



CES[®]

CES 2020: A BACKSTAGE PASS TO THE FUTURE OF COMMERCE GEOMETRY GUIDE

You're probably doing CES wrong.

If you're not at CES you should be, and if you are there, you're probably paying attention to the wrong bits. CES is massively helpful to our brand, advertising and marketing communities, that is if you know where to look. Geometry's here to help! First, the event name can be misleading. CES is really a business trade show, with accurate predictions of the innovation roadmap and topics that will come to life throughout the year. Second, it isn't only about seeing and trying new technology, it's about how consumers are using technology to manage their lives and how marketers should be thinking about using it to drive engagement and conversion. CES is in fact a backstage pass to the future.

What you'll see are the big bets that the world's best innovators are making; how tech has evolved to become far more than entertainment and productivity; and where its set to impact our modern day interactions. The event has become a true mirror of culture – reflecting how consumers feel and what they prioritize. While every year the themes change, based on what our collective consciousness is paying attention to, we consider CES a homage to the creative potential that exists across the commerce ecosystem. It is open, optimistic, and exemplifies the spirit of innovation.

The Global Stage for Innovation – CES 2020 KEY TRENDS

Intelligence, Vehicle Technology & Mobility, Digital Health, 8K TV, Robotics, VR/AR, Connected Home, Smart Cities, Travel & Tourism, Resilient Technologies.

Future of commerce trends to look out for

5G Will Be Led By the Enterprise

In 2019, 5G moved from trials to commercialization, with launches in the U.S., Europe and Asia. By 2022, the majority (76%) of smartphones shipping in the U.S. will be 5G enabled.

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The hype of 5G is untold, with many consumers (excited about the promise of clear, instantaneous rich content) buying 5G phones without a network to activate them on. Carriers are actively battling over whose network will feature true 5G capability. While true realization of the opportunity of 5G networks is still a few years away, it will have dramatic impact on the future of commerce. Brands can start to plan for the future now:

1. View the power of content and commerce through the untapped creativity it brings to connect with people on new emotional levels, drive conversion and increase lifetime value.
2. Think beyond your brands' as products and RTBs only, and rather as true experiences that will excite and motivate consumers to buy again and again.
3. Start testing the limits of transforming delivery and distribution formats including VR/AR, Visual Search, and Connected/Interactive packaging as you prepare for the scale of 5G.
4. Build a roadmap for innovation and make it sacred.



Connected Intelligence

The CES dedicated marketplace will feature 60+ exhibitors, but companies across all industries (smart cities, sports tech, digital health, etc.) will unveil AI solutions at CES 2020.

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In just a few short years, commerce has moved from multi-channel to omni-channel to unified commerce. Through enhancements in data, technology, devices and infrastructure, commerce is now highly intuitive and is everywhere. This is dramatically impacting global economies, culture, businesses and the lives of people. Advancements in Connected Intelligence will further drive ubiquity of commerce in 2020 and beyond. We view these devices not only as new innovative ways to connect with people, but for the potential they bring in allowing better understanding and predicting their unmet needs through how, when and why they buy. Connected Intelligence devices are just one part of a more people-centric approach we use to help brands go from “store back” to “people first” to drive growth and create lifetime value in the new age of unified commerce.

Major Innovation in AI and Connected 'Social Robots'

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As AI and robots become more “humanized” they’ll start taking on more of the everyday tasks we’d rather skip and may eventually start becoming new members of the family that we cannot live without. While we’ve seen some practical integration of Robots in other countries (like MoBot Test - designed to help elderly consumers living in Italian villages with everyday activities as the first robotic shopping cart to follow consumers home), there hasn’t been as many noteworthy executions in the US. That said, the scale of robot adoption globally will have real business impact and there are implications for brands to start considering today:



- How can we master the use of natural language to make interactions easier for consumers through use of chatbots and other technologies?
- How do we think more strategically on how to enrich people’s lives?
- How are commerce and culture intersecting and what is the impact on this value equation?
- Do our future plans consider operational efficiencies in delivery and experience to drive frictionless consumer journeys?

DON'T MISS GEOMETRY AT WPP SPACE @ CES

For the first time, WPP is hosting a space at CES bringing together the best minds from across the network to guide marketers through this future-forward event. The outdoor roof terrace at the ARIA, close to C Space, will be open from **Monday 6 to Thursday 9 January 2020**.

- Putting the focus on our people, work, clients and partners, the WPP Terrace program will include key takeaways from the trade show floor, private client events and a 7am-late coffee bar.
- The Terrace comprises private meeting cabanas, our thought leadership stage and lounge. All WPP clients are welcome to use the Terrace to connect, recharge, and network across industry colleagues, partners and friends.

GEOMETRY EXCLUSIVES:

- **BREAKFAST: | Weds Jan 8th 8am- 9am:** We'll be hosting an invite-only breakfast event at the WPP Space
- **GEOMETRY PANEL | Weds Jan 8th 1pm- 2pm @The Aria** | Please join us for a future-forward discussion around the next era of commerce and how brands will need to adapt in 2020 and beyond with *Geometry, Amazon, and Coca-Cola*.

The Future of Commerce with Geometry, Amazon and Coca-Cola.

Beth Ann Kaminkow, Geometry Global CEO hosts a future-forward panel discussion on the next wave of Unified Commerce alongside industry experts, Ryan Maynard, Global Head of Agency Development, and April Carlisle VP NRS, Shopper Marketing at Coca-Cola

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