2021 could be the opening act in our re-booted future. OMG Futures latest thought leadership piece, Beyond 2021 is about the themes that will dominate our next decade. On the other side of COVID, we have the potential to be a planet unleashed, with an era of innovation dawning. Everything could change and you should be part of it.

The Challenge Of The Future

“At the start of the year, brands and businesses are usually turning their attention to the future, looking for trends and predictions documents to help set their agenda for the next 12 months. At the moment, however, we are still in the midst of the most challenging time. Brands and businesses are rightfully concerned with ‘the now’, responding and manoeuvring in the present to answer consumers’ shifting needs.

But that shouldn’t necessarily stop us from thinking about the future. In fact, it could be argued the need to decode the future will be ever-more pressing as the pandemic continues to redefine our way of life. Thus, this is not a report about just the next 12 months. Its conclusions don’t cease to be relevant on 1st January 2022. This is an examination of the continuing macro-forces that have been, and will continue to be, influential in shaping the next decade of business, society and culture, fast-tracked by COVID.

This is not a report that will purport to predict anything. Instead, this is a document that simply says: these are the types of developments we may see, so let’s start thinking about the future now. Similarly, this document attempts to set out a strategic framework to enable brands and businesses to make use of the themes continuing to shift beneath business, culture and society, as well as highlight the work of OMG Futures.”

Phil Rowley, Head of Futures, Omnicom Media Group, UK

7 Future Signals

We are calling the following 7 territories under examination, ‘Signals’. This is different from ‘predictions’ which are advance declarations, with varying degrees of certainty, of what will come to pass.

‘Signals’, on the other hand, implies information broadcast from another location, that we as observers pick up. It clues us in to potential activity at a remote location and indicates its direction and distance.

So, we bring you Future Signals. They are:

1. Building New Worlds: The Metaverse Is Coming
   A virtual world where millions meet online will become our key social hub; a digital place where people seamlessly get together and interact in millions of 3D virtual experiences.

2. Augmented Audio: Control Your Sonic Environment
   Advances in technology - for instance voice tech and augmented audio - may mean we are about to enter an ‘audio renaissance’.

3. Retail 2.0: The Future Of Shopping
   The high street may be down but not out. We investigate how the future of retail will be fuelled not only by technology, but also by a focus on human values.

4. EdTech: The Transformation of Education
   As we all enter into a era of ‘Lifelong Learning’ the educational model is about to be turned on its head.

5. Deep Tech: How To Save The Planet
   Post-pandemic, innovation will be back in fashion with renewed vigour for big, bold solutions to planetary problems. The world’s most innovative start-ups will be looking for corporate partners.

6. Digital Health: Optimising Humankind
   As the pandemic leaves us with an increased focus on tracking our health through technology, Big Tech is moving into Big Pharma.

7. The Information War: Technology For Truth
   Trust of governments, businesses and each other is at a low. But there are tech solutions on the horizon.
The Birth of the Metaverse

Gaming is set to have the most transformative effect on media for decades. Not only because the rise of gaming continues to soar, but also because it will give birth to a new form of media channel. ‘The Metaverse’. The Metaverse is a digitally constructed world sitting inside our computers and consoles. It is also layered over our real-world and contains objects, rooms, buildings, streets, cities, worlds, people - both real and imaginary.

In the 2000s, old media formats were digitised - text photographs, music, video - and uploaded on to the internet. In the 2020s, objects, places and people will be ‘virtualised’ and uploaded into the Metaverse. We are not there yet, but it is gaming that shows how the Metaverse will unfold. In short, if gaming is the caterpillar, the Metaverse will be the butterfly.

Gaming Will Swallow Everything

So, let’s begin with gaming as the scene setter. Predicted to be worth over $200 billion by 2023, in many countries it already dwarfs film and music combined. Over the pandemic, gaming soared with Verizon seeing a 75% uplift in traffic, whilst Unity reported an 84% lift in gaming app installs and a 30% increase in-game revenue. For this reason, gaming has become a standard fixture of marketing plans, sitting comfortably alongside TV, digital and outdoor.

In the next decade, however, we will see gaming become a part of our culture and enable new ways to connect and converse globally. Those paying close attention will have witnessed gaming swallowing other media. For instance, games are now films. They contain Hollywood film stars, like Keanu in Cyberpunk 2077, and use cinematic trailers to tease huge multi-million-dollar launches. Similarly, gaming and music is blurring too, with big bands providing big soundtracks to big titles, and artists like Travis Scott performing ‘live’ virtual concerts inside games. Then there’s e-sports, with its live arena broadcasts, world-famous teams and massive sponsorship deals. Gaming is slowly taking on the form of other media channels.

But we are also reaching an inflection point where people go to gaming environments not only to blast zombies and collect power ups, but to read, listen, and watch other media. They meet, socialise, and converse, with no quests, no controllers. Just human connection.

Brands And Businesses Are Already ‘Moving In’

We are already seeing platforms emerge that understand the value of this new channel. In fact there are product placement and ad spaces being sold. Companies like Admix, Anzu and Audiomob all offer opportunities to seamlessly integrate messaging into these worlds. Other companies are using AR to generate layers of a parallel reality over the real-world, finding ways to monetise and grant access to that world. What started with Pokémon Go will result in entire imaginary worlds visible only through a phone lens or wearable technology.

Take Darabase, for instance. They provide augmented reality outdoor advertising, placing AR billboards over the real-world, often juxtaposed with or attached to specific buildings or sites. Imagine a giant AR poster hovering over Piccadilly Circus.
By 2023 the games industry will be worth $200.8bn with 3bn gamers on earth

Attendees at virtual Travis Scott concert in Fortnite: 27.7 million

Actions for Brands and Businesses

1. Locate Your Audience Across Gaming | Don’t think about whether your customers are gamers. Start thinking about where to find your customers across gaming. Understand more about their age, gender, life-stage and gaming habits to help clarify the specific opportunities available. Gaming now. Metaverse later.

2. Integrate Gaming Into Your Plans | Gaming must become a permanent fixture on marketing plans. Consider how your creative can be ported across into gaming environments. Native in-game advertising is scalable, affordable. After that, look at influencer deals and content partnership.

3. Establish Yourself In Virtual Culture | As The Metaverse ramps up, using your experience in gaming, learn to speak the language of these virtual colonisers and gain a profound understanding of how they prefer to interact. There is an opportunity to be an authentic part of these discrete future cultures. When it is no longer about computerised competition, becoming an enhancer of virtual communities’ broader experiences will be paramount.

