sacrificing individual relevance

Data-Driven Insights: By leveraging AI analytics, brands can gain deeper insights into user behaviour, helping to refine strategies and improve ROI.

2. Personalization & Interactive experience future of digital brand campaigns?



- AI Marketing
- Creative
- E-commerce marketing
- Emerging Tech Marketing
- Impact Media
- Marketing Impact
- Purpose Driven Marketing



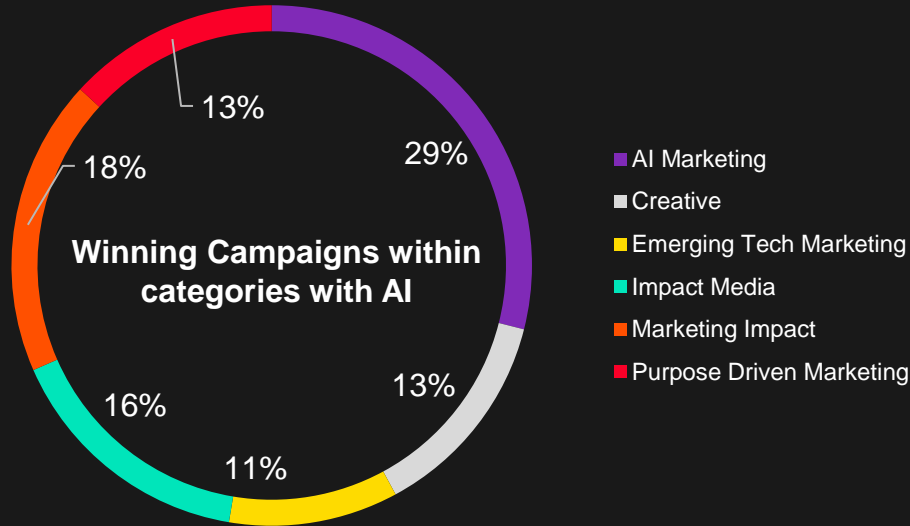
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Personalized user experiences are a powerful tool for achieving a wide range of brand objectives. By effectively leveraging personalization, brands can strengthen connections with consumers, enhance satisfaction and loyalty, and ultimately drive business success. As consumers increasingly expect tailored experiences, brands that prioritize personalization will likely lead the way in building lasting relationships in the digital landscape.

