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CES 2023

WHAT'S NEXT FOR BRANDS?



→ What the world's biggest stage for innovation, CES, can tell us about the future of brand experience.

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BUT FIRST, WHAT IS NEXT?

NEXT is TBWA's global innovation practice designed to disrupt the future of brand experiences.



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|| NEXT x CES 2023

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WHY NEXT?

NEXT exists to lead brands into new spaces by tapping into major shifts in emerging tech, culture and human behaviors.



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HOW DOES NEXT WORK?

Using Disruption[®] as a compass, we imagine new kinds of brand experiences at the bleeding edge of what's NEXT.

[Learn more about NEXT](#)



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CES 2023

LET'S DIVE INTO CES 2023

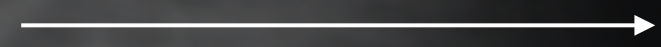
—————> Unpacking the biggest shifts and emerging tech from CES 2023, Las Vegas.

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CES GIVES US A GLIMPSE INTO THE **FUTURE** OF TECH



It's an eclectic mix of near-term consumer tech and speculative sci-fi concepts that signal where the world is heading.



WE SAW THE USUAL GIMMICKS AND **UNEXPECTED** BREAKTHROUGHS

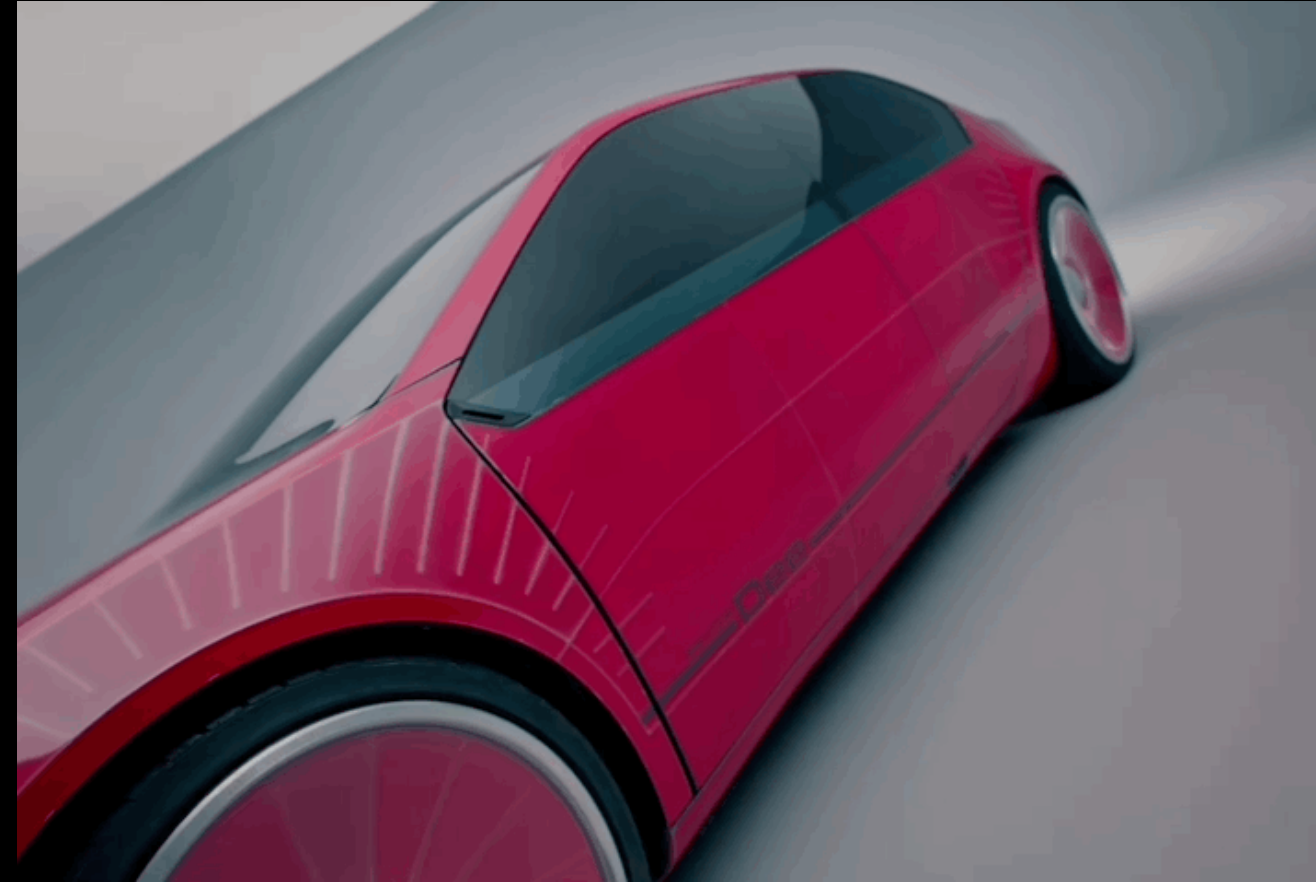
→ In classic CES fashion, you have to take some concepts with a grain of salt. But this year we saw some incredible ideas and new ingredients for innovation.