Superverse, on the other hand, allows users to buy up virtual real estate and are then free to ‘build’ anything they wish upon it, dropping AR objects, buildings, or games for others to find. Like a cross between Minecraft, a Monopoly board and Pokémon Go.

Brands and businesses, too, are learning how to take advantage of this nascent media channel: Louis Vuitton are making fashion ‘digital skins’ for avatars in League of Legends. Gucci provides the visors, headbands and rackets for Tennis Clash. Hellman’s Mayonnaise offers to donate real-world food to the real-world needy for every ‘spoiled’ farm crop in Animal Crossing.

Ultimately, this is not about gaming. It is about a new medium that will come to house all other media touchpoints. We are about to see the maturation of a media form that will define our decade.

The Numbers

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Attendees at virtual Travis Scott concert in Fortnite: 27.7 million

This next version of the internet will be characterised by a persistent, shared virtual space, providing an experience that spans and operates across platforms and the real world. Users will participate in an extensive economy that transcends individual experiences.

We are only at the very start of creating the Metaverse, there are still many unknowns. But we do know that XR devices will connect to it, eventually replacing the computer and the smartphone. This is why all the Silicon Valley heavy hitters are moving towards spatial computing, and all eyes are on Apple. Rumours suggest the arrival of an augmented reality headset in 2022, followed by a sleeker pair in 2023. Once Apple is firmly in the game, we can expect developers to start doubling down on content creation for the devices, which in turn will lead to more uptake.

To facilitate it all, we’ll need high-speed wireless networks —5G and beyond—and look to completely redefine the design principles for human interfaces and digital experiences. It’s a massive undertaking, it will take years to get there. But, now more than ever, there is a need to connect in new and meaningful ways, making the Metaverse even more compelling.
Whilst the coming Metaverse might be headline news, there’s also a quiet revolution taking place elsewhere. Rapid advances in technology mean we are about to undergo a sonic renaissance, with sound and audio tech set to be a much more integral part of our everyday lives. Here’s what you can expect to see:

Voice Tech Will Be The ‘New Finger’ And The ‘New Eyes’

Voice tech is reaching an inflection point, after which it will become a default ‘command centre’ for all interactions. Think of voice as the ‘new finger’, allowing us to request an increase in volume, a change of track, or even asking for a song recommendation. In the future, your hands will spend more time inside your pockets. But more important, voice tech will also become the ‘new eyes’. Once it enables the written word e.g. books, articles, emails, texts, to be read aloud to us by an AI-narrator, then suddenly, all text-based media can become mobile media. In fact, BBC has recently announced Project Songbird, an AI that will narrate BBC written content to people on the move. Expect to see the emergence of audio chatbots next, a customer-facing interface able to converse more effectively with consumers on helplines or even within advertisements.

Augmented Audio Will Give Us Audio Freedom

Perhaps the most significant shift will be using audio technologies to gain total sonic control of our environment. Noise pollution is an underrepresented and misunderstood phenomenon and we live in an ever-more cacophonous modern world, punctuated by loud one-way phone conversations and blaring car horns. Our eyes have eyelids, but unfortunately, our ears have no such appendages. However, we also live in a tech-fuelled on-demand world, where our ability to control our environment is rather remarkable.

Thus, enter Augmented Audio: technology granting us the power to wall ourselves off from the noise of the outside world. A filtering out of any unwanted threats to our eardrums. With ubiquitous headphone usage, Augmented Audio will deliver silence at times of cacophony, feed us music to help us concentrate at work, narrate our emails, give us directions to the meeting place, and also allow us to hear only from those people who we really want to hear from. It may also even assist visually impaired people like never before, meaning it becomes almost an optical prosthetic.

In short: total auditory control over our lives, all controlled by our voice.

Augmented Audio solutions are already starting to emerge. We are already seeing Apple’s new AirPod Max headphones lauded for their ability to cancel all noise with a jaw-dropping effectiveness, with one early test subject reporting it completely silenced the deafening leaf-blower he was operating at the time. Similarly, Mark Zuckerberg’s new AR specs, unveiled late last year, are rumoured to enable a user to hear only from individuals who are fixed within the gaze of the specs. Essentially, Augmented Audio is an audio block on everything except your chosen auditory input; the echo chamber of social media crossing over into the real world.
Audio, and the advance of audio assisted technology, is simply another edition to our growing tech suite and another way to add value to our lives. Either through the addition of pure tech to make our experience of the world around us easier, or to help us derive greater enjoyment from it. The empirical evidence supports both an increase in user engagement and advertising spend, and I don't see that slowing down. The greatest change will come when audio assistants become both a real part of our lives. To some, that might represent a step too far. For others, a new dawn.

**Actions for Brands and Businesses**

1. **Get Up To Speed With Audio** | Find your points into the audio-tech territory that exist in the now. Ensure you’re up to speed with digital audio by including programmatic-led placement and podcasting in your current campaigns. Then start experimenting with voice tech, e.g. voice search, smart speakers.

2. **Master Native Advertising** | Understand how to be an intrinsic and additive part of the ubiquitous sonic experiences this new era will bring, not an interloper. In short, build don’t badge.

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**The Numbers**

- **72%** of people who use voice search devices say they’ve become a part of their lives.

- **90%** consider sound an integral part of life and 91% believe music eases everyday pressures.

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Audio Futures here

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Sources: Statista / The Harman Future of Listening

Errol Baran, Global SVP Business Development & Innovation, BBC GN & StoryWorks
True, the pandemic has seen a high-street downturn, as consumers move to e-commerce platforms. But whilst the high street may be down, it is most definitely not out. The post-COVID world provides retailers with the opportunity to renew and reinvent, providing they understand retail will be more digitised, humanised and justified.

Retail Will Be Digitised

Of course, the digitisation of retail will continue apace, with more opportunities to recreate shopping experiences from home. Advanced technologies, for instance Augmented Reality, will help deliver product visualisation and ‘digital product twins’ to bring consumers closer to an object or product without leaving their sofa. Maturing technologies like photogrammetry and 3-D volumetric scanning via companies such as Threedium, mean virtual objects can survive a closer inspection from all angles, for instance a watch or an item of furniture. This gives consumers more confidence as to the build quality and can help shortlist for purchase with greater ease.

Similarly, with 21 billion IoT devices in existence by 2025 and as smart homes gather pace, we will also see a noteworthy change in when and where we make our purchases whilst at home. With the proliferation of smart devices, like Google Home and Amazon Echo, ‘V-comm’ or voice commerce will permit users to basket items when they appear top of mind. Shopping will see the emergence of ‘micro-moments’ - that moment when you realise you need an item and call for your smart speaker to add it to your list.

