

The background is a dark blue field filled with abstract digital elements. On the right side, a human hand is shown in profile, with the index finger pointing towards the center. From the tip of the finger, a bright, glowing point of light emerges, from which numerous thin, curved lines of light in shades of blue, purple, and orange radiate outwards, creating a sense of dynamic movement and data flow. Scattered throughout the background are many small, out-of-focus circles of light in various colors, including blue, green, yellow, and red, giving the impression of a vast, complex digital space or a network of data points.

# Omnicom

# CES 2024

BRAND-BUILDING IN A DATA-FUELED,  
TECHNOLOGY-ENABLED WORLD

# Brands Crash the Tech Party

One thing became clear at CES this year: Every company must become a tech company.

From beauty to big box, the brands that made headlines this year were not the usual suspects. We saw L'Oréal unveil their smart and sustainable AirLight Pro and AI-powered 'Beauty Genius,' and Walmart launch two new search and replenishment tools with AI at the core. In his keynote, L'Oréal CEO Nicolas Hieronimus set a vision to be the undisputed leader in beauty tech and digital transformation.

And while of course, these announcements boast the “wow” factor we gravitate towards at CES, what makes them so sticky is that they use emerging technology to solve specific human problems and deliver real value in a way that's authentic to the brand. And even more so, they are the product of longstanding business transformation journeys that have enabled these companies to know their consumers better than ever, get sharper at identifying their needs, and more targeted about delivering dynamic and personalized experiences that meet those needs.

We've come to a point in the evolution of technology where, in most cases, the use case trumps the tech. Your mom and your eight-year-old are using generative AI. And that same democratization of emerging technologies applies to more complex advancements across leading companies. When everyone has access to the same stuff, the use case becomes the space for innovation rather than the underlying technology. It's no longer about the technology you have, but what you can do with it.

The technology of our dreams is not only coming to life, but it's actually accessible and affordable. Robot housekeepers and spacial computing glasses are no longer just for the Elon Musks of the world – we can purchase fairly advanced versions of these innovations at a manageable price point.

The good news for brands, is that they don't necessarily need to be the creators of high-tech products, they just need to understand how they'll shift consumer behavior and how they offer opportunities for experiences and action. With more widespread adoption, we can expect to see new channels for brands to insert themselves into and touchpoints that never existed before. It's just a matter of being ready – knowing what the brand stands for, understanding your data, and orchestrating internally and with partners to be able to flex into what's next.

For Omnicom, this comes to life through Omni, Omnicom's open operating system. Omni consolidates the highest fidelity data and the most advanced technology onto one operating system that puts powerful data and technology tools directly into the hands of our people, leveraging generative AI and automation at scale across an entire brand ecosystem.

In this CES recap, you'll see that while some of the tech is still in beta, the implications are ready for reality. The trends we are about to explore are by no means all-encompassing. Though they're just a small sprinkling of the 12 million square feet of innovation at CES, they have wide-reaching implications across brands and sectors.

# Brands Crash the Tech Party



L'Oréal was the first ever beauty company to keynote at CES, made even more significant by following the CTA State of the Industry Address.



SK used its platform at CES to spotlight the need to address climate change, showcasing their vision for an AI-powered net-zero future with an amusement park called "SK Wonderland," complete with a magic carpet ride and AI fortune teller.



LG never disappoints, but this year from campers to coffee – it's clear Life's Good. Beyond the transparent TV buzz, their suite of "smart life solutions" were not only intelligent, but functional and stylish.



Mastercard nailed harnessing tech for social good. They debuted an AI tool that provides personalized help with starting a small business. An AI mentor of sorts, the tool was trained on content with Blavity Media Group, Group Black, and TelevisaUnivision to mitigate bias.



Instacart used CES to show off its smart shopping carts that let shoppers scan items, weigh produce, and pay at the cart rather than in a check-out line. It will also show shoppers sponsored and organic product suggestions based on what's already in their cart.



Coming to a headset near you: Netflix staged an immersive 4D experience on the showroom floor using a head-mounted display and motion-action seats to promote its adaptation of the sci-fi novel "3 Body Problem."



Philips unveiled a palm recognition smart lock, which uses touchless technology to scan vein patterns in a person's palm by simply holding their palm a few inches in front of the lock. Part of their larger Home Safety 5000 Series, users can add up to 50 different Palm ID options.



Never overcook your steak again. Weber's new smart grill features in-grill sensors that connect to a mobile app that lets you control infrared broiler temperatures remotely without disrupting the cooking process by lifting the lid. It can even suggest an optimal cooking method.



