



**CHANNEL 1**  
**(INTER)NATIONAL KEYNOTES**  
**TRENDS IN:**

- RETAIL
- BRANDING
- AGENCY RELATION
- SOFT SKILLS
- TECHNOLOGY
- CONSUMER TRENDS
- STRATEGY
- MARKETING

**BREAK:**  
STRETCH, MEDITATE  
and QUIZ

# UBA Trends Day 2020 Goes Virtual

**CHANNEL 2**  
MEDIA DATE  
TRENDS IN MEDIA  
and  
Q&A MEET THE  
EXPERT

17 september 2020  
... and 30 days after...

**CHANNEL 3**  
IDEATION INTERACTIVE  
WORKSHOP, VIRTUAL Q&A and  
PANEL: TRENDS IN  
GAMING

NETWORK IN THE NEW  
NORMAL... ACCESS TO 1500 PEERS  
IN ONE MOUSE CLICK

VIRTUAL  
3D  
STUDIO

#UBATD



RESEARCH: VACCIN IN 1 YEAR?

it's the TIME MACHINE



IMPACT ON CONTEMPORARY BUSINESS:

10 YEARS IN 10 WEEKS



KJELL A. NORDSTRÖM

# TRENDS IN STRATEGY

THRIVING IN THE URBAN GALAXY

A PANDEMIC TODAY...



A PANDEMIC is not NEW!

BUT WE ARE A PLANET OF CITIES, ALL CONNECTED

WE FIGHT BACK

WE CAN MAKE GREAT THINGS WHEN WE COLLABORATE

WE WILL SURVIVE and move on...

THE FUTURE SUCCESS: TACIT KNOWLEDGE...

YOU CAN'T PUT IT ON A PIECE OF PAPER. IT TRAVELS SLOWLY THROUGH TIME. BASED ON PROXIMITY.



BUSINESS IS ABOUT CREATING & DEFENDING A TEMPORARY MONOPOLY



EVERYTHING THAT CAN BE DIGITIZED WILL BE DONE REMOTELY. EVERYTHING CAN BE & WILL BE COPIED

4

IT CHANGES THE RULES OF THE GAME

SECOND MACHINE AGE

WE SET EVERYTHING free!

our GLOBAL VILLAGE is BURNING ACCELERATION OF DEGLOBALIZATION

2 STATE CAPITAL \$ SUPPORTING NATIONAL ECONOMIC INFRASTRUCTURE



5 DIFFERENT CIVILISATIONS WITH CLAIMS FOR POWER & INFLUENCE

3 FAANG+m FACEBOOK, AMAZON, APPLE, NETFLIX, GOOGLE, MICROSOFT. 30% OF NY STOCK MARKET VALUE

4 TEST OF ROBUSTNESS OF MODERN ECONOMY INSURANCE SYSTEMS ARE MITIGATING THE IMPACT OF THE CRISIS BACKED WITH MODERN TECHNOLOGY

HOW WILL THE FUTURE? BUSINESS LANDSCAPE LOOK LIKE

YOU CAN'T PREDICT the future... YOU CAN ONLY DESCRIBE "the here and now" AND MAKE CONCLUSIONS & QUALIFIED GUESSES



STEVE JOBS, 2007

what will have a LASTING IMPACT? on the years to come!

where stranger meets stranger  
POPULATION CITIES  
1900: 10%  
2020: 66%  
2030: 80%  
CITIES ARE THE UNITS OF ANALYSIS NOT THE COUNTRY.

SHIFT OF POWER! FEMINIZATION OF THE WORLD

4D MATRIX THAT WILL SET THE SCENE

2

CAPITALISM WITH A STRONG DIALECT

1 CLIMATE CHANGE HOT!

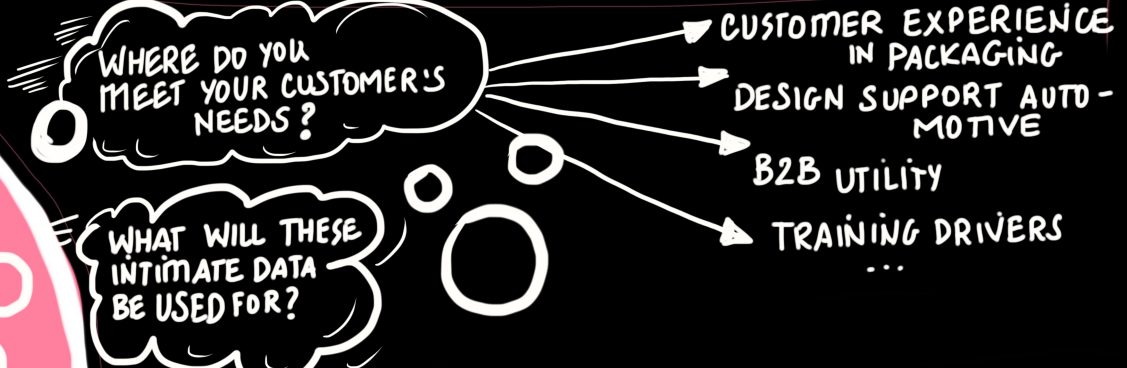
# TRENDS IN TECH MARKETING STRATEGY IN THE AGE OF TECH



CATHY HACKL

the 5 P'S OF AR/VR marketing STRATEGY

- Product:** How to fit into AR/VR
- Price:** Feeding impulse or decision support
- Place:** creating demand, retail support or post-purchase
- People:** brand voice: ACTIVE/PASSIVE/PLAYFUL/HELPFUL?
- Promotion:** are you intruding?  
 → WHO CREATES, MANAGES, PAYS, BENEFITS?  
 → WHAT'S THE ROI?