However, digitisation is not just the preserve of the Home Shopper. Physical stores will also take advantage of technology’s advance too. This may start with the introduction and scaling of interactive technologies, like screens. Initially shoppers will use these devices for store wayfinding and product info, but they also have other uses. They also allow shops to double as media owners, showing relevant product offers and services, either their own or by a complementary third party, as a revenue generator. More advanced than that, they can also be used to analyse customers’ movements around the store, understanding how many items a customer might browse before purchase. Swiss start-up Advertima claims it can provide ‘human data layers’ on customer behaviour and store flow without scanning faces or contravening GDPR. With Alibaba and Amazon already moving into the high street, this digitising on floorspace will be vital for stores of the future.

Retail units can deliver that better quality of ‘insperience’ by reimagining in their shop space. In the future it’s possible that shops will look like laboratories, indoor gardens and chill-out zones. Less floor space will be given over to selling rows and rows of product as e-commerce can take care of this online, rather it is the experience that shops will need to perfect, with shops looking to focus on reasons why customers may linger. High quality, personalised customer service will deliver retail experiences that prioritise one-on-one interactions and consultations will become favoured among shoppers.

We also think we’ll see a rise in ‘Shopstreaming’. Independent retailers will stream live from their

Retail Will Be Humanised

In contrast, technology’s advance may mislead us into thinking our future shopping experiences will be dry, functional affairs. But it doesn’t have to be this way. Those same technologies can be used to deliver a high street renaissance for physical and in-store retail. Shops will prosper if they can learn to trade on emotional, visual and tactile experiences that e-commerce could never offer. Research demonstrates that we still crave smelling and touching our products, and many goods and services still require closer visual inspection.

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We also think we’ll see a rise in ‘Shopstreaming’. Independent retailers will stream live from their
store, showcasing their products and engaging with potential customers. This set to be a massive new retail channel, with China’s Alibaba set to recruit 1 million extra ‘shopstreamers’ to the platform, and H&M also declaring an interest.

Retail Will Be Justified

Tomorrow’s consumers will be increasingly eco-conscious. They will require traceability and transparency from their businesses and brands, seeking out information on their products and services to interrogate ingredients and their origins in their purchases. Vendors will be pressured into supplying this information. At the same time, they will want to ensure producers’ output is not seen as wasteful or profligate. A recent study by The Independent uncovered that 9 out of 10 Britons thought buying the latest smartphone ‘a waste of money’. Thus, the growing awareness of in-built disposability and obsolescence of products, means we may see the demand for more hardy, durable goods. Reflecting this development further, ‘Re-commerce’ is also gaining traction in concert with this conscious consumerism, with the market for second-hand goods coming into sharp focus as customers become ever-more cognisant of the dangers of the ‘shiny and new’.

The Numbers

Pre-pandemic, online shopping accounted for 20% of all consumer spending. Post-pandemic it is

30%

40% of UK shoppers want personalised, high-quality customer service and one fifth are willing to pay up to 20% more for personalised products

32% of consumers would pay more for a product from a brand that is committed to sustainability

Actions for Brands and Businesses

1. Master Digital Retail | There are still many websites - some of them reputable retailers - with awkward layouts, missing product information and inefficient customer journeys. This will have to change as well as ensuring online and offline are fully integrated.

2. Deliver Compelling Retail Experiences | Brands with a physical store presence should focus on providing good reasons for shoppers to linger. That could mean captivating retail environments and the highest quality, personalised customer experiences.

3. Innovate With New Purchase Touchpoints | Look for scalable, affordable opportunities in new retail tech territories, like AR-commerce and V-commerce, both of which have simple entry points that could easily fit onto most business and marketing plans.

2020 has set the stage for an evolutionary decade for e-commerce, disrupting every touchpoint across the value chain. Fulfilment will be a key differentiator, with the ‘last mile’ aggregators revolutionising the supply-chain, serving customers’ need for speed, selection and sustainability as next-day delivery will not be good enough. Brands must move ahead from just brilliant basics, towards humanising their brand as customer acquisition tougher and costlier. Bricks and mortar will bounce back stronger as people come out of the lockdown, but brands will have to harmonise their physical and online presence to offer one-seamless experience to safety-conscious consumers. To get this right, brands must align all elements of their organisation towards a clear e-commerce strategy, that enables them to experiment, test, and learn in this rapidly changing space.

Prateek Gupta, E-commerce Director, Omnicom Media Group, UK

Sources: ONS / Westfield / Nesta
We Will Need To Be Lifelong Learners

As our tech-fuelled society speeds up, one thing is certain: with the world fast-approaching 85% literacy, more people want to study and reskill to get ahead. Simultaneously, falling costs of technology means it is easier and cheaper, and more necessary to be educated than ever before. Education will become a globalised and democratised industry, an assertion reflected in UNESCO’s Sustainability Goal urging its 193 members to commit up to 6% of its GDP towards education by 2030.

Most significant, we are not talking about just schoolchildren. From university degrees to further education, to workplace training and upskilling, adult education and training will become big business over the next decade. Traditionally, for most, our formal education - whether school, college or University - ends when we start a job. But now we are witnessing the advent of ‘Lifelong Learning’ where workers will need to update what they know, more often.

With a prediction that half of today’s activities could be automated by 2055, a rise in automation may leave us with a class of people who are unable to use their physical attributes to earn a living. To combat this, educational experts talk of the need for a constant conveyor belt of ‘knowledge upgrades’ focused on the 4 Cs - critical thinking, communication, collaboration, creativity - as the primary intellectual toolkit for tomorrow’s worker.

Educational Models Will Evolve

Thus, with the pace of change accelerating, with intellectual ‘soft’ skills more in demand, and with citizens of developed nations coming online every day ready to compete in modern global economies, we will witness a shift in the way we are educated.

Currently, many educational establishments still retain the shape of a bygone era: Teachers, lecturers and instructors imparting information to rows of obedient students. But the future will not be about being passively spoon-fed and regurgitating information. In the modern era, we have access to information on tap and can serve ourselves, with an estimated 20 to 30 billion webpages in existence, and 500 hours of video uploaded to Youtube every minute. Instead the focus will be on teaching how to work with that information.

Recall those 4 Cs.

