

Digital Transformation: 2018 and Beyond

Yo! I’m Simon Gill







@skinnybouffant











Let’s quickly talk transformation

Our five key trends for 2018 explore this intersection of technology and humanity, magic and the machine, code and conscience:

1. Body Talk

Voice, gesture and gaze will replace tapping and typing as bodies become interfaces

2. Powered by People

Membership is the new ownership as technology turbo charges the sharing economy

3. The Economy of Me

Data delivers personal interactions at every point of purchase

4. The Ethical Algorithm

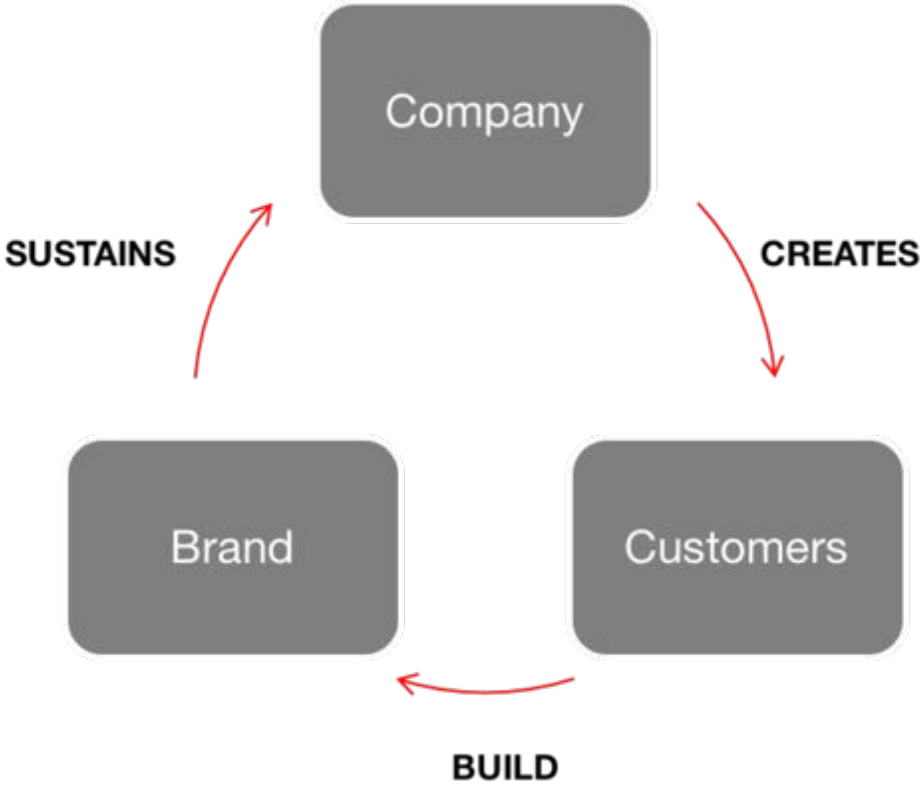
Technical possibilities meet ethical intervention