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# Everything Is Shoppable

# Everything Is Shoppable

Anyone who remembers watching televised shopping channels like HSN or QVC may experience an uncanny sense of déjà vu in 2024. As a generation raised on digital videos hits their prime shopping age, that's expected to turn the digital buying landscape into a shoppable video emporium. Amazon found that shoppers who view videos are happier with their purchase and make fewer returns, so the company plans to make video a bigger part of their shopping journeys. Shopify similarly found that some of their merchants are driving 30% of their sales from shoppable videos. All of this will require an enormous amount of content, so vendors are popping up to help distribute content across platforms or to use virtual humans as easily programmable hosts for video content.

## ▶▶ Insights from the Floor

From the look of this live TikTok Shop feature at CES, the biggest name in social media in 2023 wants to be the biggest source of shopping in 2024.



## What consumers are thinking...

Social shopping is well established in markets like Thailand, India, the UAE, and China, while U.S. consumers are showing a mix of receptivity and wariness when it comes social shopping adoption. For TikTok in particular, 68% of U.S. Gen Z adults are willing to make a purchase on TikTok.

## What consumers are doing...

While it's not yet clear how consumers feel about *shopping* online, it's clear they are very comfortable *buying* online. Ecommerce should reach 1/5 of total retail sales worldwide in 2024, indicating that consumers are increasingly expecting that anything they already want should be available right now.

## What this means for brands...

First movers into shoppable video will find themselves unlocking significant new revenue streams in the short run, assuming they find efficient ways to create, scale, and distribute this content. A comprehensive ecosystem strategy should help unlock new shoppable experiences that enhance consumers' digital experiences, rather than interrupting them. Things get especially tantalizing when we think about the implications for product placement in the future: will brands prefer smaller shoppable entertainment properties over product placements with potentially greater reach that can't trigger an instant sale?



# Social Gets Smaller





# Social Gets Smaller

There may have been 4,300+ vendors at CES 2024, but apparently there wasn't a social media company among the bunch. Or at least that's the way they described themselves.

Reddit's CEO took to the stage to claim, "Reddit is not social media. Reddit is communities." Snapchat stated that "Evan started Snapchat because he didn't like social media," so they instead set out to "enhance real relationships between friends, family, and the world." Pinterest described themselves as "a visual discovery platform" focused on your tastes, for which sharing is secondary.

Notice a pattern? Somehow, being a social media company went from the quickest way to a billion dollars, to a phrase that everyone wants to avoid. Let's take these declarations with a grain of salt, while understanding what's motivating the shift: There's a recognition that social media lost the "social" part of the experience in pursuit of making every user a "media" hub.

This sentiment was echoed by other brands who spoke about focusing richer interactions with smaller social groups, particularly ones organized around fandoms. In some cases, that meant building tailored experiences in immersive environments like Roblox. In other cases, brands pursued partnerships that helped them connect with new audiences, such as the NFL working with flag football leagues to reconnect with youth sports.

## ▶▶ Insights from the Floor

On a panel about "Building Brands for the Fans," Mastercard's Raja Rajamannar spoke about the organization's shift from connecting consumers to "Priceless" ads, to connecting people to priceless possibilities. The result is the priceless.com platform, focused on creating and curating experiences that money can't buy.

## What consumers are thinking...

Users seem to be craving alternative ways to connect beyond the massive town squares of traditional social media. That's driven greater adoption of more narrowly platforms like BeReal, Discord, or Mastodon.

## What consumers are doing...

Dissatisfaction with traditional social also pushing many youngsters away from social media altogether. For instance, Roblox provides inherently social experiences that are grounded in gaming, not cred, which may explain why 17M friendships created everyday on the platform.

## What this means for brands...

Brands that are shifting towards experiences over ads may find greater success when they target specific community with richer experiences. In a world without mass culture, fandoms provide new ways to target audiences, listen to their feedback, and give them the co-created experiences that consumers (especially Gen Z) increasingly demand.





# Disappearing Devices





# Disappearing Devices

From medical devices that take diagnostics through a disposable patch to a discreet ring that allows you to communicate with your phone, tech is becoming more integrated and seamless – in some cases invisible. Seamless tech, by virtue of its unobtrusiveness, changes how consumers interact with their environment. The traditional distinction between tech and non-tech spaces is blurring, as technology becomes an almost invisible yet integral part of our living spaces. This invisibility doesn't diminish functionality; rather, it enhances the aesthetic and practical value of the technology.

## ▶▶ Insights from the Floor

The crush of this year's crowd was around LG's transparent TVs. These TVs, when turned off, function as a transparent glass panel, merging with the room's decor. Once activated, they offer high-quality visuals, demonstrating how tech can be both present and hidden. As this kind of seamless tech blends even more with the environment, eventually every place that *can* have a screen *will* have a screen.



## What consumers are thinking...

Consumers are increasingly seeking technology that complements their lifestyle without dominating it. The appeal of seamless tech lies in its ability to offer advanced features while preserving the aesthetics and purpose of the environment.

## What consumers are doing...

In a chaotic world, consumers are turning back towards minimalism and functionality. In many cases, this means moving away from screens as the focus and supplementing them with physical interfaces and sensory methods of engaging and prompting. They've adapted to using voice, but now we're seeing them learn to lean into gesture and new modes of engagement to interact with technology.