This means a teacher’s role could develop from a ‘Sage On The Stage’, to the ‘Guide On The Side’, spending more time working with students to consolidate their learning, rather than broadcasting knowledge at them. If this shift is taken to heart, it will also mean traditional educational practices will be turned on their head. Students will direct their own learning, build their own knowledge before heading to a classroom to collaborate and interact with other students to consolidate their learning. Students are encouraged to be self-motivated and view themselves as ‘the start-up of me’, a phrase coined by Reid Hoffman of LinkedIn.

Significantly, it is technology that will be inextricably intertwined with this model moving forward. With school children, the remote learning advancements we’ve seen in under a year – from worksheets and phone calls to Google Classroom - shows the speed of change. Across education, the story will be the same. Technologies will continue to aid the emergence of remote learning and we should expect to see ever-more sophisticated tools for transnational collaboration e.g. real-time interactive whiteboards and virtual interactive classrooms become a standard fixture of educational establishments. Remote learning will suit some academic fields more than others, however. Whilst History, English and Maths are based on an imparting of information, subjects like lab-based sciences, or even dance and art, may benefit from actual physical presence and interaction. Thus, in time, we may
also see increasing sophistication of remote tools stretch to deliver educational experiences that rely on physicality and sensorial input – but that may be some way away yet.

**Expect Virtual and Corporate Educational Establishments**

When you only need expertise and production and distribution facilities, and not bricks and mortar meeting rooms, or halls of residence, learning establishments need not necessarily have any fixed abode. This in turn will lead to the rise of global educational networks or educational franchises. Not only does this mean that known networks or educational franchises lead to the rise of global educational establishments need not necessarily have any fixed abode. This in turn will lead to the rise of global educational establishments, to be used for internal training and find new employees and rising stars outside your organisation.

The next natural step, then, is the rise of Corporate Universities educational establishments built as an extension of a business. Omnicom itself has Omnicon University, an educational function designed to nurture talent of tomorrow, by upskilling them today. In general, deeper relationships between businesses and education could begin with a corporate involvement in existing learning initiatives, with brands teaming up with recognised EdTech platforms to emphasise their legitimacy by co-branding ‘academic verticals’ relevant to their field. Alternatively, they could look to manufacture their own learning series or branded courses, deploying their own specialists and experts to front the courses.

Consider the marketing power of Gucci sponsoring all fashion or textile qualifications, or Hewlett Packard partnering up for an accredited Certificate of Cybersecurity. Later it could extend and morph into more proprietary, fully branded specialist education establishments, to be used like an owned asset. Think Airbus establishing an Online Engineering Academy, or the Pfizer School Of Pharmacogenomics.

The advantages to brands and businesses involvement in EdTech is clear. First it establishes or reinforces specialist expertise. If a brand can find a way to shine light on the brilliance of its finest engineers, dedicated designers, or smartest economists, then it makes a product offering legitimate and compelling. Demonstrating mastery of a field through an academic lens can help make a bold statement about the power of the intellect driving the brand.

Second, it increases consumer understanding of a product field. Brands with a complex offering should consider creating educational content that not only showcases their products, but actively demystifies the way it works or lifts the lid on its internal workings.

Last, it can be used to upskill staff and find new employees and rising stars outside your organisation. EdTech platforms are already being used for internal training and upskilling of employees. For instance, AT&T recently teamed up with Udacity to create nanodegrees for their employees, which they then built into their employees PDPs’.

Education will be a new battleground in an emerging innovation war between China and The West. China is pumping out STEM graduates at a great rate of knots and are mastering coding, AI and Hacking too. Western Exceptionalism is about to take a knock industrially, economically and culturally. EdTech will be central to our ability to upskill.

### The Numbers

**The UK EdTech sector was estimated to be worth**

£3.4bn by next year, even before the crisis

**Globally the sector is set to be worth**

£128bn with EdTech companies seeing VC investment grow by 22% in Q1 2020

### Actions for Brands and Businesses

1. **Consolidate Your Knowledge |** Package what academic or technical knowledge exists within the brand or organisation. Consider how it can be turned into a legitimate source of education, either for people outside an organisation or indeed for staff upskilling within.

2. **Partner Up |** Look to big tech giants as they move into this space. Google has its Primer app delivering animated business lessons. LinkedIn is beefing up ‘LinkedIn Learning’ and we’ve also seen the emergence of science and history lessons via Minecraft from Microsoft. Consider investigating routes to partnerships.

Sources: OECD / UNESCO / Further Education News / Thank you For Being Late by Thomas Friedman / WSP Future of Education Report
The pandemic will be a lesson learned

We may come to understand our exit from the pandemic as the moment society decided to start taking its existentialist responsibilities seriously. In the pre-pandemic tech world, the stage was already set for a battle for technological superiority between the East and West, aided by historically low interest rates and trillions of dollars of VC cash. To survive, in 2019, commentators were already urging businesses not to repeat the mistakes of 2008: if a recession hits, never try to cut your way out. Instead, innovate your way out. The same is true today.

Obviously, it is important to acknowledge the real challenge of dedicating resource to the future, when all focus is, naturally, on the present. But nevertheless, right now is a great the time to innovate – whether with sustainability or in general.

Deep Tech will rise to the surface

Consequently, Deep Tech is likely to come into the spotlight over the next decade. Deep Tech provides disruptive solutions to planetary problems based on hard science. It is vital because it bullseyes those big existentialist issues: global climate change and sustainability, disease, demographic shifts, resource scarcity. Think biotech, space tech, green tech, AI, robotisation, quantum computing, material, smart energy solutions, lab grown meat.

With era-defining commercial applications for the successful operator, and a chance to claim the kudos of saving mankind, the race is on. Tellingly, over the last decade, we’ve seen a noteworthy shift in VC focus from software to more Deep Tech solutions. Y-Combinator, one of the biggest VC funds in America, expanded from supporting start-ups like Airbnb and Dropbox to include companies working on nuclear fusion reactors. Similarly, Elon Musk pivoted from software to EVs to spaceships, whilst Jeff Bezos moved from e-commerce to AI and then also to spaceships. And now also biotech.

Corporations should take a more active role in our future

Whilst funding in Deep Tech technologies naturally took a knock during the pandemic, investment continued apace, with funding across all start-ups down only 12% in Europe - far less than anticipated. Crucially, however, there is a growing opportunity for external 'non-tech' businesses to become involved. Though many Deep Tech projects are funded by universities, public sector, business angels, and VCs, pre-pandemic research by BCG and Hello Tomorrow highlighted that 97% of Deep Tech start-ups are also interested in collaborating with corporate partners - whether it be FMCGs, autos, travel or entertainment. One of the big advantages to deep tech companies getting in bed with an existing big business or brands rather than a Silicon Valley VC fund is that, aside from a larger injection of cash, start-up founders can get access to expertise in 'packaging up' and commercialising product offerings, whilst also honing their marketability and scalability. Pre-pandemic, this was likely true.