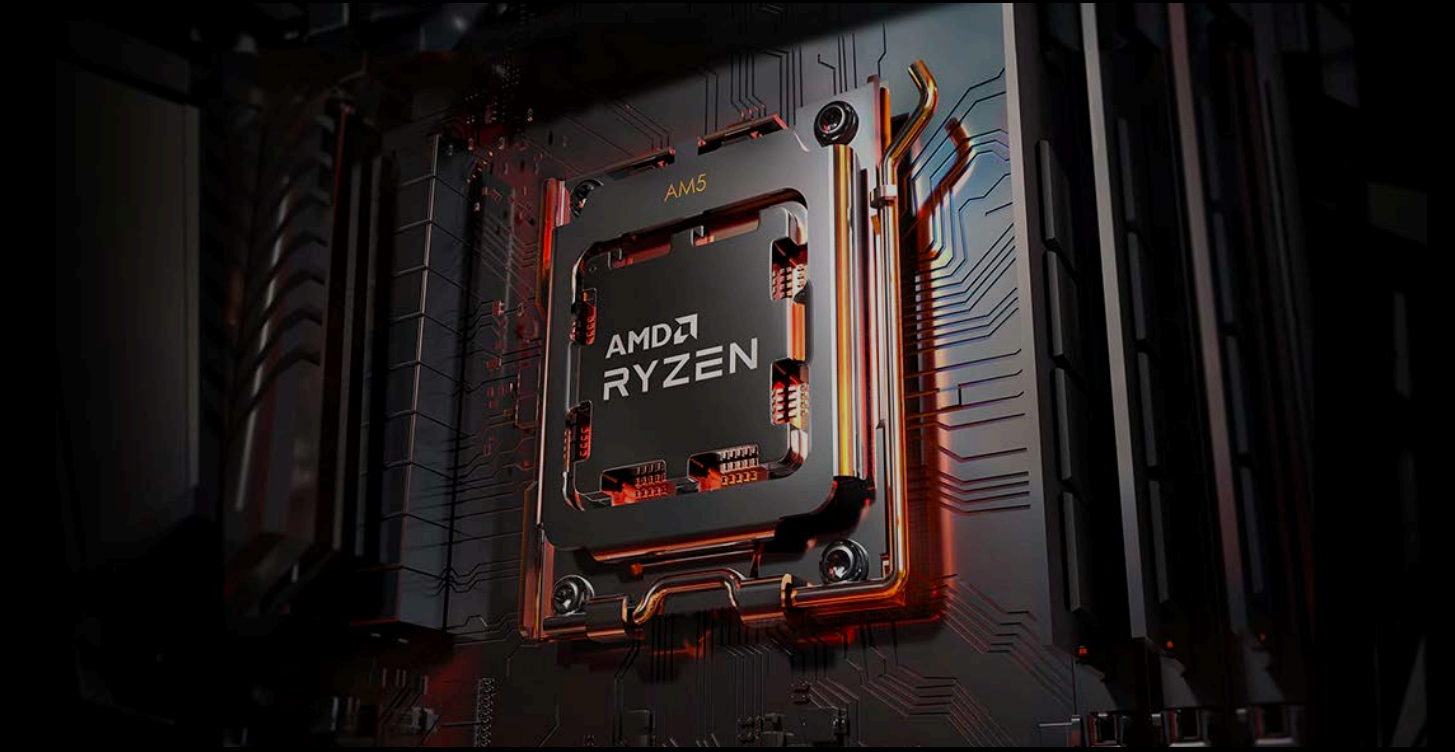
TVs ARE WIRELESS NOW



Cars CAN CHANGE COLOR



Chips GOT FASTER & STRONGER



Tractors ARE FULLY AUTONOMOUS



Dystopia GOT REAL



Smart Toilets REFUSED TO GIVE UP





BUT HOW DO I RELATE THIS TO MY BRAND?