3. AI an enabler for all Brand Purposes?

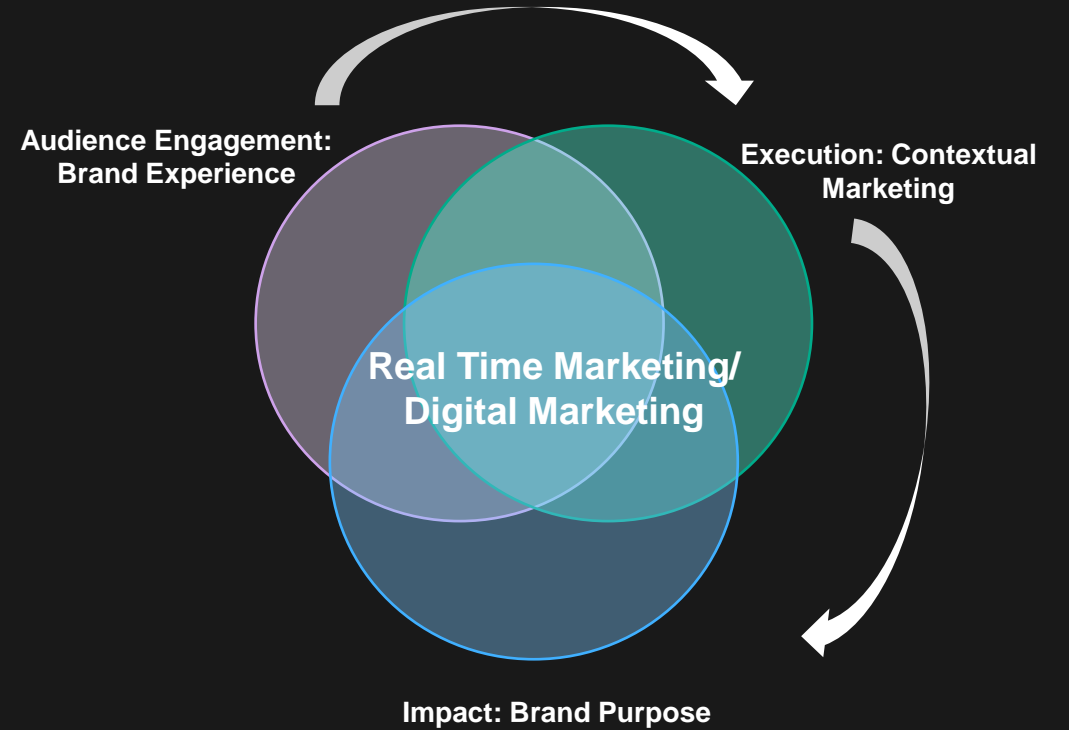
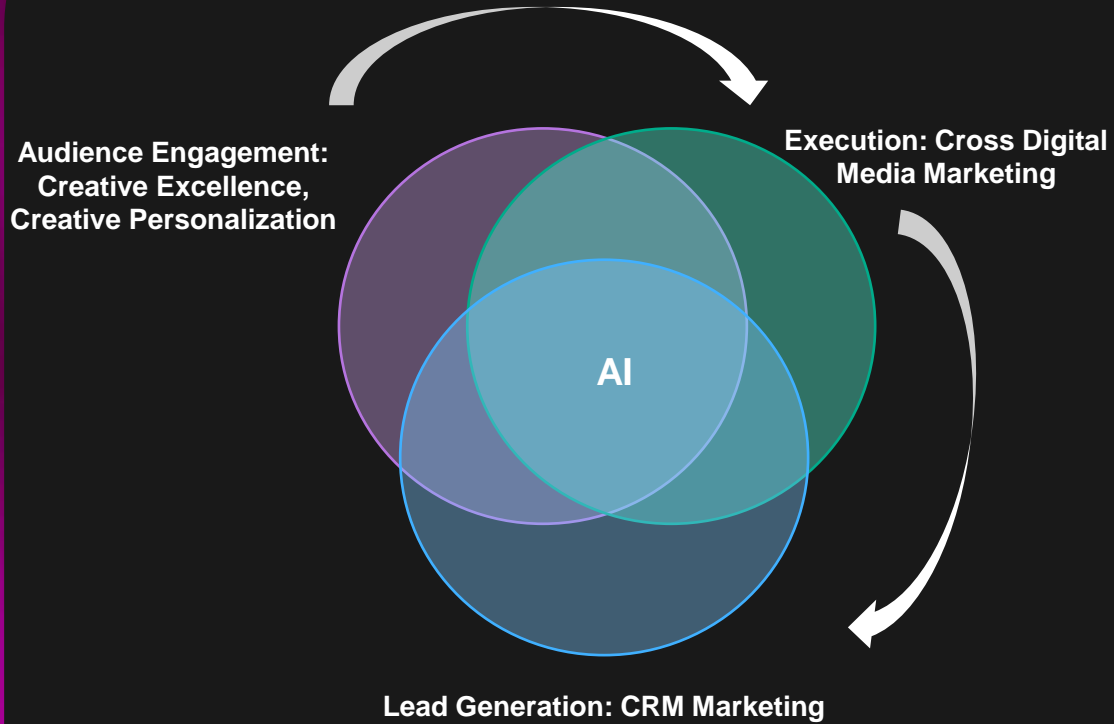


38 out of 87 total winning entries have AI



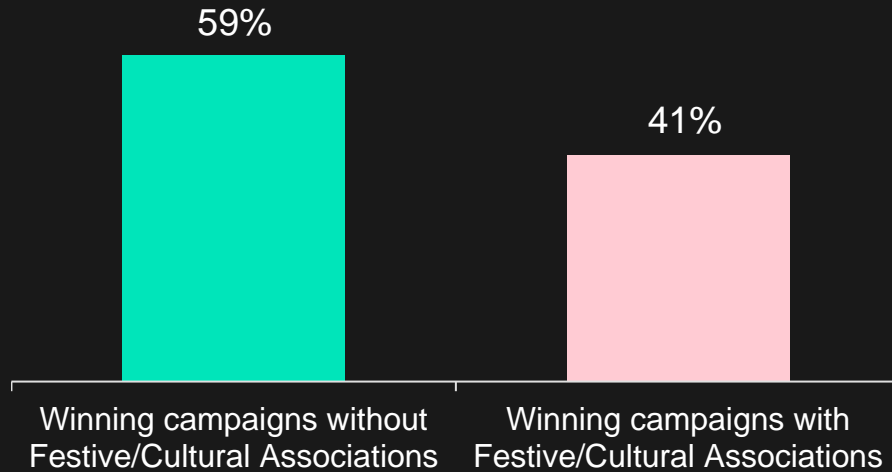
AI is set to become an integral part of mainstream brand campaigns, moving beyond its initial novelty. By enhancing personalization, improving targeting, providing real-time insights, and automating routine tasks, AI empowers brands to create more effective and engaging campaigns. As technology continues to evolve, brands that embrace AI will be better positioned to connect with consumers and drive meaningful results across Brand objectives.