At the same time recent McKinsey research demonstrates that, post-pandemic, many big blue-chip companies think now is the right time to innovate. Many big brands may also be asking themselves existential questions about their purpose after the pandemic and may be looking to broaden or redefine their offering. Deep Tech can help here. Even before Corona, a few autos manufacturers have spent the last few years moving to reframe their brands as 'mobility companies', incorporating all forms of transportation and its infrastructure. For instance, Porsche and Boeing are teaming up to define what a 'premium urban air mobility' market might look like.
This alignment of circumstances - a new focus on Deep Tech to head off future global challenges, Deep Tech start-ups open to funding from corporate sponsors, and big business seeking innovative partners to help redefine their offering - could bring real change at a planetary level.

Actions for Brands and Businesses

1. **Define Or Redefine Your Purpose** | Post-pandemic, businesses should look to work on refining brand purpose and objectives acknowledging a re-trained populace with the shifted mindsets.

2. **Search For Friends In ‘Deep Places’** | Ascertain which tech partners can help you deliver on that vision, all the while recognising to work successfully with a start-up, big business must show agility, secure top management buy-in and create a dedicated internal innovation function to collaborate effectively.

Deep Tech Start-Ups: Examples

**Lilium**
On-demand air taxi service. Recently closed a funding round of €224 million. Aiming to be operational by 2025.

**Seaborg**
Next-generation nuclear reactors that are compact, inexpensive, efficient and, most important, extremely safe.

**Oscillum**
Bio-patch on food that, like a traffic light, will turn a specific colour when the product is past its best. Aims to combat food wastage, with up to 50% of food produced never actually consumed.

Sources: BCG & Hello Tomorrow / sifted.eu
We’ll need to prevent a new kind of health crisis

We may soon have to face up to the fact that most current healthcare systems are likely unsustainable over the long term. Change will be required. OECD projects spending on health and long-term care in its countries will need to increase from 6% of GDP to 9% by 2030 due to ageing populations, chronic illnesses (rather than acute) and rising expectations of the quality of medical care. This is at the same time we are also expecting a global shortage of healthcare workers, with a predicted shortfall of 9.9 million doctors, nurses and midwives by 2030. In short: more care needed for people living longer, but with fewer practitioners to deliver that care. Fortunately, digital health could provide part of the solution.

Before the pandemic, governments were acquainting themselves with the health challenges ahead, with the phrase ‘national digital health strategy’ being thrown into conversations to give shape to any potential response. Countries like Australia, Israel and Germany were already working on what that could look like, with Denmark widely regarded as best-in-class. Likely hallmarks of a national digital health strategy could initially include harmonisation and sharing of patient data, or integration of medical systems and equipment. Consequently, investment in the digitisation of health is expected to reach $379 billion dollars by 2024.

Then the pandemic arrived, requiring an early test of our ability to conduct healthcare digitally and remotely. In the main, we have seen successful responses. Many healthcare professionals have been able to switch over to remote consultations due to specific technologies already being installed within medical infrastructure e.g. video conferencing facilities and chatbots. Furthermore, this came at a time when governments were already considering how to ease the burden on healthcare systems, cracking under the strain of increased patients and decreased staff. Thus, like so many developments, the pandemic has acted as both a stark reminder of what’s at stake, but also an accelerant to the technological solution, kick-starting long overdue disruption for the healthcare industry.

Humans will have dashboards

But before that crisis hits, human behaviour will start to change. Chiefly because, even when the pandemic is dead, memories of track and trace, COVID tests, masks and sanitisation stations may leave us with a societal hypochondria, or at the least a heightened awareness of our body’s physical state. That means that people will be taking a much more active interest in their health. Not necessarily just keeping healthy, but rather bypassing the need to seek reassurance or advice from an overworked doctor, rather to use technological and digital solutions as a way of taking back the knowledge of what is happening inside our very own bodies. Human dashboarding, if you will. Again, fuelling that switchover to digital health.

In the main, that means wearables. Whilst the last decade saw iWatches, Fitbits and Pelotons become household names, the next decade will see a huge leap forward in our ability to understand more about what is going on beneath our skin. Three examples:

Oura is a smart ring that monitors your vital signs, including sleep, physical movement, heart rate and temperature to give daily feedback and optimise your health. Oura produces customised health plans via an integrated dashboard that reads like the deck of the Starship Enterprise.

Nightingale Health is like Fitbit for the blood, providing personalised and comprehensive health advice drawn from blood-test data, including cholesterol, blood sugar and insulin sensitivity. It requires no doctor’s appointment – rather a visit to a test station – and provides its recommendations via an app system resembling a credit score.
The Muse Headband not only allows you to track sleep, but also enables you to optimise meditation, with the device giving real-time feedback on how close you are to reaching a particular mental state. Could we be entering the era of 'designed moods'?

**Big Tech will also become Big Pharma**

The 2010s was a decade typified by the ever-expanding remit of tech giants. We saw Google, Apple, Amazon continually shift the boundaries of their domain to swallow new territories like music, TV and film, offline retail, transport. Digital healthcare is next.

In 2018, Amazon paid $750 million for online pharmacy Pillpack with the aim of making the delivery of drugs frictionless and the price incredibly more affordable. At the same time Google bought Fitbit on the understanding it would be a treasure trove of human data.

Thus, health will rapidly come to be viewed as IT for the body. As this ramps up, we can also expect the twinning of pharmaceuticals and wearables. Particular drugs may be partnered with a specific app so patients can track its effects in real-time, giving feedback to the drug manufacturer to help optimise the dosage. Gamification could also ensure medication is taken correctly, and we already see emerging examples of this in diabetes monitoring apps like MySugr.

Gradually, we will also see medical research become the preserve of tech companies, not just pharma, as AI becomes the tool to deliver great leaps forward. AI is already assisting with rapid drug prototyping, a market that is predicted to be worth $31.3 billion dollars by 2025. Companies like Atomwise have demonstrated how AI systems can rapidly predict the right combination of drugs to tackle an Ebola pandemic, something that would normally take months or years. In December 2020, Google's DeepMind AI programme also delivered a 'gargantuan leap forward', with their deep-learning algorithms gaining an understanding of how to determine a protein's 3D shape from its amino-acid sequence - another development that will enable rapid drug discovery. Elsewhere, AI modelling provides accurate virtual test subjects for potential vaccines rather than a live human or animal testing, a process known as 'In-Silico'.