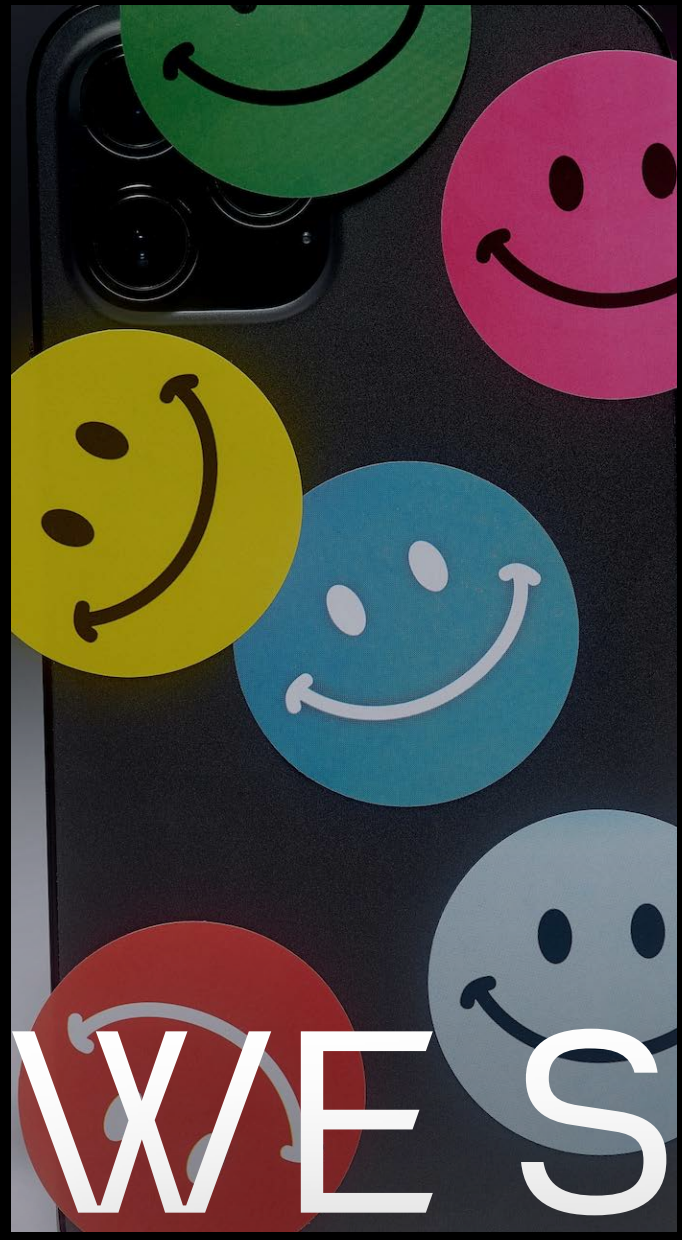
—————> We get it, it's hard to relate semiconductors to selling insurance, but bear with us as we curate the best and translate it back to brand experience. Start by asking...

How does this signal a **STRATEGIC SHIFT** that will shape new behaviors?