5. The Makers & the Machines

Art and technology will come together to deliver extraordinary new outputs

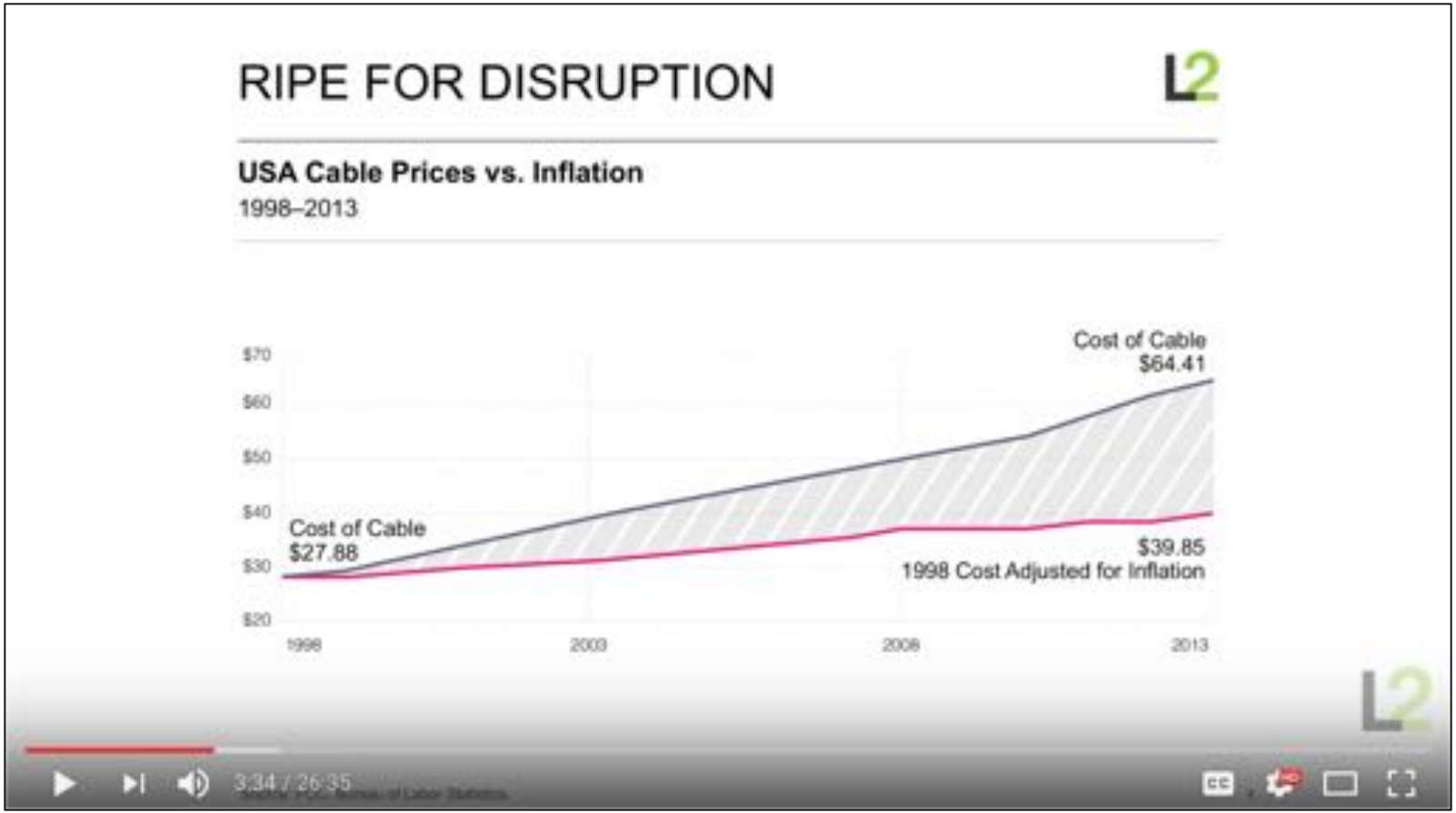
Available at isobar.com

Today customers no longer buy brands, they join them



Today customers expect brands to behave differently

FROM		TO
Authority	→	Authenticity
Competing	→	Differentiating
Processes	→	Values
Punishment	→	Protection
Overchoice	→	Simplicity
Features	→	Experiences
Storytelling	→	Storyframing



www.youtube.com/watch?v=yOpSpQAxCHU

Let’s talk what’s next…



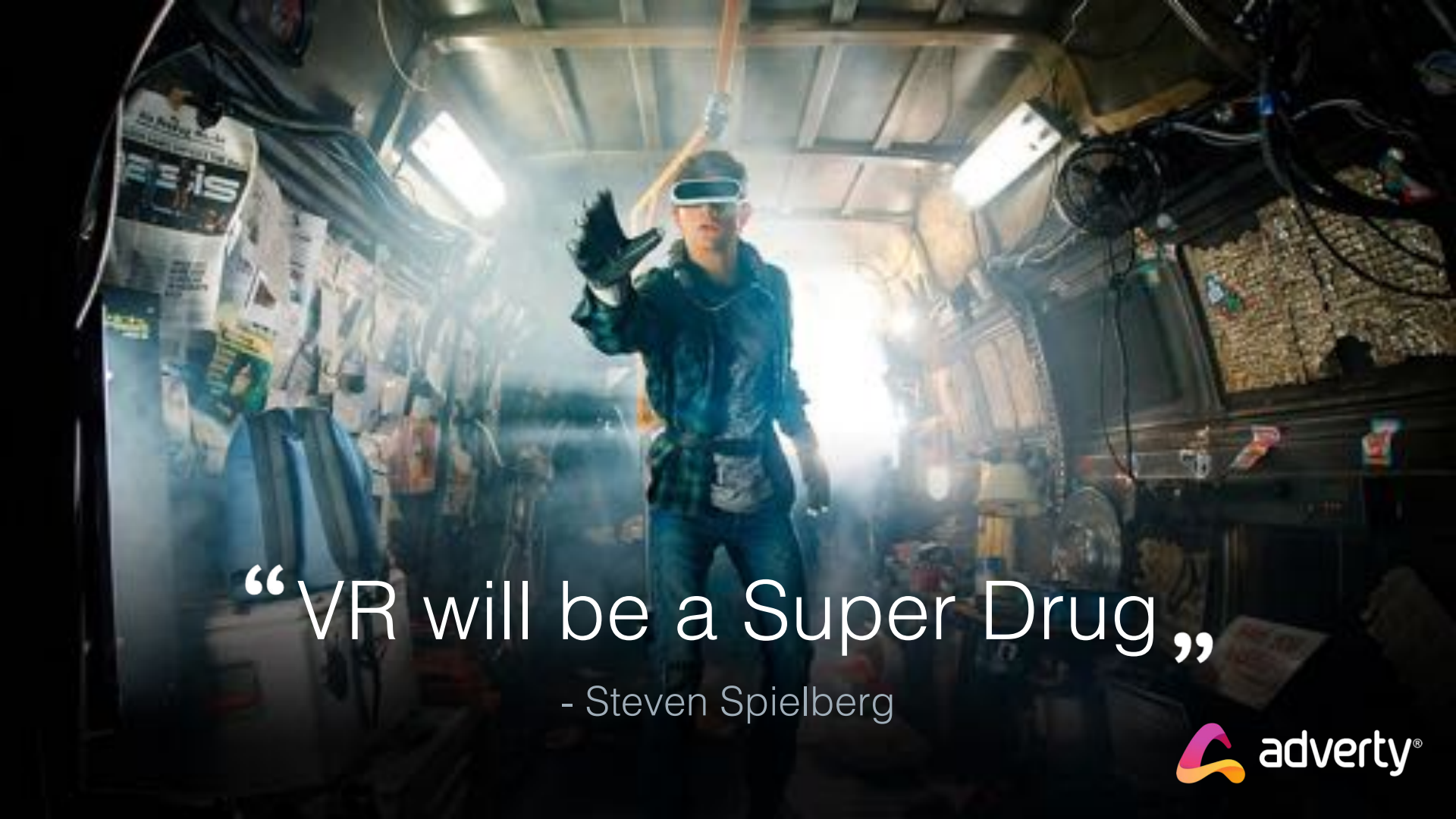
> A shift in technology happens every 15th year