**THE HISTORY OF AR/VR**

- 1862: PEPPER'S GHOST ON STAGE
- 1962: SENSORAMA MACHINE
- 1968: SWORD OF DAMOCLES
- 80-90: NASA & ARMED FORCES USE THEM IN REAL LIFE
- 90: SEGA VR, ARCADES, VIRTUAL BOYS

... BUT TECHNOLOGY WAS STILL BEHIND...

- 2012: KICKSTART OCLUS GOGGLE GLASS

... CONSUMER WAS NOT READY...

- POKEMON GO! AND THE REST IS HISTORY...

WHAT'S NEXT?

- SOCIAL MEDIA + AR
- ACTIVATION EVENTS
- PERSONAL BRANDING
- VIRTUAL HUMANS
- METAVERSE: MERGE PHYSICAL & VIRTUAL SPACES
- MARKETING TO ROBOTS: B2R2C
- DIRECT TO AVATAR: D2A
- E-RETAIL

**FASTER & HIGHER SALES CONVERSION.**

The future belongs to those who see possibilities before they come obvious

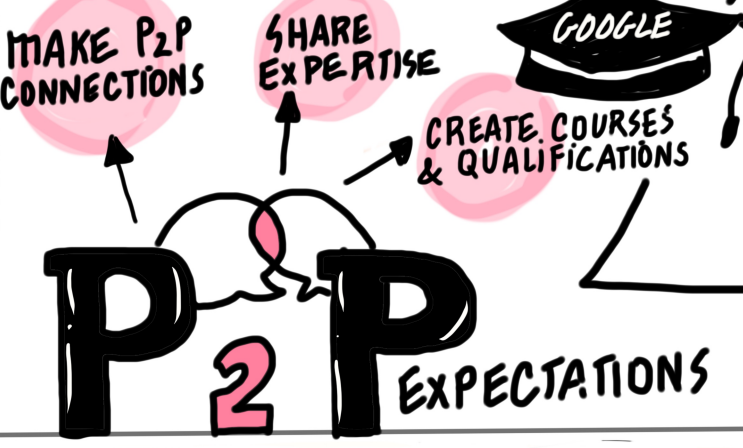
LOOK AT THE PAST

NOW

FUTURE

# MENTOR ECONOMY

IN THE END-OF-THE-OFFICE WORLD



DAVID MATTIN

EXAMPLES:

- \* DEGREES OF FREEDOM
- \* ONDECK
- \* VEVE CLICQUOT

# TRUTH VERTICALS

IN A FRACTIONOUS WORLD WHERE IT'S IMPOSSIBLE TO BELIEVE WHAT YOU SEE...