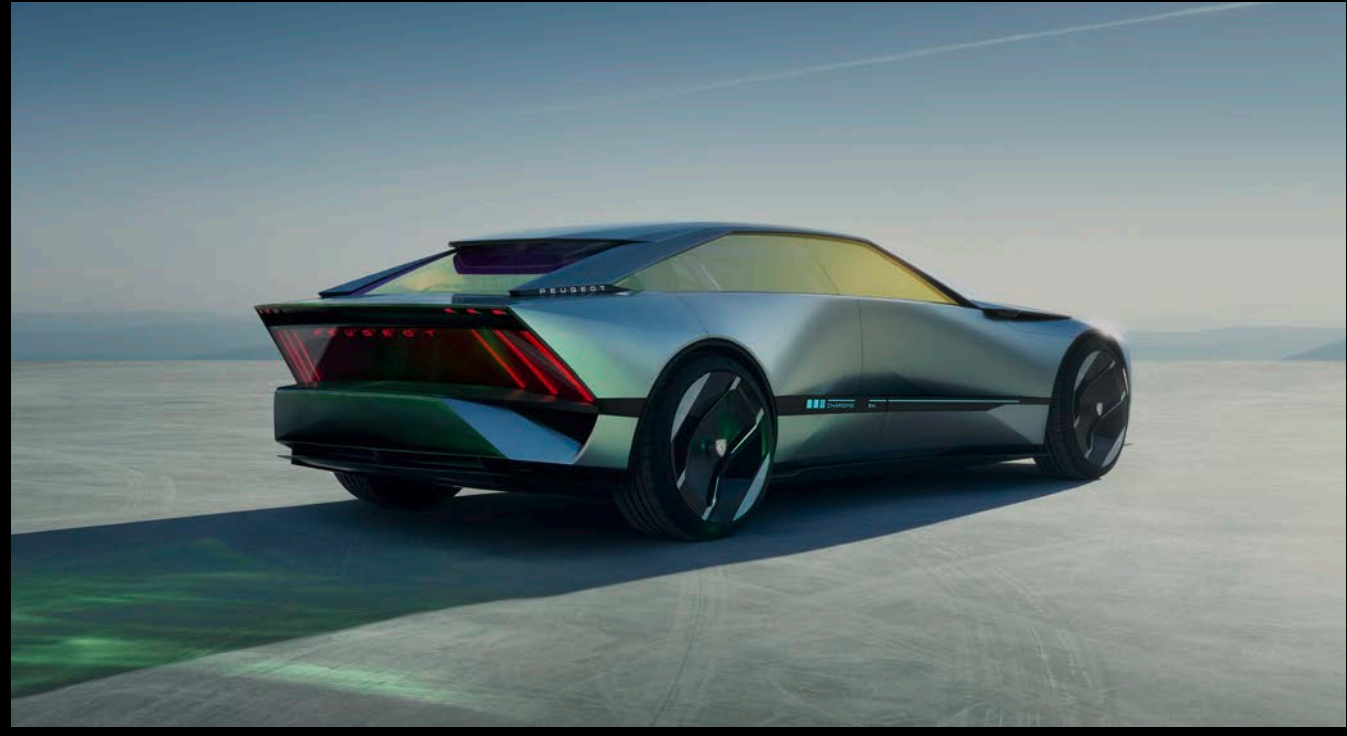
How could we **REMIX** or **BUILD** on these new ideas to create new experiences?

How could we **COLLABORATE** with the pioneers on the fringes of tech?

How can we get excited about, and prepare for these **NEW SPACES?**



WE SAW SIGNALS OF MAJOR SHIFTS IN SLEEP MOBILITY FOOD HEALTH PRIVACY WEB 3





BUT BIG BREAKTHROUGH LEAPS WERE HARDER TO FIND

—————> The most exciting announcements
come from unexpected players
and pioneers on the fringes.