## What this means for brands...

Brands are more beholden than ever to deliver frictionless and connected consumer experiences across every touchpoint. This trend underscores the importance of integrating technology into consumer lives in a way that is almost imperceptible yet highly functional. Brands should focus on developing products that enhance user experience without disrupting their environment. Brands can offer experiences through tech that are 'felt' more than they're 'seen.'



# Your Car Is a Bigger, Better Smartphone

# Your Car Is a Bigger, Better Smartphone

The automotive industry is no longer just about mobility, it's about entertainment and commerce. This evolution is more than just a technical enhancement; it represents a paradigm shift in how consumers interact with their vehicles. Larger screens, which now encompass not just navigation and entertainment but also enhanced vehicle controls, are transforming cars into mobile living spaces. The integration of driverless technology further amplifies this change, shifting the driver's focus away from the road to other activities.

## ▶▶ Insights from the Floor

Mercedes went beyond the visual experience. The Black Eyed Peas said "Pump It" and Mercedes answered, collaborating with will.i.am to create an app that gives an audio track to an electric car's quiet ride based on inputs from the car's accelerator, brakes, steering wheel, and suspension. Audio company Harman also has big dreams for auto – their vision is individuated sound environments which allow each passenger to have their own audio experience within a vehicle.



## What consumers are thinking...

Consumers are increasingly viewing their vehicles as extensions of their digital lives. The prospect of larger screens and autonomous driving fuels expectations for continuous connectivity and tailored experiences. There's a growing anticipation for interactive content and seamless integration of daily activities, such as shopping or entertainment, into the driving experience. Consumers will look to these technologies to make their in-vehicle time more productive and enjoyable.

## What consumers are doing...

Consumers are still trying to get from Point A to Point B. The key is to offer value-added services that are intuitive, non-intrusive, and enrich the consumer's journey. It's crucial for brands to understand the nuances of this environment and the heightened need for safety while delivering engaging and relevant content for consumers on the move.

## What this means for brands...

For marketers, this opens up a novel environment for consumer engagement. Cars offers new avenues for content delivery, interactive advertising, and personalized experiences. The vehicle, once a means to an end, is becoming a destination in itself. Brands can leverage this space to create immersive experiences that blend entertainment, information, and shopping. For instance, a drive past a retail store can trigger personalized offers or AR experiences on car screens.



# AI Everywhere Becomes AI Anywhere





# AI Everywhere Become AI Anywhere

CES 2024 showed us that AI will be the catalyst for a post-smartphone era. Consumers won't just have AI in their pocket, but have AI on-demand, irrespective of the device or UX they're using. Volkswagen showed off ChatGPT integrations, taking in-vehicle voice interaction to the next level. Solos loaded a pair of smart glasses with ChatGPT for an on-board voice assistant and tasks like real-time language translation. No mobile device needed.

It's easy to poke fun at, say, a "AI + butter knife." There are combinations, however, that immediately make sense. Swarovski showed off binoculars that use AI image-detection to overlay a bird's name over your view, capable of instantly identifying over 9000 different birds. Simple, useful, fun consumer experiences that obscure the robust technology underneath and make communities feel seen.



## ▶▶ Insights from the Floor

The most buzzy device revealed at CES was the Rabbit R1, a standalone device that connects to a smartphone, but that's magic (supposedly) lies in the ability to control almost anything on it through voice interaction. Its AI model is trained to *take action* rather than simply answer questions like a typical voice assistant. Rabbit says the R1 can book travel, restaurant reservations, or concert tickets all with a simple voice command. What does it signal? The onset of next gen, AI-powered UXs that should be more passive and human-centric.

### What consumers are thinking...

Consumers likely care less about how or why AI is powering or integrated into consumer tech. They want newer, better, faster. And generative AI specifically has the promise to unlock products and experiences that haven't fully been articulated yet. Think of the first iPhone and the brand new apps and UXs that came years after.

### What consumers are doing...

Until many of these AI-powered products hit shelves, consumers will continue to get more comfortable with the current GAI stack, either through the ChatGPTs and Midjourneys of the world, or as features within social platforms like Snapchat and Meta. Suddenly, world-building will become the domain of not only developers, but consumers.

### What this means for brands...

The internet shifted from a novelty to something that just is. It's a utility. Same thing with the smartphone. We might still be in the novelty phase, but AI features—and GAI, specifically—will become more ubiquitous and brands need to be at the forefront. Those that successfully blend GAI into experiences—from activations to products to retail—can win the minds and hearts of consumers. Enable that "a-ha" moment and you may gain a new customer.

# Communication Becomes Universal





# Communication Becomes Universal

CES2024 revealed a groundbreaking shift towards universal communication access with innovations poised to redefine how we experience language and sound. Innovation in this space formerly focused on *how* we connect people – now it's focused on the quality of and the value in those connections.