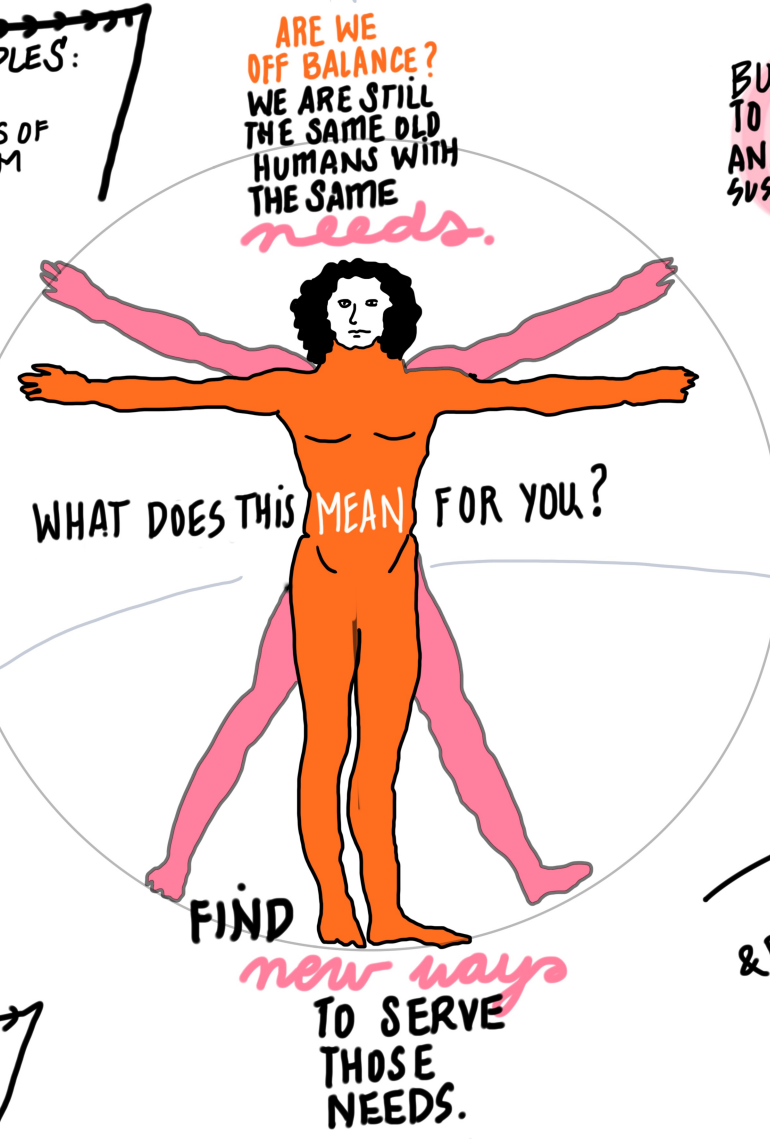


- BRING COMMUNITIES TOGETHER
- CREATE TRUTH TOOLS
- SUPPORT INDIVIDUAL CREATORS

- \* AI FOUNDATION
- \* THE NIGHT FEED
- \* CREATOR JUDD LEGUM

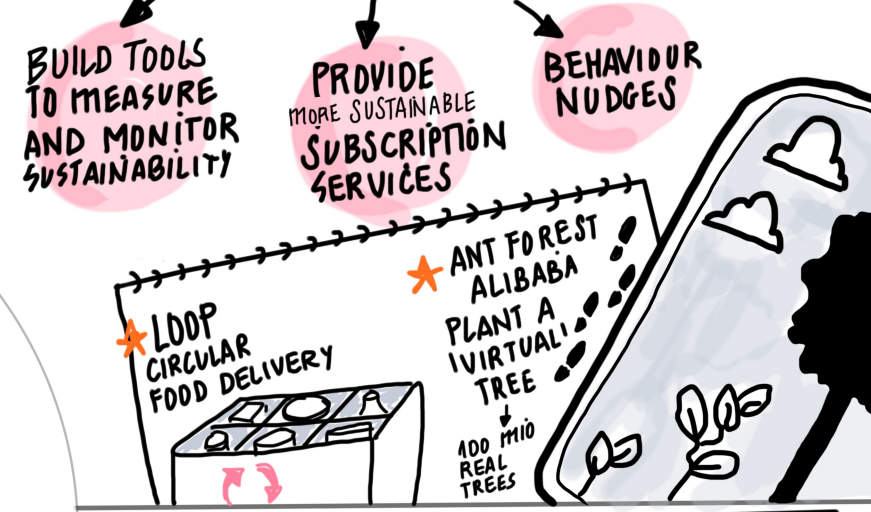
DOMAIN SPECIFIC COMMUNITY TO FIND AND FIGHT FOR THE TRUTH

# 4 CONSUMER TRENDS CONSUMER EXPECTATIONS FOR 2020 and beyond...



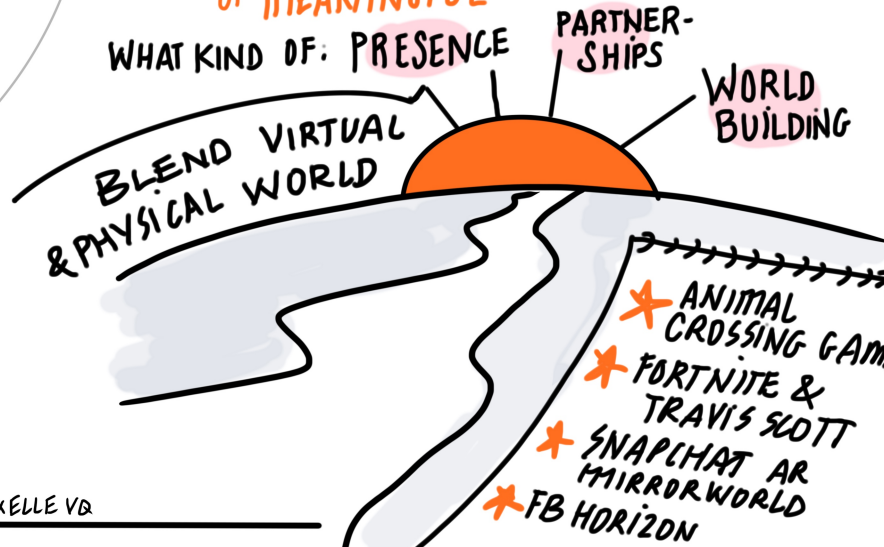
# SUSTAINABILITY as a SERVICE

TOWARDS A BETTER CONSUMERISM



# THE METAVERSAL SELF

VIRTUAL WORLDS SCALING UP TO DOMAINS OF MEANINGFUL EXPERIENCES.





# TRENDS IN MARKETING

Slow IS THE NEW FAST

QUESTION CUSTOMER NEEDS & WHAT ONLY WE PROVIDE

IKEA



SHOW, NOT TELL!

SCALE CAMARADERIE  
PEER TO PEER!

TOAST  
GETTY museum

BUILD MOMENTUM

SHORT TERM ACTIONS TO BUILD LONG TERM RELATIONSHIP



TRUTH x TIME = CONNECTION

BUILD RELATIONSHIP

E-MAIL

THINK ABOUT THAT ONE PERSON YOU WANT TO HELP

BE SPECIFIC & CONSISTENT

Simple.  
Accessible.  
Playful.  
Warren Buffett

TRUST



SLOW DOWN ...  
TO SPEED UP MOMENTS

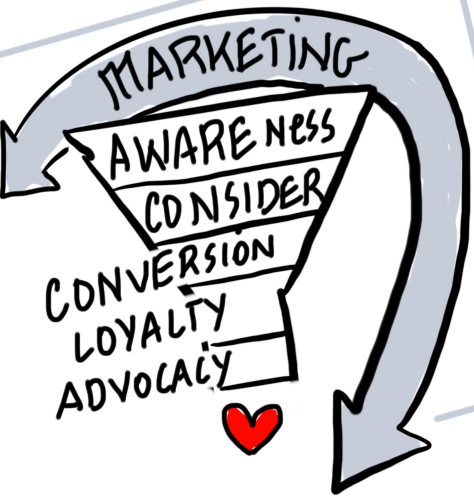
DO I WANT YOU AROUND?

DO YOU UNDERSTAND ME? CAN I TRUST YOU?