4. Can tech-enabled personalized brand marketing drive meaningful brand impact?



By leveraging technology, a Brand can better exploit the capabilities of new age media and creative personalization to drive superior audience engagement, customer and brand experience that can translate to establishing brand purpose, developing first party data, launching new products or having an outsized impact with scarce marketing resources.

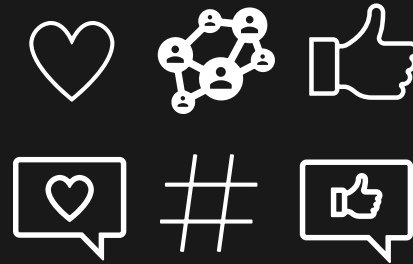
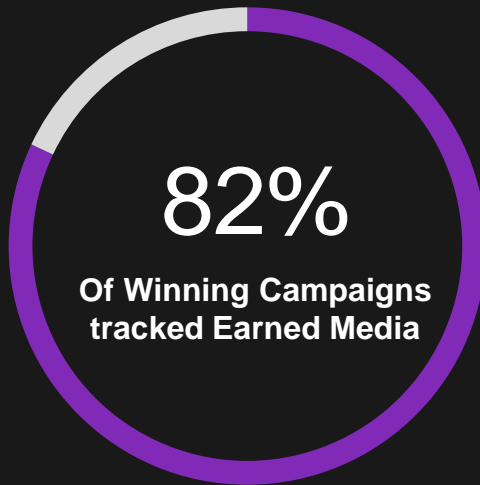
5. Are Cultural or Sporting moments a guaranteed success platform for Brand Campaigns?



While cultural and sporting events offer significant opportunities for consumer engagement, brands are required to navigate a competitive landscape filled with cluttered advertising and increased overall media content during this period.

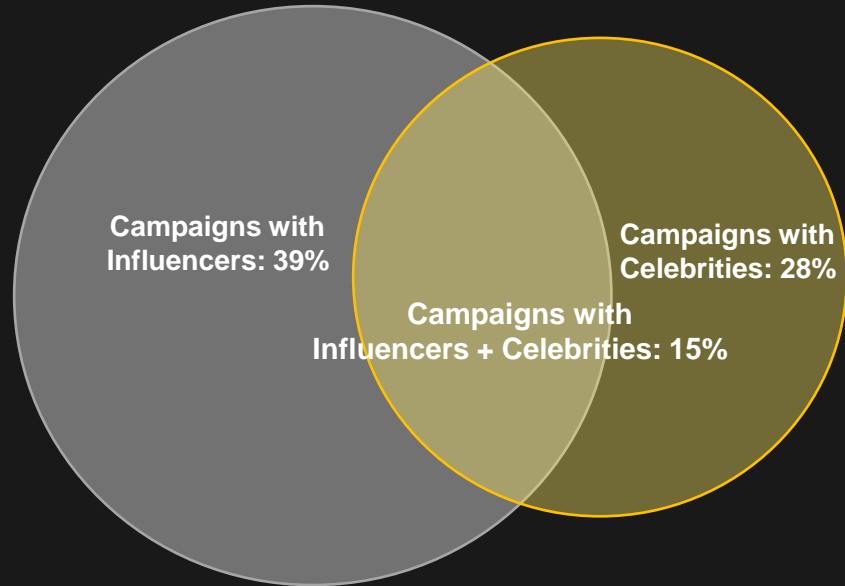
By developing meaningful, authentic campaigns that resonate and engage consumers, brand can build their own momentum with the help of digital tools to fulfill their brand goals during non-festive periods while enjoying the savings of cheaper CPMs.

6. Digital Earned Media a byproduct that needs more Marketer Attention?



Earned media is a powerful driver of brand perception in the digital age. Brand Communication today is a two-way street. Brands must actively plan, manage, and measure their earned media efforts alongside their paid digital strategies. By doing so, they can create a more cohesive marketing approach that leverages the credibility and authenticity of earned media to build stronger relationships and trust with their consumers while further stretching their media dollars.

7. Are influencers the new celebrity?



Influencers have become a mainstream force in marketing, blurring the lines between traditional celebrities and digital personalities.

Their relatability, authenticity, and ability to engage audiences have made them invaluable partners for brands seeking to connect with consumers. As this landscape continues to evolve, the distinction between celebrity and influencer will likely become even more intertwined, redefining the nature of fame and influence in the digital age.

THANK YOU