- Mary Meeker

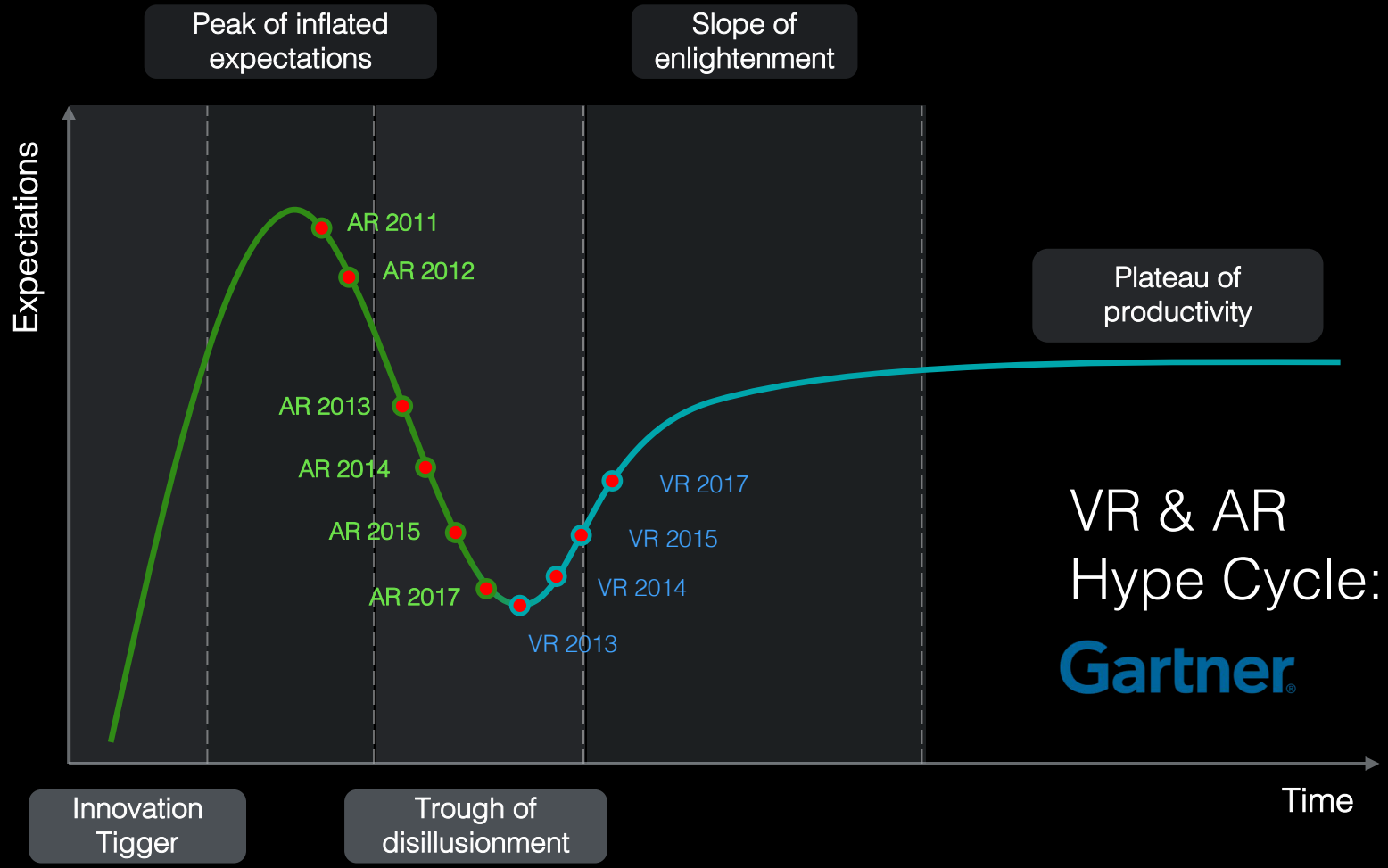
Partner, Kleiner Perkins Caufield and Byers