DO YOU UNDERSTAND MY PROBLEM BEST?

DO I SEE MYSELF, REFLECTED IN YOUR MARKETING?

HOW WE SHOW UP NEXT YEAR, AFFECTS HOW WE GET TRUST NEXT 5 YEARS.



CHALLENGE: PERPETUAL DISTRACTION

TRUST x AFFINITY

CAN I HAVE YOUR ATTENTION

CAN I EARN YOUR TRUST

COMFORT + CONFIDENCE

# TRENDS IN RETAIL

## HOW CHINA DRIVES GLOBAL RETAIL

PASCAL COPPENS'

CHINA SHOWS US: THE DIGITAL WAY TOWARDS THE FUTURE

AMBITION

CHINA WILL BE THE LEADER OF INNOVATION BY 2030 [XI JINPING]



5 Trends:

BEYOND CONVENIENCE  
PURPOSE  
ME???

KEY OPINION CONSUMER  
HAVE A STORY TO TELL → INFLUENCER

SOCIAL COMMERCE  
IT'S ALL ABOUT THE COMMUNITY

SOCIAL RETAIL



From OPPORTUNITY TO PRIDE

TOUCH THE HEART

FAIR TRADE  
A STAGE TO FARMERS TO SUPPORT THEM

CHINA IS ALREADY BACK TO NORMAL

CHINA'S NEW RETAIL  
TRY, TRUST & BUY ONLINE

OM O · SAPIENS

CUSTOMER CENTRICITY

CONNECTED

CONVENIENCE

TECHNOLOGY

BY THE END OF 2024, CHINA WILL BE THE  
Smartest PLACE ON THE PLANET  
MOST CONNECTED

5G

IF YOU WANT TO GET RICH, BUILD A ROAD FIRST

ALSO LEADER IN APPLYING THIS INNOVATION IN SOCIETY

CHINA IS ON A COURSE OF INNOVATION THAT WON'T STOP

BIG DATA	IoT	DIGITAL	NEW ENERGY
	AI		5G
	CYBER	DNA	

IN 2014: EVERYONE JUMPED ON THE HIGH SPEED TRAIN OF MOBILE PAYMENT

CASHLESS SOCIETY



MOBILE IS THE ONLY STANDARD IN RETAIL

HOW DID CHINA CREATE THESE MEGACITIES IN ONLY 25 YEARS TIME?

I WAS A FRIENDLY ALIEN IN CHINA, 25 YEARS AGO

I HAD MY OWN CURRENCY AS A VISITOR

China's RETAIL OF THE PAST:  
AWFUL FRAGMENTED STORES  
ZERO EXPERIENCE



UBA

Trends Day 2020

VISUAL HARVESTING BY AXELLE VANQUAILLIE

# 1 SUSTAINABILITY in 2020

SUSTAINABILITY X ORGANIC X FAIRTRADE

ONE HOLISTIC CONCEPT?  
THE CONSUMER IS CONFUSED!

I WANT IT ALL!

REDUCE • REUSE • RECYCLE • RESTORE

CO<sub>2</sub> NEUTRAL BANANAS!

WANTED!

NESTLE: 50 RESEARCHERS LOOKING FOR SUSTAINABLE PACKAGING

NESPRESSO CAPSULES



TRENDS IN BRANDING:  
HOW SUSTAINABLE IS SUSTAINABILITY FOR BRANDS?

69% IS WILLING TO PAY FOR A MORE SUSTAINABLE ALTERNATIVE!

## 2 HOW CONSCIOUS ARE CUSTOMERS ABOUT THEIR OWN HABITS?

H&M REPAIR

TOO MUCH LEFT OVERS

LESS WATER USE

NO! PLASTIC (BAGS)

PLASTIC IS THE DEMON!

WORK ON: AFFORDABILITY, ACCESSIBILITY, CONVENIENCE & EASE, REMINDING & REWARDING

RECYCLED PLASTICS COCA-COLA

CONVENIENCE IS THE BIGGEST enemy!



## 3 GOOD BUSINESS = GOOD BUSINESS.

- MORE AWARENESS & PREFERENCE → REACH DIVERSE WITH PEOPLE WITH 4 STATEMENT
- REPUTATION & LICENSE TO OPERATE
- relevant INNOVATION & market DEVELOPMENT
- EMPLOYEE ENGAGEMENT → meaning ♥

## 4 4 rules to COMMUNICATE

- VDLVOS ARE RUBBISH: set the clear LONG TERM & REAL COMMITMENT in an engaging way
- HEINEKEN GREEN ENERGY: tell about THE SOCIAL & SUSTAINABLE JOURNEY
- YUKA! TRACE IT: be TRANSPARENT and OPEN about your commercial motives.
- ABSOLUT WOODKA: KEEP your BRAND'S TONE of VOICE on each channel you use.

from triple bottom line to:  
**CLIMATE PLUS COMMERCE**  
HELPING BUSINESS PUT BACK MORE THAN IT TAKES OUT!



TODAY: WE ARE USING 1.6 PLANETS!





# TRENDS IN AGENCY RELATION

## RETHINKING THE AGENCY MODEL

Today's BUSINESS ENVIRONMENT

- 1 CREATIVE QUALITY  
↳ PRIORITIZE OVER SIMPLE PRODUCTION
- 2 AGILITY: AUTONOMY TO GET THE WORK DONE FAST
- 3 COST-SAVINGS: GETS TO THE WORK QUICKER

MORE FOR LESS

- ★ ONLINE ACTIVITY ACCELERATED
- ★ REAL-TIME CUSTOMER ENGAGEMENT is the expectation

DATA + MEDIA + CREATIVITY  
CHANGE QUICKLY, DRIVE PERFORMANCE & DELIVER RESULTS!