## ▶▶ Insights from the Floor

Timekettle's translation device offers end-to-end multilingual simultaneous communication, providing real-time interpretation and can be paired with multiple hubs to provide multi-way interpretation for up to 20 people in five languages. Not only can it do all that, but it does it at a 95% accuracy rate and an offline mode with eight languages. SocialDream VR Therapy brings heightened connection via emotions. Using VR as a tool for emotional support and therapy, SocialDream aims to provide personalized and emotionally connected experiences for vulnerable communities, including the elderly and disabled.

### What consumers are thinking...

Consumers are prioritizing accessibility more than ever, with a keen focus on technologies that enhance quality of life and relationships.

### What consumers are doing...

Consumers are actively seeking ways to gain greater independence, enhance their daily lives, and enable connections across generations, abilities, and geographies as populations broaden and people form more diverse communities.

### What this means for brands...

Brands must harness innovations that craft experiences that are not just communicative but truly connective, fostering a world where every interaction is accessible and inclusive. Accessibility is not just for marginalized communities, it's for everyone.





A white cat and a French Bulldog are shown against a solid blue background. Both animals are wearing black Omnicom pet trackers. The cat is on the left, looking towards the left, and the dog is on the right, looking upwards and to the right. The text "Pet Care Parallels Human Care" is overlaid on the image.

# Pet Care Parallels Human Care

# Pet Care Parallels Human Care

You've probably received a holiday card signed lovingly with a pet's name. Dog parents are serving their pups organic home-cooked meals and families are changing their travel plans to find pet-friendly accommodations. In the world of pet care, we're witnessing a paradigm shift. Pets owners are helping to transform the cultural definitions of family. Pets are the new kids, and advances in technology are enabling pet parents to provide care that parallels human care, from health monitoring to emotional well-being.

## ▶▶ Insights from the Floor

Carepet provides comprehensive insight into pet health by monitoring vital signs and behavior, offering a data-driven approach to enhance pet care and veterinary communication, and an end-to-end solution to often emotionally-charged problems. Similarly, Minitailz allows you to easily monitor your pet's heart health, position, activity, and behavior, revealing groundbreaking insights into your pet's health and detecting early changes before any severe issues arise.

### What consumers are thinking...

According to Pew Research, nearly all U.S. pet owners (97%) say their pets are part of their family, and about half of pet owners (51%) not only consider their pets to be a part of their family but say they are as much a part of their family as a human member.

### What consumers are doing...

Both younger generations delaying family life and older individuals living longer are investing in pet care for companionship, emotional support, and a push towards active lifestyles. They're also spending greater time apart from their pets after returning to the office.

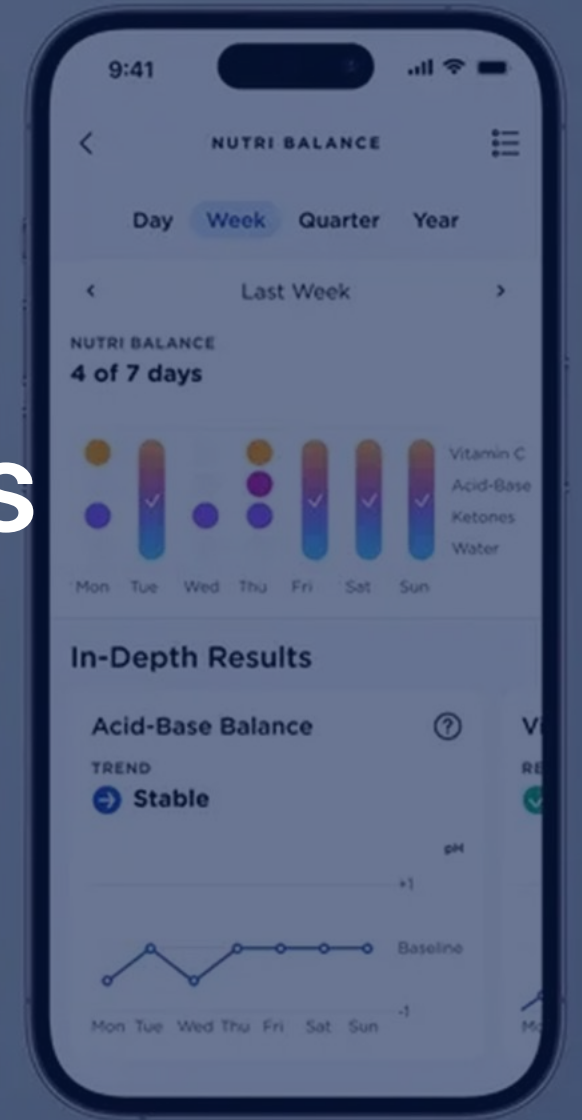
### What this means for brands...