1975	1990	2005	2020
Computers	Internet	Mobile Phones	X-Reality (XR)

adverty®


“VR will be a Super Drug„
- Steven Spielberg
adverty®


“AR will be as important as eating three meals a day.”
- Tim Cook
adverty®


Peak of inflated expectations
Slope of enlightenment
Plateau of productivity
Expectations
AR 2011
AR 2012
AR 2013
AR 2014
AR 2015
AR 2017
VR 2013
VR 2014
VR 2015
VR 2017
Innovation Tigger
Trough of disillusionment
Time
VR & AR Hype Cycle:
Gartner

Clients See XRs Potential

72%
of UK marketers

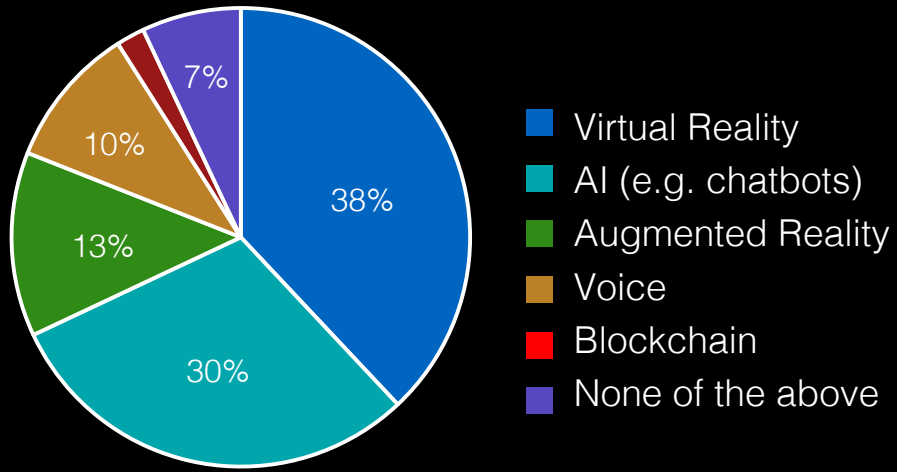
are planning to use AR or VR as part of their 2018 marketing strategy

10%

already have a functioning AR or VR aspect to their campaigns

Purch & One Poll study – Q4 2017

Which of today's technology trends do you think will proliferate into consumer buying habits soonest from the following?



one poll.

adverty®

Isobar XR

Fast Company Names Isobar one of Top Ten Most Innovative Companies in AR/VR




Paradise in an instant
Wyndham Worldwide Resorts


Aeronaut
Billy Corgan


CARRIBERRIE
INDIGENOUS AUSTRALIAN DANCE AND
SONG IN VIRTUAL REALITY


GM
Co-Driver

12/1/16

Started VR Practice inside Isobar US

VR’s impact on the brain

To create believable, usable and meaningful virtual experiences, we have to take into account the way the mind understands the human condition.

Presence

Perception

NeuroHaptics



Dave Meeker

Global Director,
Emerging Technology

@dmeeker

21/2/17

Something unexpected

Brain Damage



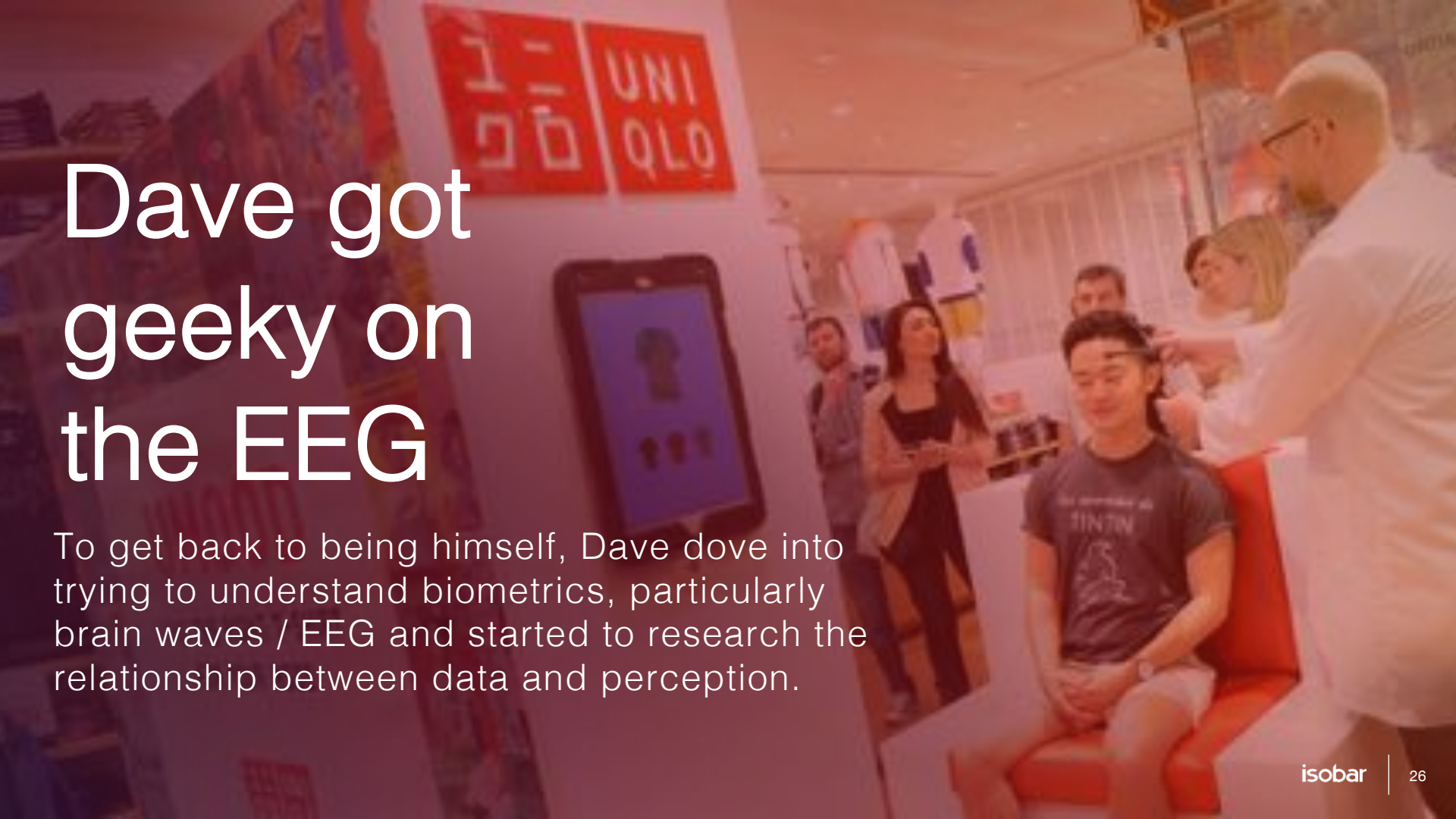
“VR experiences have become something like virtual or artificial versions of themselves. Everything is scrambled”