3 THINGS YOU NEED

ONLINE SHOPPING  
GAMING  
VIDEO CONTENT  
STREAMING

DIFFERENT TIMEZONES  
AROUND THE CLOCK!

BETTER EQUIPED TO DEAL THE PANDEMIC

THANKS TO DEDICATED TEAMS

REACTIVE CAMPAIGNS MUCH FASTER

PROXIMITY TO THE BRAND

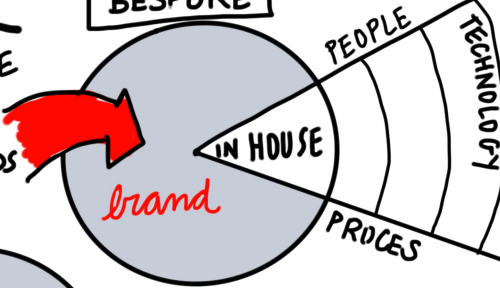
UNDERSTANDING OF THE NEEDS

HISTORICAL KNOWLEDGE OF THE WORK

SHIFT TO REMOTE WORKING

- FULLY SCALABLE
- IN SPRINT / PERMANENT
- FIT TO THE NEEDS
- BEST OF OUTSIDE WORLD

BESPOKE



- GENUINE INCREMENTAL VALUE
- REAL PROXIMITY
- RISK OF GOING NATIVE

2 MODELS OF INHOUSING

RAPID DISRUPTION  
HUGE SPEED OF CHANGE

- GLOBAL AD SPEND & TOO EXPENSIVE
- AGENCIES TOO SLOW
- NOT FOR AGILE DIGITAL CONTENT
- HUGE CUTS IN TEAMS IN TRADITIONAL AGENCIES

TRADITIONAL AGENCY





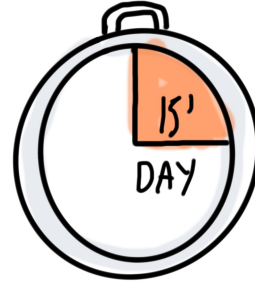
# TRENDS IN SOFTSKILLS

## A MONK'S GUIDE TO HAPPINESS



HOW MEDITATION CAN HELP YOU TO live a *happier life*

#HAPPINESS  
WE ARE ALL LOOKING FOR  
WE WANT TO BE FREE FROM UNHAPPINESS...