Petcare presents an opportunity for brands to do things differently with less stringent regulation. Instead of reacting to pets' health challenges, they can position these types of innovation as preventative – saving consumers money and heartache. We may even begin to see innovation in pet care begin to lead the way for innovation in human care.





# Personal Health Meets Data Hygiene

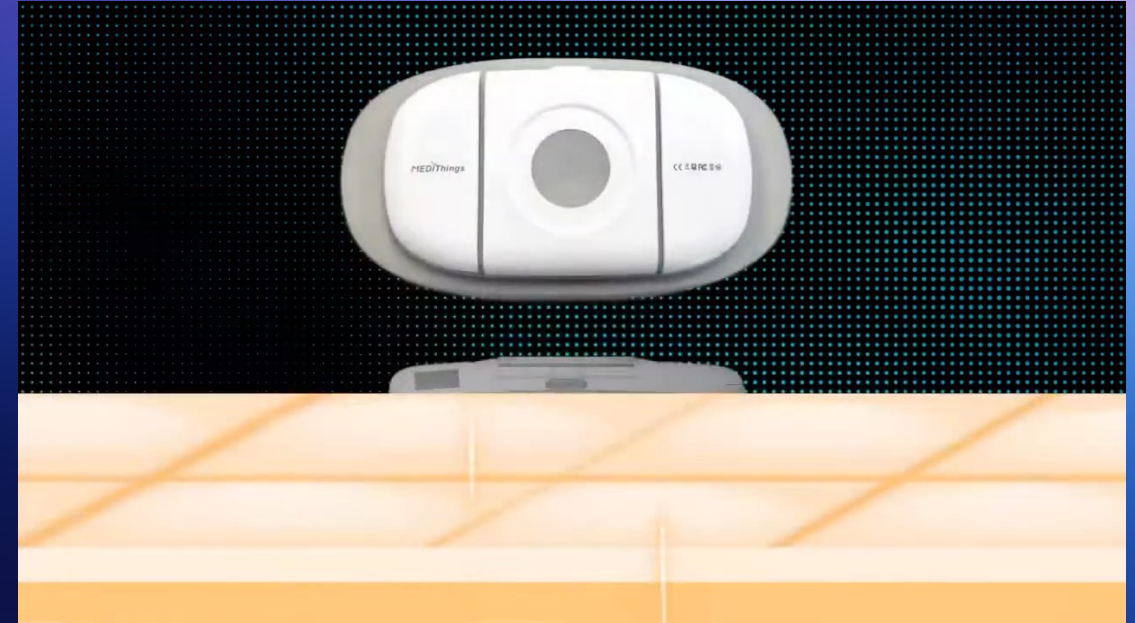


# Personal Health Meets Data Hygiene

In the digital health landscape, a contrast emerged between North Hall's surface-level solutions for common health issues and Eureka Park's deep dive into cellular-level innovations, offering a micro view of health technology with potentially groundbreaking applications. This year, we're finally seeing health tech devices move from the fringes of the floor to big booths front and center.

## ►► Insights from the Floor

Worn as a patch on the abdomen, MEDiLights helps people with spinal cord injuries or neurological conditions like MS anticipate when they need to use the restroom via phone alerts. Similarly, small and simple Vivoo at home-test strips analyze your urine in just 2 minutes and gives you detailed insights about your health.



## What consumers are thinking...

There is almost nothing more personal than health, so the implications of a data breach of this kind of information is a scary prospect. While consumers crave the convenience that advanced health technologies offer, there's apprehension about AI and data privacy, especially with micro-level solutions that require sharing of such deep personal health insights.

## What consumers are doing...

Consumers are adopting health tech for everyday wellness, but they're also increasingly shielding their data, using adblockers and other protective measures, especially for sensitive health information. They want it both ways, and they're willing to try to find that perfect balance.

## What this means for brands...

Brands must champion transparency and actively incorporate healthcare professionals into their digital solutions, particularly as technology advances into personal health data. The MEDiLights example above is potentially life-changing, but brands need to think about how they make consumers feel comfortable sharing that level of data when the value exchange isn't so significant.