Dave Meeker *(March-June, 2017)*

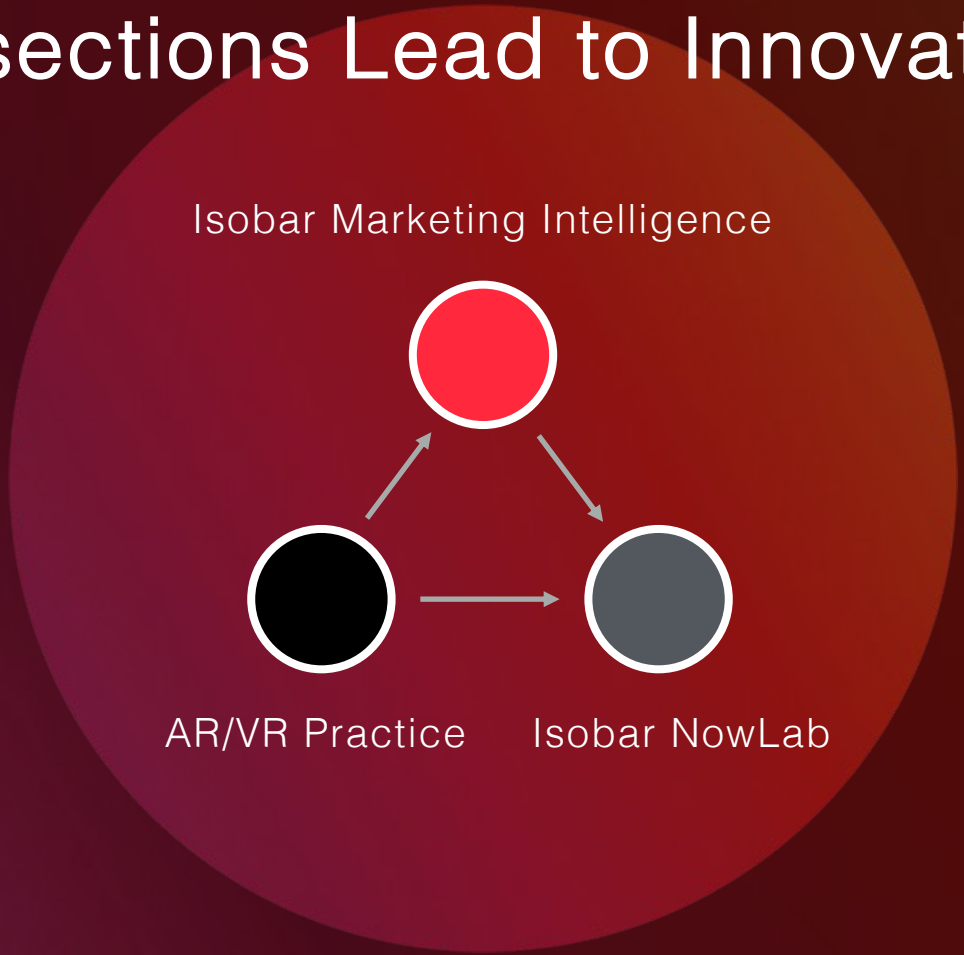


Dave got geeky on the EEG

To get back to being himself, Dave dove into trying to understand biometrics, particularly brain waves / EEG and started to research the relationship between data and perception.



