

## CTAM Think Recap March 3, 2016 | New York



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### The Recognition of Educated Incapacity

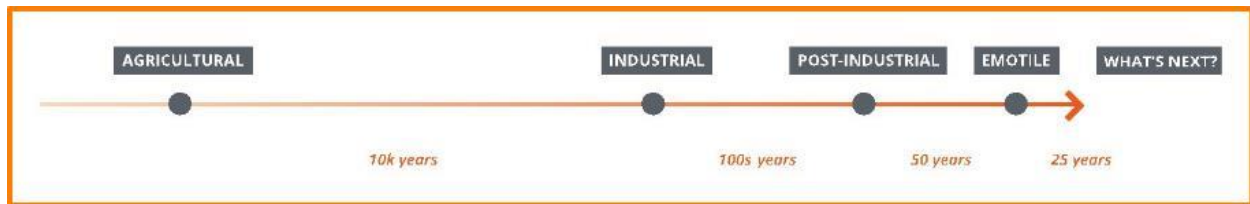
Educated incapacity = trapped in our own thinking / last to see the future of our respective fields differently. It's for this reason that while what we know is an asset...it's also a liability.

Don't ask a doctor what the future of health care is.

Develop your "alien eyes" to see how your customers think by asking three leading questions.

1. Where are the jobs being created?
2. Where is the disposable income going?
3. What is the operating system of the economy?

### The Evolution of Economies



The "Great Recession" was not a recession...

It was a fundamental, global transformation of the economy

### Three Major Observations:

1. Confluence of disruptive technologies at each transition – Erosion of profit margins
2. Economies do not *replace* each other... they layer on top of one another
3. The amount of time between transitions is collapsing

### The Metaspaces Economy

10 growth areas of the future, all of which will serve to influence, shape and inform the future of media. A few were shared.

**#1** priority is **time**  
Time is now today's #1 luxury value proposition



Time Space

### Generational Compression

The speed of time and technological change has also compressed generations.

- Generations change every 2-3 years
- Changing nature of research and segmentation
- Generational names (e.g. X, Y, Z) don't mean anything

## The Rise of Cybrids

- Transition from Millennials (Gen-Y) to Cybrids (Gen-Z).
- There are **~2 billion** Cybrids globally representing around **1/4 of the North American population**.



- Far beyond “digital natives”, they have a fully symbiotic relationship with technology
- Well-educated, yet . . . place less value on the “value” of higher-education
- Industrious
- Collaborative
- Entrepreneurial (62% of American high-schoolers want to be an entrepreneur vs. employee)
- Community-oriented
- Financially prudent
- Eager to build a better planet

## Cybrids vs. Millennials

- More tolerant than Millennials of demographic diversity
- They are more ethnically and culturally diverse
- Less likely to subscribe to traditional gender roles

### Cybrids' Brand Behavior

- Decreased brand loyalty
- Shifting purchasing habits
- Increased spending power (By 2020, they will make up 40% of consumers in the U.S., Europe and BRIC countries, and 10% in the rest of the world.)
- But, interestingly...they are more frugal
- Expect the brands they interface with to use sophisticated technology, but...
- They do not want to be tracked and they want to retain control over their own data (25% of 13-17 year-old Facebook users left in 2014; drawn to incognito media).



Instagram

Pinterest

## Major takeaways for Media Brands

- ➔ **PRIVACY:** More consumers are highly aware of ubiquitous tracking technology, and will look for devices with built-in privacy controls. They will be more cognizant of their own digital reputation management. Wearables, VR (Virtual reality), AR (Augmented Reality).
- ➔ **TRANSPARENCY:** Consumers will demand that the media brands they interface with respect their personal data and do not manipulate it or sell it. Brands that are not fully transparent risk losing their allegiance permanently.
- ➔ **REAL-TIME CUSTOMIZATION:** More consumers want big data and predictive analytics leveraged in ways that actually have utility for them – most specifically in the delivery of real-time, fully customized brand experiences.
- ➔ **INTERACTIVITY:** Younger consumers want less unidirectional messaging aimed at them, in favor of more constant exchanges. They want to be influencers who are listened to as part of a real dialogue.
- ➔ **PLATFORM AGNOSTIC:** Content consumers care less about *how* they're consuming content, but care about having access to quality content when they want it.
- ➔ **BRIEF & OMNI-CHANNEL:** Consumers will increasingly only respond to frequent, shorter bursts of communication simultaneously delivered through multiple channels. Truly integrated, brief and image-based omni-channel communications will be king.