# Health Lives at Home

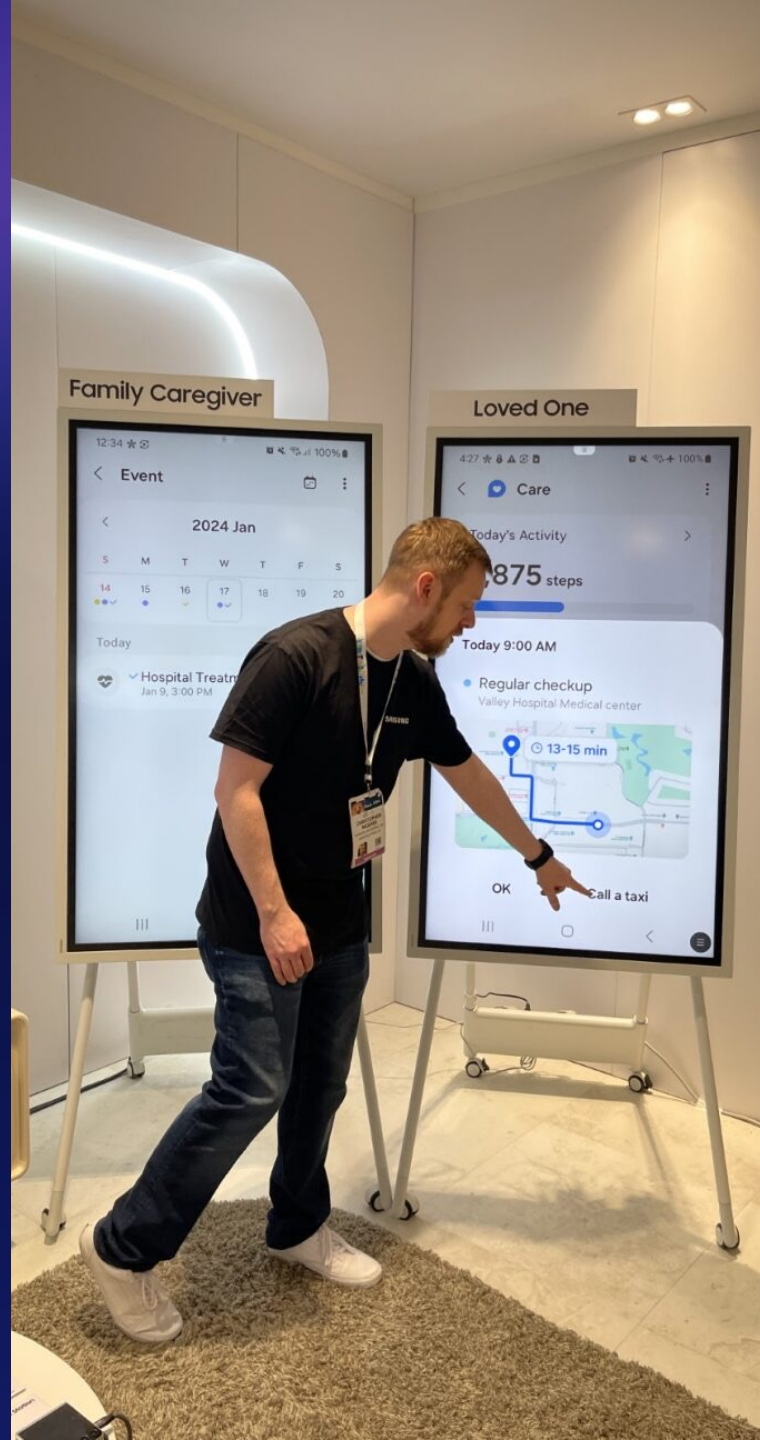


# Health Lives at Home

Health is becoming more integrated. AI is elevating smart devices beyond their standalone functions, integrating them into a cohesive system that promotes health, safety, and comfort in our homes. This integration ensures smart homes not only adapt to individual lifestyles but also provide a collective sense of security and well-being, offering caregivers remote confidence and support. It also offers a way forward towards inclusivity – we're seeing AI as a key ingredient in closing exclusion gaps and expanding access for marginalized communities.

## ▶▶ Insights from the Floor

SmartThings enables personalized ecosystems and a simple QR code allow external monitoring for caregivers, and Whispp, an AI-powered assistive speech and phone-call app, converts whispered and impaired tones into the user's natural voice.



## What consumers are thinking...

Concerned about the well-being of their aging relatives (the number of people aged 80 years or over is projected to triple from 143 million in 2019 to 426 million in 2050), consumers seek technologies that provide security and companionship, grappling with the guilt of not being physically present while striving to prolong their loved ones' independence at home.

## What consumers are doing...

A desire for control and democratized access has consumers taking healthcare into their own hands, and caretaker's responsibilities of their loved ones to a new level.

## What this means for brands...

Brands should create solutions tailored for patients that also cater to remote caregivers, focusing on usability within a broader connected ecosystem. Consumers will latch onto brands that can democratize access to something that was previously very specialized or out of reach and design experiences that help people optimize their lives and extend a product or treatment plan benefit.





# Rebooting Banking

# Re-Booting Banking

While financial institutions around the globe are using AI to automate and integrate processes and deliver new levels of efficiency and customer experience, consumers have mixed emotions about things like AI bank tellers and smart kiosks because money is so very personal.

Given how critical the security of data, assets and information are in financial services, biometrics and facial recognition, supported by AI, can be expected to become more common in the everyday experiences offered by banks.

While consumers may have more reluctance to utilize biometrics in other categories, they would likely prefer increased security over privacy concerns when it comes to their money.