Intersections Lead to Innovations



Intersections Lead to Innovations

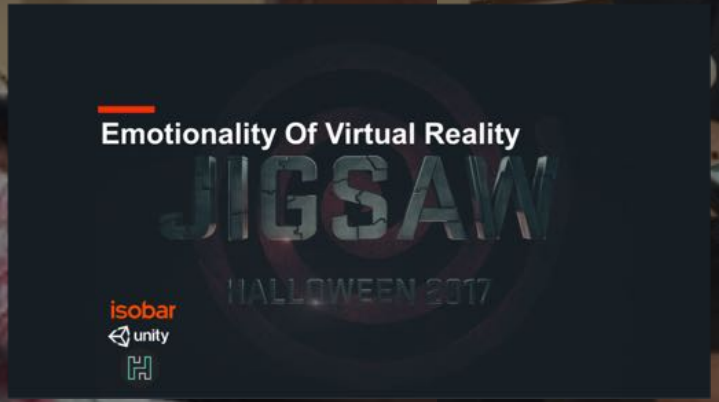
Isobar Marketing Intelligence

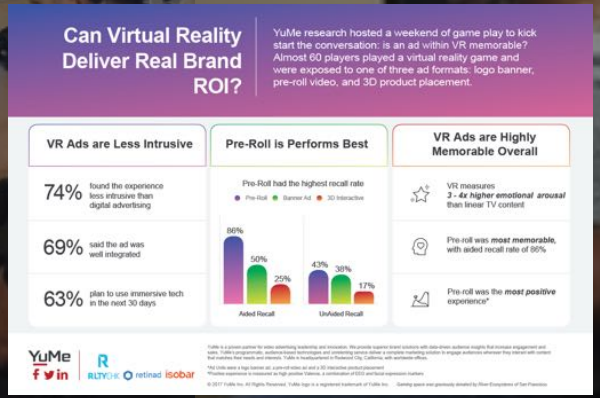
Sharing resources and expertise we were able to work together to create a full behavior and biometric analysis platform.

This is geared towards better understanding human perception and emotion.

AR/VR Practice Isobar NowLab

Isobar NeuroLab Up & Running…





PRESS: ADWEEK VentureBeat ADVANCED TELEVISION Business Wire MARTECH TODAY MediaPost

What we measure







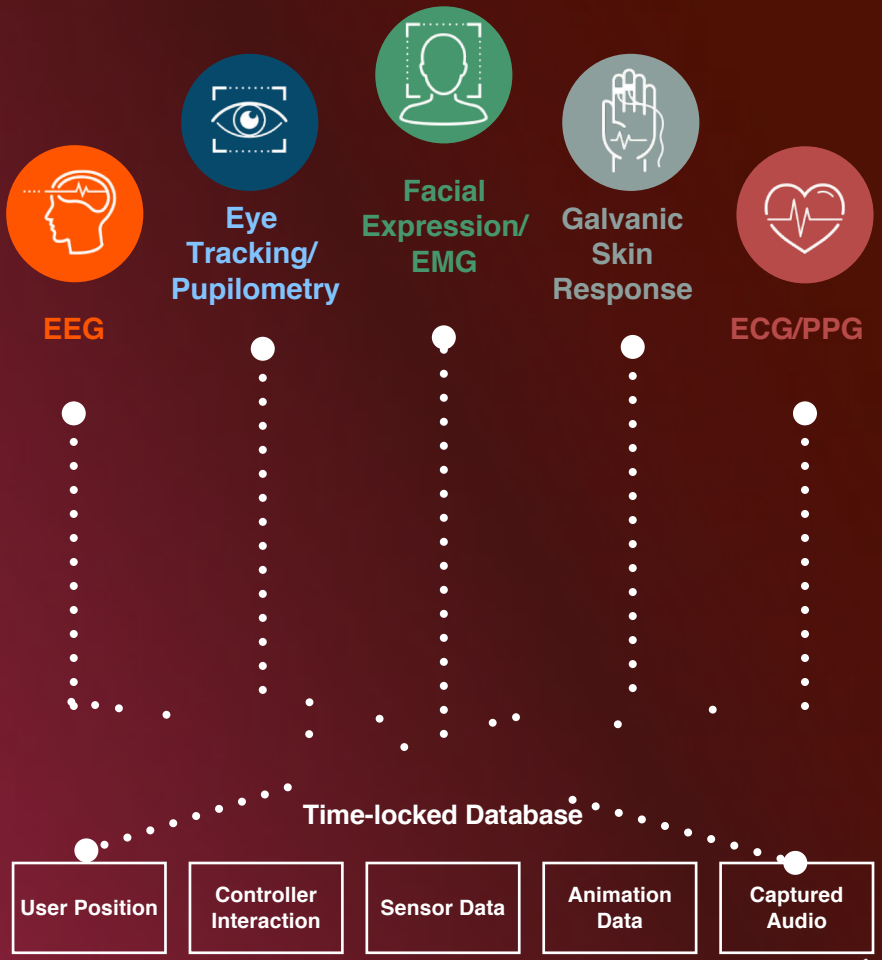


POSITION & MOTION	EYE TRACKING	EMOTIONAL AROUSAL	EMOTIONAL VALENCE

Using Neuroscience & Biometrics to Understand Emotion

Consumer Research
Understand how people react to messages, images, video or other standard content.