By 2030, healthcare could be a different proposition. To summarise: a move towards remote consultation; consumers using tech to track and report their own health; AI working behind the scenes to fast-track and test new drugs. This may go some way to removing the burden on medical care experts anticipate. But there's another issue...

**We will quest for the optimised self**

As we learn to better prevent and cure illnesses, our attention will turn towards optimising and improving the performance of brains and bodies. We've already seen glimpses of this via 'study drugs' like Modafinil and, of course, Viagra both of which are now taken, not only to cure, but to enhance and upgrade. Similarly, though disturbing to some, the American Society of Plastic Surgeons also report a marked increase in facelifts, breast augmentation, tummy tucks and lipo. By extension, next will come advancements in 3-D printed joints, lab-grown organs and breakthroughs in the science of aging. Clearly, we are on a quest to turbo-charge ourselves.

In addition, progress in the science of genetics will also yield great changes. With the price of sequencing a genome predicted to fall to around $500 by 2025, the era of personalised genetic medicine, or pharmacogenomics, could soon be upon us. Further out still, as CRISPR technology becomes commercialised, enabling the manipulation of gene sequences, there will need to be serious global conversations about where we draw our red lines. Whilst reprogramming DNA to eliminate childhood diseases is laudable, designer babies may not be.

Added together, and with concern for dramatically falling global fertility rates thrown in too, we are headed for a planet populated by old people, who will remain healthier for longer. Consider for a moment the social, political and cultural impact of a generation who linger, and in their 70s are only just getting started, whilst a dramatically reduced youth cohort desperately try to renew, refresh and challenge old ideas.

### The Numbers

**Global Digital Health market expected to be worth**

**$640bn**

by 2026

**Top funded digital healthcare category in 2019 was telemedicine attracting**

**$1.8bn**

globally, followed by ‘Data & Analytics’ at **$1.6bn**

### Actions for Brands and Businesses

1. **Demonstrate Efficacy** | Ascertain if your product is healthy or unhealthy. Is there any way of measuring its effectiveness in terms of measurable human output? Once users can track their own vitals, products that promise reductions in X or increases in Y may - rightly or wrongly - may find their claims put to the test.

2. **Revisit Your Understanding Of Audiences** | Shift your understanding of older demographics. Issuing an instruction to 'target a 55+ audience' will soon no longer be enough. Think about how to subdivide an expanding demo into more useful cohorts as they remain active for longer.

The challenge as large as any other is getting from "can do" to "does". While revolution in digital and data undoubtedly thrusts the art of the possible forward at an amazing pace, we are still dependent on people, whether patients, carers or doctors, in acting upon these insights, and in consequently changing, and adopting new behaviours. However advanced our ability to collect, interpret and advise on healthcare challenges, unless our audiences are able to absorb and act upon this new level of responsibility, we will continue down our current path of too much demand, and too little supply. It is imperative that we help audiences to adopt the new behaviours that will be uncovered by this digital healthcare revolution. This can only be done by designing interventions that are built for every individual’s behaviours, priorities, triggers and motivations.

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**Source:** Statista / The Medical Futurist

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**Source:** Statista / The Medical Futurist
The Information War Has Arrived

The first half of the 20th Century was symbolised by The World Wars, and the second half by The Cold War. The first half of the 21st Century, then, may come to be designated The Information War.

The explosion of social media and the proliferation of media outlets - both official and unofficial - has created a confusing, seething mass of news, information, narrative, opinion, and data which is increasingly difficult to navigate. Propaganda has been democratised. Objective truth is frequently on the ropes.

In parallel, the pandemic has seen 'big government' take top-down control of society to manage citizens effectively. We've seen Contact Tracing apps take centre stage only to generate concerns over surveillance. Whilst some platforms safeguarded user's data via bespoke privacy legislation, for instance GDPR in Europe, in other countries monitoring apps doubled as a method of enforcement.

Elsewhere, selected cities in India set up Smart City Control Rooms to monitor the populace and manage the flow of people, traffic, and goods and services. In Italy and in the UK, drones have been used as a method of curfew enforcement, issuing aerial announcements to clear the area. In addition, there's also been marked acceleration in the sophistication of facial recognition software over the last year. In the UK, developing tech can recognise if you are wearing a mask or not, and automatically grant or deny you entry to a building. In China, platforms can now identify you from your facial features even if you are wearing a mask. Even if the effect of the social media on public discourse and fears over Orwellian surveillance is overstated, citizens distrust brands, businesses, governments and indeed their fellow humans more than ever before. This will have an important knock-on effect over the next decade.

The Tools Of Trust vs The Tools of Mistrust

Recent events at The Capitol saw Big Tech take a stand on disinformation. Whilst Twitter was already tagging Trump's inaccurate tweets with disclaimers, after the events of 6th January 2021, we saw AWS remove Parler from its servers, and Facebook and Youtube take action to remove selected accounts. However, social media's action was piecemeal and inconsistent. The fallout from the 2020 US election, increased focus on tech billionaires and their empires, and crusading officials like the EU's Margrethe Vestager, a woman determined to bring tech giants to heel, may mean the next decade sees moves to make Big Tech more responsible for its own output in law. That could potentially mean consistent, enforceable guidelines requiring common adherence.

There may also be the emergence of tech-fuelled defences and bulwarks designed specifically to reassure users as to the veracity of their content. In her book Deep Fakes And The Infocalypse: What You Urgently Need To Know, author Nina Schick writes about how deep fakes and synthetic media - ultra-realistic content expertly manipulated for entertainment or propaganda - will lead to an entrenching of geo-political positions, or a 'doomloop of partisanship', as she calls it. In short, bad faith actors will be able to stoke the fires of division yet further by generating fake but frighteningly plausible content with ease to rally a community around a cause. Conversely, politicians and celebrities caught on camera amidst a transgression can simply dismiss the footage as fake, even if it is not. This led one commentator to dub Deepfake technology as 'The Liar’s Charter'.

However, there is potential respite. Homer Simpson once said: “Here’s to alcohol: the cause of, and solution to, all of life’s problems”. If we replace the word ‘alcohol’ with ‘technology’, we may begin to get some sense of how the technicalities and intricacies of the Tools of Mistrust can also...
effectively cloud their judgement

are software platforms that spam

For instance, Data Anonymisers

of more sophisticated technologies.