DEFINED SET OF TIME DURING THE DAY

& MANY STRESSFUL MICROMOMENTS

MOMENTS YOU'RE STUCK, LOCKDOWN CAN BE AN OPPORTUNITY FOR MEDITATION

*feel... be in the moment...*

FINDING OUR OWN INNER PEACE ≠ SHUTTING DOWN

*meditation → mental freedom & flexibility*

*transform your attitude to life*

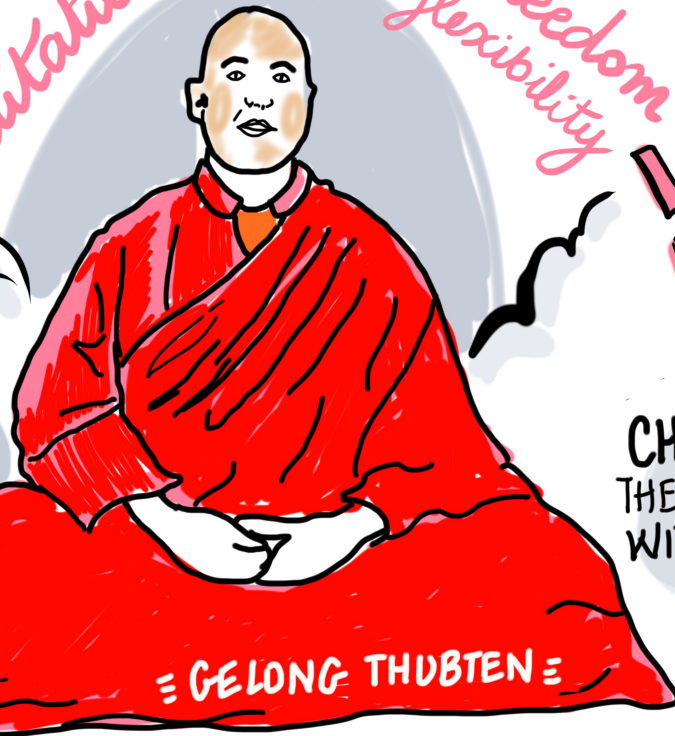
THE AIM = LEARNING HOW TO BE HAPPY

RETURNING TO THE BREATH → TRAINS US IN MENTAL STRENGTH

CHANGE THE RELATIONSHIP WITH OUR OWN MINDS

LET GO NEGATIVE THOUGHTS & EMOTIONS

*reprogram your mind*



≡ GELONG THUBTEN ≡

THE HABIT OF "SEARCHING" → the chase for "things" THAT MAKE US HAPPY

THE search FOR HAPPINESS MAKES THAT WE DON'T FIND IT

(we feel UPSET

NEGATIVE FEELING

We are not in charge

BEING-DISTRACTED

OUR MIND does things with us we don't want

We are free, but not in our mind

anxious

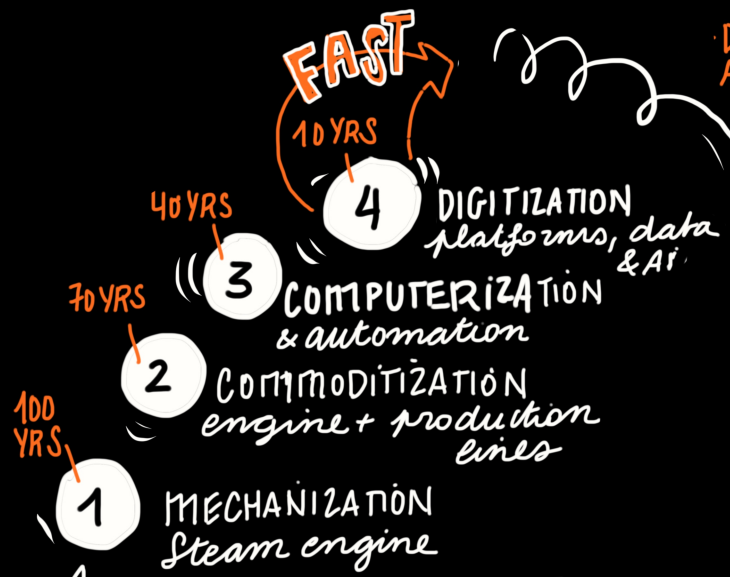
# TRENDS IN MEDIA



# THE STORM IS NOW THE WEATHER !

everyone IS HYPERCONNECTED

WE ARE IN THE 4RD PHASE OF the industrial revolution

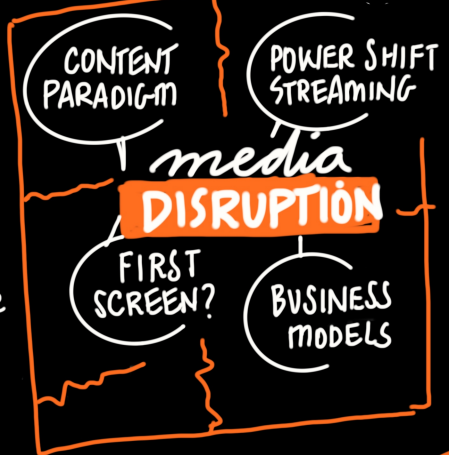
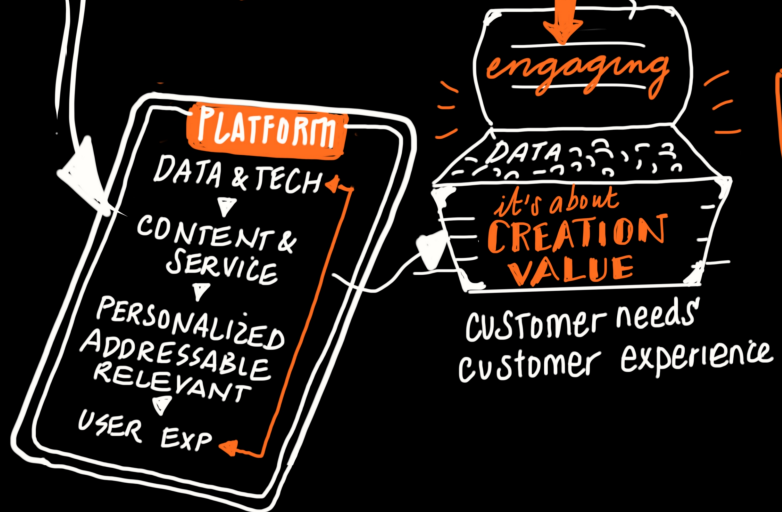


WHERE WE COME FROM

CONSTANT INNOVATION  
CONSTANT OBSOLENCE

CUSTOMER & TARGETING IS CHANGING FAST

IT'S A REVOLUTION, NOT A TRANSFORMATION  
IT MAKES YOU FORGET WHAT EXISTED BEFORE



- #1 COMPLEX! we have a job!
- #2 THE ROLE OF ADVERTISEMENT WILL EVOLVE CONTENT IS KEY!
- #3 OUR ROLE IS CRUCIAL TO BUILD A SUSTAINABLE ECOSYSTEM



## REDEFINING MEDIA SECTOR

- DATA: OPEN UP THE LAKE
- NON-LINEAR CHANNELS
- PLATFORMS: CONNECTING AUDIENCE & PRODUCTS
- ECOSYSTEMS: 1 STOP SHOP CROSS COMPETITORS
- BUSINESS: FIND COMMON GROUND





LUC SUYKENS

THE LABEL PROVES THE QUALITY OF SITES BASED ON 5 CRITERIA:

- BRAND SAFETY
- VIEWABILITY
- AVOID AD FRAUD
- VALUABLE USER EXPERIENCE
- SAFE DATA PROTECTED ENVIRONMENT

WHY?

WE NEED A DIGITAL TRUSTED ENVIRONMENT FOR OUR CUSTOMER!