AR/VR Measurement
Frame-by-frame capture of user perspective and behavior combined with biometric data.



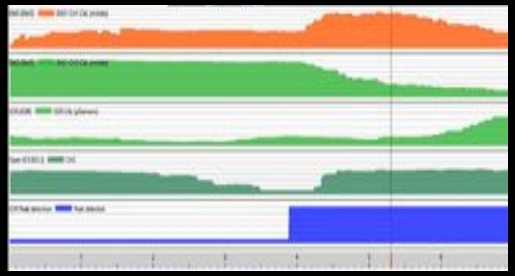


isobar NEUROLAB

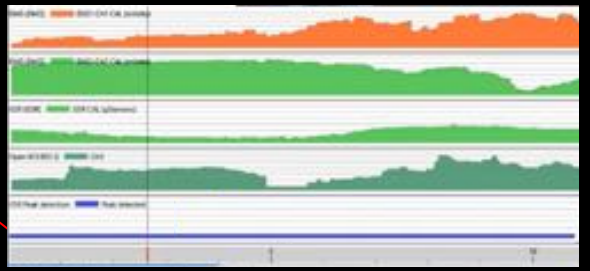
Pattern Matching Of Emotional State

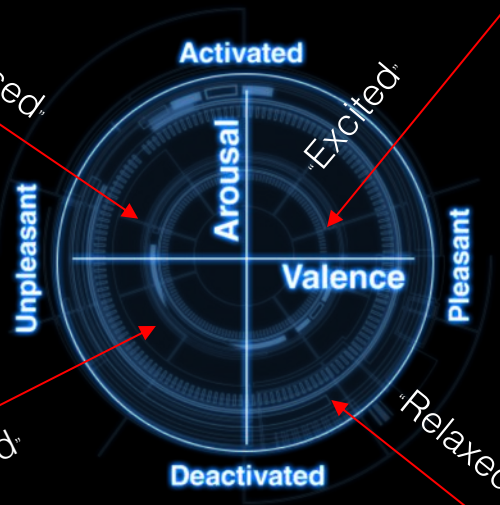
f-EMG Zyg.
f-EMG Cor.
GSR
EEG
Peak detect











"Stressed"

"Excited"

"Bored"

"Relaxed"

isobar

Outcome

When experiencing ”good” AR or VR there is a profound and powerful reaction.

But AR/VR (Mixed Reality) has current challenges for adoption, enough compelling content being one of the primary reasons.