Conversely, at the other end of the

such is their mainstream appeal.

Networks offering extra layers of

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facing privacy solutions are also

responding in such a fashion.

It's not just tech giants who are

Small scale, accessible consumer-facing privacy solutions are also gaining momentum. At one end of the scale platforms like DuckDuckGo provide users with a simple non-tracked search experience, whilst you can also find Virtual Private Networks offering extra layers of privacy advertised on primetime TV, such as their mainstream appeal. Conversely, at the other end of the scale, waiting in the wings are a set of more sophisticated technologies. For instance, Data Anonymisers are software platforms that spam algorithms with synthetic data to effectively cloud their judgement and disguise user profiles. Then there's private cloud storage which uses Swarm AI to distribute its cloud storage across a disparate but interconnected set of privately owned hard-drives rather than saving it to a Big Tech server somewhere in California.

If ‘Media Darkness’ Descends Businesses Will Need To Respond

If the public decide to continue to express concern about top-down oversight and collection of data, they may decide to take that data ‘off-grid’ and seek out their own private privacy solutions. We may see the encroachment of what some term ‘Media Darkness’ – an increased difficulty in gaining insight into customers to target and message them accordingly. Here, businesses and brands have an important role to play.

In the face of concerns of privacy and veracity of information, it will be incumbent on businesses to reassure consumers by sharing a public-facing policy on their approach to data and information. In marketing, businesses will need a clear transparent data policy, and will be encouraged to scrutinise their ‘consent chains’, locating where permissions to gather data on users actually originated. They will also need to ensure their targeting is fair and discriminates on the relevance of product or service to the user – e.g. not advertising meat to vegans – rather than discriminating on race, religion or sexuality. They must make the pledge to only use data to enhance and benefit the end user, to respect human autonomy and deliver choice. Last, their data policy should be open, not hidden within a ‘black box’, and there should be systems of governance and redress when errors are made.

83% of Europeans believe Fake News is a threat to democracy, with 75% of UK citizens ‘tending to agree’ or ‘strongly agreeing’ spreading Fake News should be a criminal offence

Just 10% of consumers feel they have total control over their personal information

be reversioned to make them Tools of Trust. Last year Microsoft unveiled a piece of software – Video Authenticator – that could detect the hand of AI manipulation in footage. In fact, Video Authenticator is part of Microsoft Defend Democracy Program, a raft of Microsoft initiatives aimed at combating disinformation. Also included in this counterattack is Microsoft Azure, an early foray into the digital watermarking of official content so that its provenance can later be established, and any adulteration can also be detected. These technologies are tantamount to an arms race, with The Information War fought by those who seek to corrupt and those who seek to shine a light on the corrupt.

It’s not just tech giants who are responding in such a fashion. Smaller scale, accessible consumer-facing privacy solutions are also gaining momentum. At one end of the scale platforms like DuckDuckGo provide users with a simple non-tracked search experience, whilst you can also find Virtual Private Networks offering extra layers of privacy advertised on primetime TV, such as their mainstream appeal. Conversely, at the other end of the scale, waiting in the wings are a set of more sophisticated technologies. For instance, Data Anonymisers are software platforms that spam algorithms with synthetic data to effectively cloud their judgement and disguise user profiles. Then there’s private cloud storage which uses Swarm AI to distribute its cloud storage across a disparate but interconnected set of privately owned hard-drives rather than saving it to a Big Tech server somewhere in California.

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Consumer trust in digital information and the way this is harnessed by organisations will be one of the defining issues of the next decade, and brands will increasingly be expected to demonstrate their corporate principles through the platforms they choose support with their marketing spend. Market leaders will continue to focus on security and transparency of data, not just within their own organisation, but throughout their supply chains. They should also consider exploring the values of key stakeholders (e.g. consumers, shareholders, staff etc) as what some deride as fake news, others may champion as freedom of expression, and what some see as defending consumer privacy, others see as stifling competition. Understanding where tension exists between stakeholder values and core marketing platforms can help quantify ethical risk and support longer term marketing strategies in the turbulent times ahead.

The Numbers

83% of Europeans believe Fake News is a threat to democracy, with 75% of UK citizens ‘tending to agree’ or ‘strongly agreeing’ spreading Fake News should be a criminal offence

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Actions for Brands and Businesses

1. Refine Your Data Strategy | Have a view about what you are comfortable using in your targeting. Establish red lines.

2. Refine Your Content Strategy | If there is a privacy backlash, and ‘media darkness’ descends, develop an alternative strategy to talk to your customers. Think about developing your ad-funded offering and your sponsorship opportunities.

3. Beef Up Your Cybersecurity | Bad actors will politicise and mobilise. Hacking will become a new art. Businesses may be targets. Employ the best cybersecurity.

Katie Eyon, Chief Ethics and Compliance Officer for Omnicom Media Group, UK

Sources: Statista / PWC
Beyond 2021: How To Prepare For Future

It is not enough to talk about the future. The conversation must also include how we should react. This is vital. Imagine a future ‘timeline’, stretching into the middle distance, like an airport ‘moving walkway’ or travellator. Now imagine someone hits a double-speed button on the travellator. Future events begin to hurtle their way towards you at great speed. Can you react in time? That’s what’s happening. We are living in the Fast-Forward Society. Candidly, short-termism and lack of embedded innovation processes may frustrate businesses’ chance of success in the decade to come. But businesses are understandably busy with the present. So a structured reaction is required. Start by understanding the consumer of tomorrow. Calculate what the business of tomorrow must look like to serve that consumer. Then put in place a plan of action to prepare.

The Consumer of Tomorrow
How could we describe the consumer of tomorrow? We’ve seen they will value their privacy. They will need to feel their personal data is safe, and that algorithms are not discriminatory. They will also value technologies that can filter out unwanted aspects of the real world, with audio freedom and The Metaverse acting as powerful metaphors for the selective filters we can bring to modern life - listen to what you want, ‘live’ where you want.

Tomorrow’s consumers will also be conscious consumers. Not just conscious in the sense of supporting sustainability, but they will also be conscious of their privacy, as mentioned above, and their health, seeking to optimise their wellbeing using technology. Whether tracking their vital signs through wearables, or upskilling via an online university, citizens will need to ensure their brain and body are future fit.

Most pertinent, tomorrow’s consumers could be witness to a new era dawning. An era of planetary-wide solutions for transport, illness and climate change. Empowered consumers, rebounding from a global catastrophe, and looking to seize the day once again.