# DIGITAL AD TRUST

UBA & WEMEDIA label



JOSE FERNANDEZ



1 YEAR AFTER LAUNCH IN BELGIUM

- ★ 17% COVERAGE ON NATIONAL LEVEL
- ★ 13 PREMIUM WEBSITES
- ★ 400 MIO VIEWS

## CASE FRANCE



- ★ BETTER BALANCE GAFA WITH LOCAL MEDIA
- ★ VISIBILITY VIDEO: +25% HUGE IMPACT ON VIDEO

VIDEO LABEL COMING SOON! in Belgium

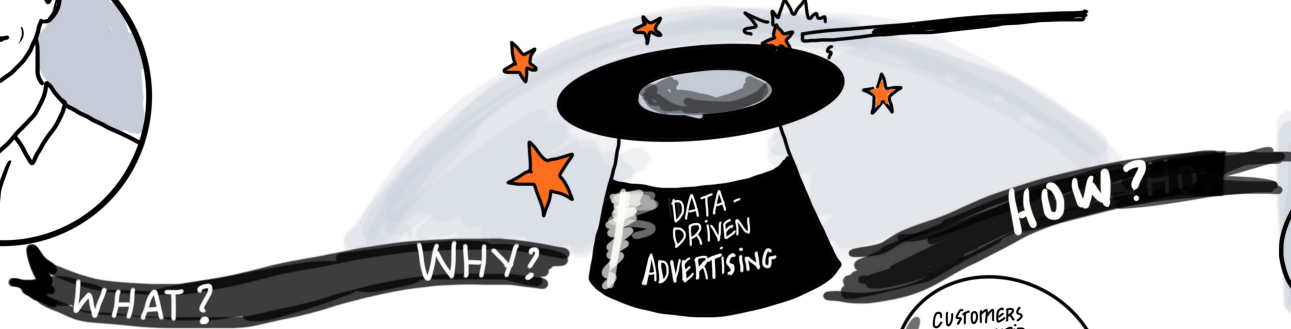
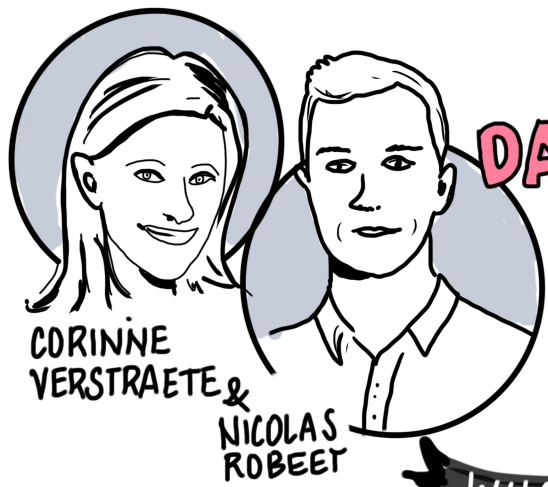
REINFORCING SOCIAL IMPACT

BRANDS SHOWING:

- SOLIDARITY
- EMPATHY
- COMMITMENT



# DATA DRIVEN & PERSONALIZED ADVERTISING



OFFLINE			PRINT	DIRECT MAIL
TV	OUT OF HOME	RADIO/AUDIO	INSERTS	SOHO DEMO-GRAPHIC
TIMING	GEOGRAPHY	GUARANTEED CONTACTS	GEOGRAPHY	TIMING
REAL TIME DATA	CUSTOM AUDIENCE	ADVERTISEMENT DATA	SUBSCRIPTION DATA	LIFESTYLE

PERSONALIZED MESSAGES & OFFERINGS

DEPENDANT ON:  
**DATA**



It's about REACHING THE RIGHT USER TIME PLACE IN THE MOST EFFICIENT WAY

to EVOKE THE RIGHT ACTION

to deliver VALUE

to your CUSTOMER

BETTER EXPERIENCE

\*\*\*\*\* SERVICE

CUSTOMERS SHARE THEIR DATA IF THEY GET BETTER SERVICE & EXPERIENCE IN RETURN

ROI GROW 2 to 3 Times FASTER

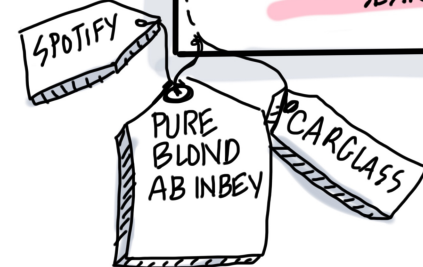
to your BRAND



ENDLESS CREATIVE POSSIBILITIES

POWERFUL! COMBINATIONS.

ONLINE/DIGITAL		OWNED CHANNELS	
PAID CHANNELS			
MANUAL PERSONAUZATION	DYNAMIC PERSONAUZATION	CUSTOMER EXPERIENCE	CRM
SOCIAL MEDIA	ONLINE VIDEO	WEB & E-COMMERCE	EMAIL
DISPLAY	SEARCH	APPS & PLATFORM	CHATBOTS



TO KEEP IN MIND!



TO BE SUCCESSFUL LONG TERM: BALANCE PERSONAUZATION WITH MASS MEDIA CAMPAIGN

MAKE IT FEEL HUMAN, NOT CREEPY

DRIVEN BY FIRST PARTY DATA

DATA DRIVEN MESSAGING IS KEY

START WITH ASKING WHETHER YOU NEED IT?



NIGEL WALLEY

# TRENDS IN ADDRESSABLE TV

UNDERSTANDING THE REALITY OF ADDRESSABLE TV IN EUROPE

IT'S A BIG ISSUE! BUT THERE'S NOT MUCH UNDERSTANDING

LET'S JOIN THE DEBATE!  
SHARE SUCCESS STORIES & CASE STUDIES!

## THE LANDSCAPE

- BROADCAST
- IP LINEAR
- RECORDED CONTENT
- AD SUPPORTED

TELEVISION

- SOCIAL / CLIP VIDEO
- IP LINEAR
- AD SUPPORTED



CATCH-UP PLAYERS

WHAT'S THE CONTEXT?