There was a strong narrative at the exhibition around self-empowerment in self care and application of tech to enable improvements in multiple facets of one's lifestyle. As financial services move to help their customers adopt a broader, more holistic approach to financial wellness, there are some interesting analogies to explore with innovations like portable diagnostic devices and AI-driven health monitoring systems, which solve problems in the most intimate parts of our lives.

## ▶▶ Insights from the Floor

South Korean bank Shinhan featured digital kiosks in its booth at CES 2024 and introduced its "Home Bank" service, which allows customers to use banking services via their TVs, and several other financial services and products, including an AI-powered bank clerk, digital desks, and smart kiosks.

## What consumers are thinking...

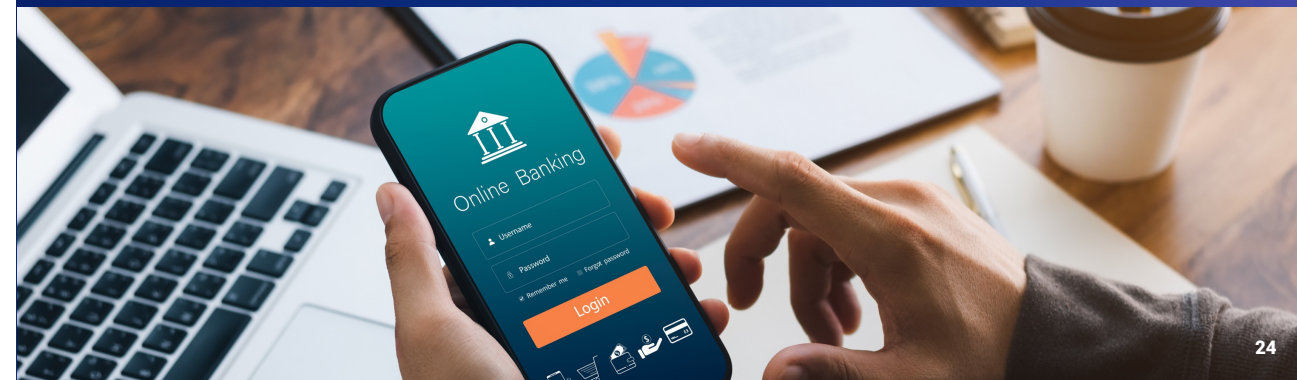
Consumers expect 24/7 access to their financial picture and personalized experiences at every turn, but they also want a connected view that includes actionable data and insights to inform decisions – this can surely be powered by technology, but sometimes it needs to come in the form of a trusted human advisor.

## What consumers are doing...

Consumers across key segments have moved to fintechs from traditional banks for more advanced digital experiences. At the same time, traditional banks continue to see uptake of digital and mobile services and reduction in branch foot traffic, leading to continued branch closures for top banks. And though it may not be in person, consumers are still looking to verify digital financial recommendations and transactions with real experts.

## What this means for brands...

In the face of automation everywhere, consumers want data, insight, and transparency to empower them to make decisions about their financial life. This presents an opportunity for banks to place financial health at the center of innovation and content strategies, striking a balance between the roles of human and technology, as well as the roles of digital and physical experiences.





# Partnership-Powered Data Layers

# Partnership-Powered Data Layers

The last piece of connective tissue we've seen appear throughout the examples in this report is the emergence of new data layers. These new data layers are powered by a range of new and often innovative partnerships. These partnerships and collaborations are creating not just groundbreaking ideas and experiences, but they are also generating data; on how we drive, what we listen to, where we're going and what we want to do when we get there, what we search for, what we buy, (what our in-car virtual assistants buy), or what we watch and play.

## ▶▶ Insights from the Floor

Amazon partnered with BMW to create a specialized LLM-based car expert. ChatGPT is doing the same for VW. Sony teamed up with Siemens to unveil an XR headset with high-end specs and a sleek Sony design, which will be bundled with Siemens' platform and other software packages for employee training in specific industries. The sharing of data and infrastructure across companies that don't traditionally partner is helping brands drive value with new audiences.

### What consumers are thinking...

Two is better than one. We know consumers' level of trust in a brand drives growth, but we also know they're skeptical when it comes to technology and sharing data. Well, what happens when two trusted brands innovate together? It's an opportunity to generate trust at scale.

### What consumers are doing...

Beyond brands partnering with other companies around innovation, they have an opportunity to partner with consumers to solve their problems together. Co-creation with consumers, both actively and through data, is a sure way to foster trust and affinity.

### What this means for brands...

The commercial models that emerge from this data and the opportunities it creates remain to be seen – will we subscribe to our in-car virtual assistant, or will it be ad-funded? Perhaps a bit of both? Brands will have to explore what partnerships and collaborations could power their ambitions, and what unique new data they can generate as a result.



A hand is shown on the right side of the frame, reaching out and touching a glowing, multi-colored sphere. The sphere is composed of many thin, concentric lines and is surrounded by a cloud of small, colorful dots. The background is dark blue with a bokeh effect of out-of-focus light spots in various colors. The text is centered in the middle of the image.