What Businesses and Brands Can Do Today
Tomorrow will be too late for some, but there are actions brands and businesses can start to take now to adapt, reposition and prepare. First, commit to a mid or longer-term plan. Many of the 2021 trends decks will offer you no advice on how to respond in the ‘now’ to the changes we envision. Resolve to plan by decade, act by year, execute by quarter. Second, focus on what you think the consumer will want, not the technology you think they will use. As Kevin Kelly says: no one predicted the iPod, but plenty predicted music on demand. In short, anticipate the need state, not the technology. Understand the deeper human need behind a technology and you can more accurately prepare for the future by readying for the arrival of a new field or territory, without committing them to a specific iteration too early on. Third, don’t buy your way in, or badge. Instead build. Genuinely offer additional value, whether environmentally, educationally, emotionally. Look to master natively integration and build real partnerships.

Conclusion: A Decade of Solutions

In short, the next decade will see heartfelt attempts to solve some of humanity’s outstanding challenges: Solving misinformation. Solving privacy. Solving the tumult of the outside world – and the virtual one. Solving for a more digitised and dislocated lifestyle. Solving disease. Solving climate change.

These attempts may not be immediately successful, but the pandemic has acted as a shot across the bow, reminding us that we still have issues to address.

Business and brands can be part of these solutions. There will be opportunities to contribute to a rebooted society, providing they partner up effectively and add real value. But they will need a plan. Short-termism is dead. The next decade can only be navigated with longer term planning to help deliver on a clear vision on how to interlock with the needs of tomorrow’s consumer. Again. The preceding 7 territories are not meant to act as prophecies or hard and fast predictions. They are signals. Almost as if we are receiving intermittent information from the future, hinting the direction of travel. Things may not unfold in the exact manner specified. But that doesn’t matter. What matters is that we understand that we need prepare for what’s to come. That’s all this report is designed to do.

So, start preparing for Beyond 2021.
If you’re interested in preparing your brand for the next decade OMG UK uses a proven way to fast-track client futures, delivering ambitious yet accessible and affordable innovations. Anchored in a tried and tested proprietary framework, The Innovation Agenda, it is built specifically to circumvent the many innovation pitfalls and traps other businesses, brands and agencies fall into. Namely, failing to settle on a common definition of innovation, or ambition for that innovation, and unduly focusing on ‘cool’ but intangible innovations that drop off plans long before sign-off.

At the heart of The Innovation Agenda is a central mechanic that reimagines innovation as a spectrum or continuum. From left to right, three buckets: Do, Progress, Pioneer.

**Do** is mastery of existing innovations as a best practice requirement. In this bucket are modest innovations representing an incremental improvement to technologies or innovations you may already use. Alternatively, it may be those innovations which are new ground for your specific brand, though a competitor may already be using it. For instance: Within the Future of Audio space, though you may already be buying your audio ads programatically, we may recommend you deploy a new kind of programmatic podcast insertion technology for the first time in parallel. We measure these innovations using traditional media KPIs.

**Progress** represents those innovations new to your industry or vertical. You will be the first brand amongst your competitive set to deploy this innovation. Other industries may have used it - Autos, Travel, Finance - but you will be leading the way within your sector. For instance, we may recommend executing a particular Augmented Reality placement no other brand from your vertical has attempted yet. We usually measure these innovations using a mix of softer KPIs like industry PR buzz and stakeholder feedback.

**Pioneer** represents those innovations that are truly ground-breaking, disruptive and have never been attempted by any brand, in any vertical, until now. For instance: we may recommend you be the first ever brand to build a fully functioning Metaverse version of your store. We usually measure these innovations using a mix of softer KPIs like industry PR buzz and stakeholder feedback.

At the beginning of the process we draw up an Innovation Agenda which codifies the innovation ambitions of the brand within Do, Progress, Pioneer framework, so that clients and the agency alike understand their incremental improvements, their stretch goals, and their moon shots. We revisit it yearly, often making Progress into Do and Pioneer into Progress, as we build capability over time. The Innovation Agenda will lay out progression and opportunities across all relevant media channels and tech territories, accelerating you from, for example, text chatbots to animated digital avatars in a relatively short time.

The reason this system has been so successful is threefold. First, for every innovative canvas like the one showcased in this report – no matter how complex or expensive – we can find a scalable, affordable entry point, allowing us to fast-track the introduction of new technologies into plans. Second, we calibrate your bravery by providing a hierarchy of innovation goals that scales to your level of ambition, and to match your objectives. Third, by planning year-on-year, and revisiting and revising year-on-year, we seek to build your capability over time and across all media channels and technologies. We also gamify the progression to make things more interesting.

The Innovation Agenda acts as a fixed and visible roadmap that uses a common language to describe where we are heading and how we will get there. We use this process with our Omnicom clients like Porsche, Unilever, GSK and HP.

And, if you want, we can build you one too. Here are our full services.
Audio Futures
The Sound Of The Future & The Future Of Sound

From war drums, to the telephone, to wireless radio broadcasts, audio is the oldest communication medium on planet earth. In the last two decades alone, the digital revolution has transformed audio from radio DJs on provincial stations playing Top 40 hits, to a world of streaming, podcasts and personalised ads. So, after podcasts and programmatic, what’s next for audio technology? We are about to enter a world of Advanced Audio, Aural Augmentation and Synthesised Sound; OMG's Audio Futures will lay out the developments on the horizon, and how they will affect consumers, and demand a response from businesses and brands.

Download here

Level Up
The Future of Gaming

Gaming is becoming the ‘channel of channels’. The next generation of consumers is ditching their quests and their controllers and heading to online immersive spaces not to shoot, jump and fight, but to chat socially, watch TV together, attend gigs, and even learn. Gaming will no longer be computerised competition but will morph into immersive environments that will contain all other media channels within its belly. There are ways for brands and businesses to colonise this space now, in advance of a great consumer migration.

Download here

Retail 2.0
The Future of Shopping

The pandemic has seen a high-street downturn, as consumers move to e-commerce platforms. But whilst the high street may be down, it is most definitely not out. The post-COVID world provides retailers with the opportunity to renew and reinvent. The Future of Shopping envisions a future where embracing and integrating with digital technologies can lead to a high street renaissance.

Download here

Thoughtleadership

Here is a selection of deep-dives on some of the topics covered in Beyond 2021

Audio Futures
The Sound Of The Future & The Future Of Sound

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The Future of Gaming

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Contact

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