The XR Content Problem

VR Revolutionizes How We Tell Stories

CONTEXTUAL



EMPATHETIC



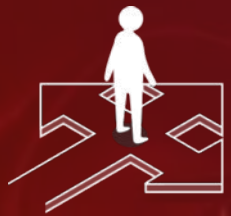
IMAGINATIVE



PASSIVE



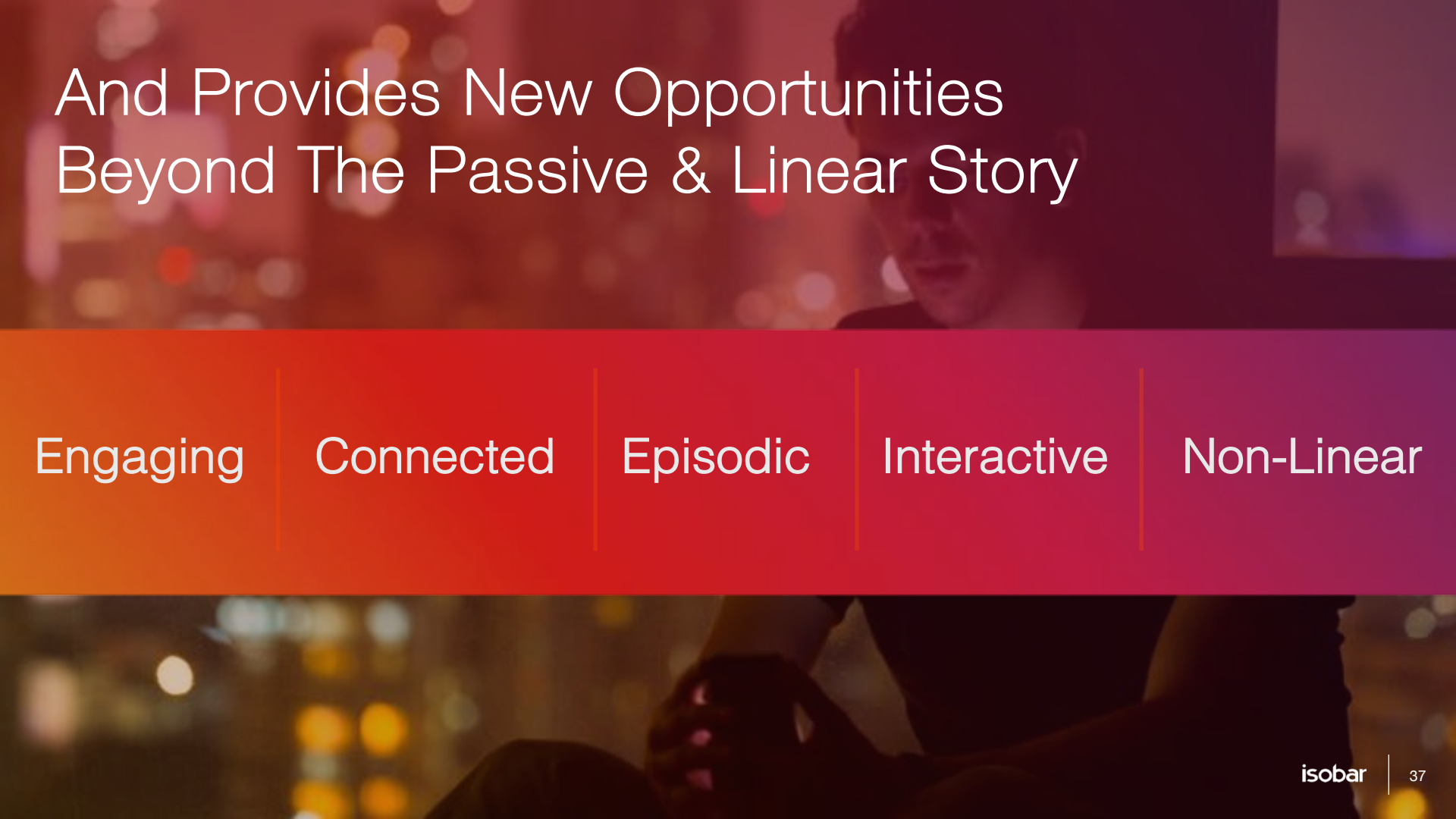
MODERATE



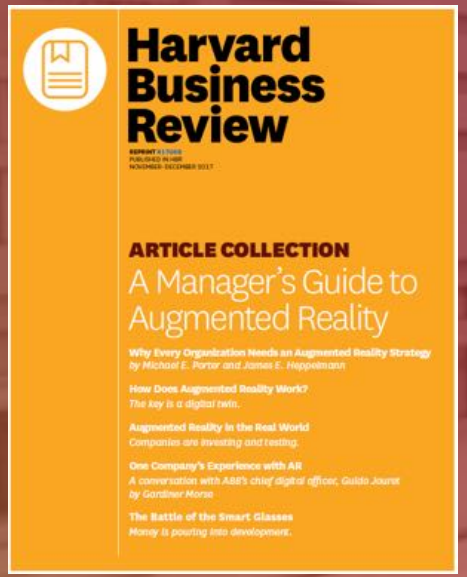
IMMERSIVE



And Provides New Opportunities Beyond The Passive & Linear Story



Good AR/VR Design Needs UX/UI Testing



4. Should the company make AR design and deployment a core strength, or will outsourcing or partnering be sufficient?

Many firms are scrambling to access the digital talent needed for AR development, which is in short supply. One skill in great demand is user experience or user interface (UX/UI) design. It's critical to present 3-D digital information in ways that make it easy to absorb and act on; companies want to avoid making a stunning but unhelpful AR experience that defeats its core purpose. Effective AR experiences also require the right content, so people who know how to create and manage it—another novel skill—are crucial too. Digital modeling capabilities and knowledge of how to apply them in AR applications are key as well.

Over time we expect companies to create teams dedicated to AR, just as they set up such teams to build and run websites in the 1990s and 2000s. Dedicated teams will be needed to establish the infrastructure that will allow this new medium to flourish and to develop and maintain the AR content. Many firms have started to build AR skills in-house, but few have mastered them yet.

Great Content Can Be Quantified

TRADITIONAL MOVIE TRAILER

IMMERSIVE VR EXPERIENCE



Unity teamed up with Isobar's Marketing Intelligence Practice to see just how scary Jigsaw Virtual Room really was to users. Isobar performed biometric measurement and an emotional response survey of people who experienced the movie trailer in VR and in mobile video.


NAXITE
FULCRUM
ISSUE ONE



Evaluating Immersive VR as an advertising medium for Lionsgate Jigsaw

Heart Rate (beats/min)*	89.8 ✓	86.4	72.5	24%	VR experience and the trailer portion of the VR generated increased heart rate (emotional arousal) compared to the movie trailer.
Heart Rate Variability (St Deviation)	7.2 ✓	5.8	5.0	44%	The VR experience and trailer induced larger variation in heart rate and indicates a greater range in emotional arousal.
GSR CAL (µSiemens)*	9.0 ✓	7.1	6.2	45%	Increase galvanic skin conductance in the VR experience and trailer versus the movie trailer also indicate greater emotional arousal.
EMG ZYG (mVolts)	15.7 ✓	14.6	3.6	336%	Greater activation of the zygomatic muscle indicates stronger emotional valence (smiling).
EEG Asymmetry (St Deviation)	.52 ✓	.28	.26	100%	Larger variability in frontal asymmetry for the VR experience suggests it triggered larger swings in emotional valence (approach vs withdrawal).

Closing Thoughts

Use scientific method to better understand your audience

XR as advertising can elicit strong emotional reactions

These are visceral “experiences”

Embrace “storyframing”