# Looking Ahead to 2025 & Omnicom @ CES

# Looking Ahead to CES 2025...



## Productized Generative AI

While companies have invested billions in Generative AI, many have yet to truly productize it. Most of the AI innovation at CES this year still lives within the automation space. Next year, we expect Gen AI to move from evolution to revolution, where we'll see the same rapid acceleration of productization as we did adoption when Chat GPT hit the mainstream.



## Shrinking LLMs

Large Language Models take an immense amount of computational power and memory, which is why when GPT-4.5 drops, we'll see development of more Small Language Models, scaled down natural language processors that can accomplish specialized, targeted tasks. Smaller models mean integration with smaller devices – which means every smartphone and TV may one day soon be equipped with the tech.



## Copyright Solutions

Legal challenges and copyright conundrums are one of the biggest barriers to widespread adoption of Gen AI. Companies like Google claim to be making strides in provenance of AI-generated content, the tracking of the lineage of a piece of content back to its original creator. Technology companies are even using AI as part of the solution to identify and verify the provenance of digital content.



# Omnicom @ CES

Working together towards

## More Inclusive AI

**Emily Graham**  
Chief Equity and Impact Officer  
Omnicom

**Clarissa Season**  
Chief Experience Officer  
Annalect

**Caroline Yap**  
Global Managing Director,  
AI Business & Applied Engineering  
Google LLC

**Béatrice Dautzenberg**  
Global Director of Beauty Tech Services  
L'Oréal

Moderator

**JANUARY 10<sup>th</sup> | 9:00-9:40AM PT | ARIA, C SPACE STORYTELLER STAGE**

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Chief Client Officer  
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**GÜLEN  
BENGI**  
Chief Growth Officer  
Mars

**JULIE  
BOWERMAN**  
Chief Marketing Officer  
Kellanova

They say beauty is in the eye of the beholder, but what if the beholder is AI? Leaders from Omnicom, Google, and L'Oréal discuss how they're working to eliminate bias in AI-driven experiences.

Omnicom Media Group opened its doors to The OMG Platform, an exclusive activation space with a host of specialized programming and events crafted to deliver actionable insights. In an all-new, fast-paced show – The Transformation Experience – Shelly Palmer, David 'Shingy' Shing, Paris Hilton, and leaders from across Omnicom discuss the best of CES, all the latest developments from the show floor, and their implications on business, marketing, and culture at large.

Two leaders behind some of the world's most iconic brands sat down with Omnicom Chief Client Officer Andrea Lennon to discuss harnessing the power of data and technology to drive and deliver brand promise across the customer journey at scale – and transform their organizations in the process.

# Omnicom Influencer Insights & Announcements



OMNICOM PARTNERS WITH  
TIKTOK TO FOLD INFLUENCERS  
INTO ITS OMNI PLATFORM



OMNICOM SETS CREATOR-BASED  
AUDIENCE FUSION  
ARRANGEMENT WITH YOUTUBE



OMNICOM MAKES INFLUENCER-  
DRIVEN FIRST-MOVER DEAL WITH  
AMAZON'S POSTS API



OMNICOM CO-DEVELOPS  
CREATOR BENCHMARKING  
INSIGHTS ACROSS META'S  
PLATFORMS



# Further Reading

## **Omnicom Expands Relationship with Microsoft to Deliver Microsoft Advertising Solutions in Omni**

This next phase of the collaboration will provide access to Microsoft-exclusive CTV inventory, Microsoft Start experiences and gaming offerings — all of which will be available within Omni. Client and agency teams will be able to more easily discover, plan, and activate Microsoft media inventory within a unified end-to-end workflow, powered by Omni Assist and Generative AI.

## **Omnicom's John Wren says with Flywheel, he can 'beat anybody in a pitch'**

Wren shares his vision to transform Omnicom Group into a marketing and sales company unrivaled by its peers.

## **'We had to put down some rigorous guardrails,' CES speakers navigate the drawbacks of AI**

Industry leaders convene at CES 2024 to scrutinize the intricate issue of bias in artificial intelligence systems and advocate for responsible, human-led AI deployment.

## **After Sale To Omnicom, Flywheel Sees 'Holy Grail' For Retail Media**

Flywheel CEO Duncan Painter discusses the promising future of retail media, Flywheel's unique proposition, and how Omnicom and Flywheel will together power growth.

## **Celebrities, influencers descend on Vegas as creator space continues to evolve**

Paris Hilton, the OG influencer — who has her own media company, 11:11 Media, with a portfolio of brands ranging from homeware and merch to pet clothing and fragrances, has made another appearance at CES, this year at Omnicom's invite-only show, The Transformation Experience.

# THANK YOU

EXPERT CONTRIBUTORS **ACROSS OMNICON**



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