ADDRESSABILITY



INDIVIDUAL BY ATTRIBUTE



IDENTITY TARGETING



POTENTIAL CONCEPTS

## WHO CAN DELIVER IT? THE PLAYERS:

PLATFORMS

BROADCASTERS

2ND TIER

SOCIAL

AGENCIES / DATA

IN CONTROL OF THE HARDWARE

HARD TO FIND CONTROL OVER THIS CAMPAIGN

- YOUTUBE
- TWITTER
- TWITCH
- AMAZON
- FACEBOOK

they move towards  
"IT'S A POWER GAME!"

TOO DIFFICULT

<p>1. SHARED AD BREAKS</p> <p>≠ PRODUCTS FOR 1 ADVERTISER</p>	<p>2. FREQUENCY MANAGEMENT</p> <p>FOR HARD TO FIND PEOPLE</p> <p>ensure COVERAGE OF ALL SEGMENTS</p>	<p>3. SEGMENTED MESSAGING</p> <p>AUDIENCE SEGMENTS</p> <p>CUSTOMER</p> <p>≠ VIEWER GROUPS</p>
<p>4. HYPERLOCAL WITHIN BIGGER CAMPAIGNS</p> <p>LOCAL REGIONAL NATIONAL</p>	<p>5. HYPERLOCAL (STAND ALONE)</p> <p>no parallel national campaign</p>	<p>6. SPECIFIC PROFILE</p> <p>HIT SPECIFIC DEMOGRAPHIC OR BEHAVIOURAL INDIVIDUALS OUTSIDE OF NORMAL TV</p>

# DEEP DIVE IN GAMING

## HOW BRANDS CAN SCORE WITH ESPORTS



ESPORTS is COMPETITIVE GAMING

GLOBAL PHENOMENON MILLIONS \$ FULL STADIONS A LOT OF FANS

it's about **PASSION** ♥

IN BELGIUM: We entered the market in 2017 since then the market doubled.

COMPARABLE WITH TRADITIONAL SPORTS BUT EACH HAS A DIFFERENT ECOSYSTEM AND THERE'S ALWAYS AN OWNER

### PROXIMUS & E-SPORT

WE WANT TO BUILD OUR STORY

PROXIMUS: "WE LIKE THE CHALLENGE, INNOVATION & CONTENT ASPECT"

WE INVESTED A LOT BUT DON'T HAVE FINANCIAL OBJECTIVES

WE WANT TO INCREASE OUR BRAND IMAGE

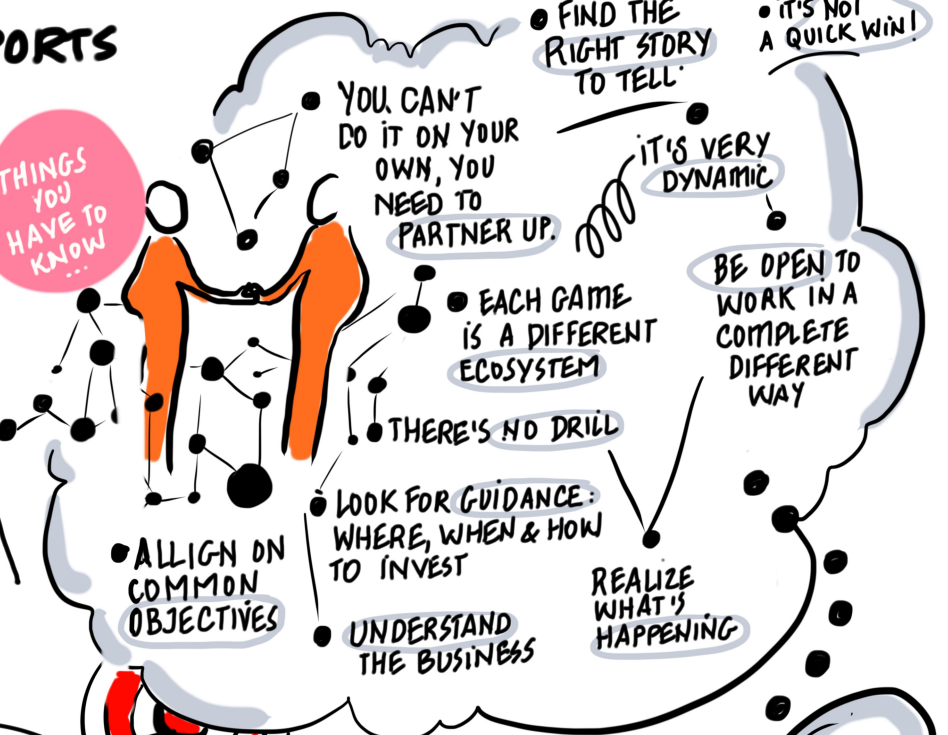
SUPPORT LOCAL ECOSYSTEMS



META: DE LINK BETWEEN BRANDS - THE ECOSYSTEM

IF YOU TARGET GEN Z & MILLENNIALS YOU HAVE TO LOOK AT ESPORTS

THINGS YOU HAVE TO KNOW ...



PROXIMUS & ESPORTS: IT STARTED WITH AN ARTICLE IN WALL STREET JOURNAL

GAMING IS A HUGE GROWING INDUSTRY

BIGGER THAN FILM & MUSIC INDUSTRY



A GAMER WANTS THE BEST CONNECTIVITY

PROXIMUS STEFAAN HAERICK

STEVEN LEUNENS META

COLIN WIJNHOLDS

### OUR FUTURE

WE SEE AN INCREASE OF STAKEHOLDERS & INVESTMENTS IN ESPORTS

FOLLOW WHERE THE MARKET GOES

VERY BRIGHT BUT STILL VERY DYNAMIC

WAITING FOR THE NEXT BIG THING!

EXPAND THE ECOSYSTEM

INCREASE PROFESSIONALISM