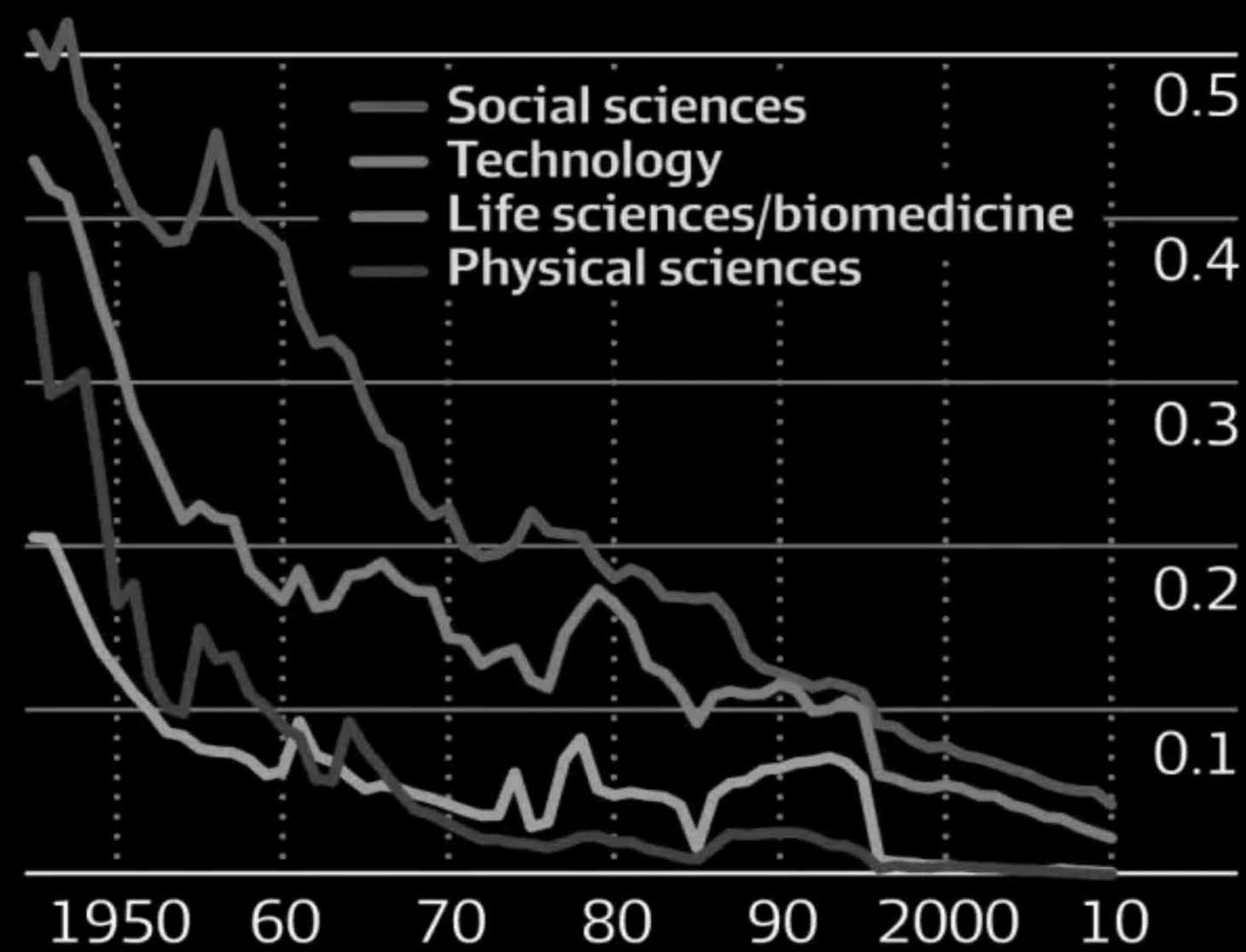


IT FEELS LIKE THE PACE OF INNOVATION HAS SLOWED DOWN

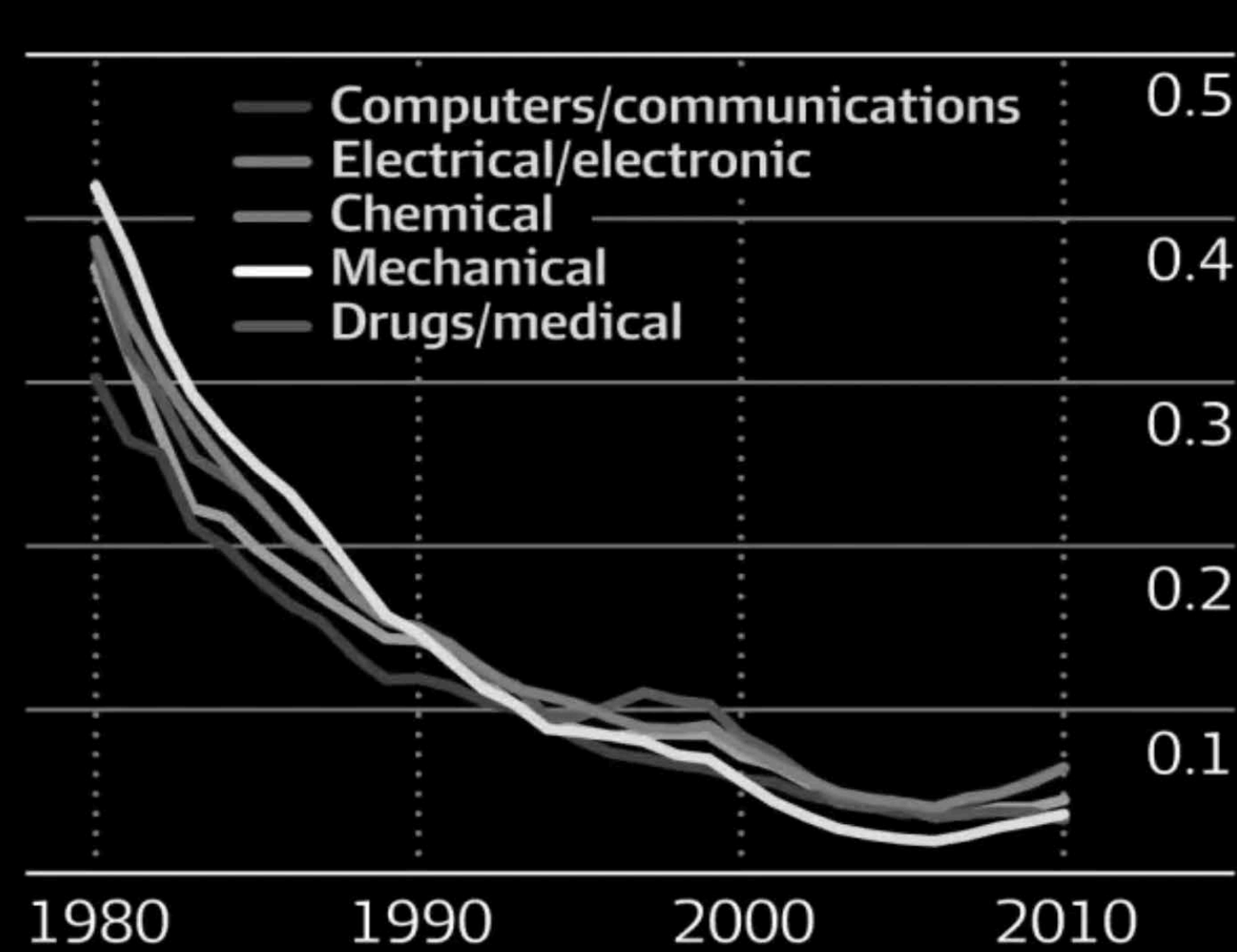
→ The truth is that technology has always been iterative; we just see fewer giant leaps and mind-bending releases on a regular basis.

Decline of disruptive technology and science innovations

Papers



Patents



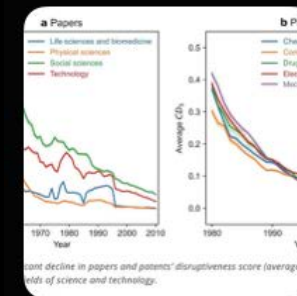
* CD index (0 to 1) measures if innovation consolidates knowledge (0) or disrupts it (1)

SOURCE: NATURE



The Atlantic
America's Innovation Engine Is Slowing

2y ago



HOTAIR
Innovation in science has slowed to a crawl

2d ago · David Strom



HOTHARDWARE
AMD's CTO Had Surprising Comments On The State Of Intel's Moore's Law

5w ago · Paul Lilly



HOTHARDWARE
Intel Says Moore's Law Is Alive And Well With Trillion Transistor Chips Coming By 2030

4w ago · Zak Killian



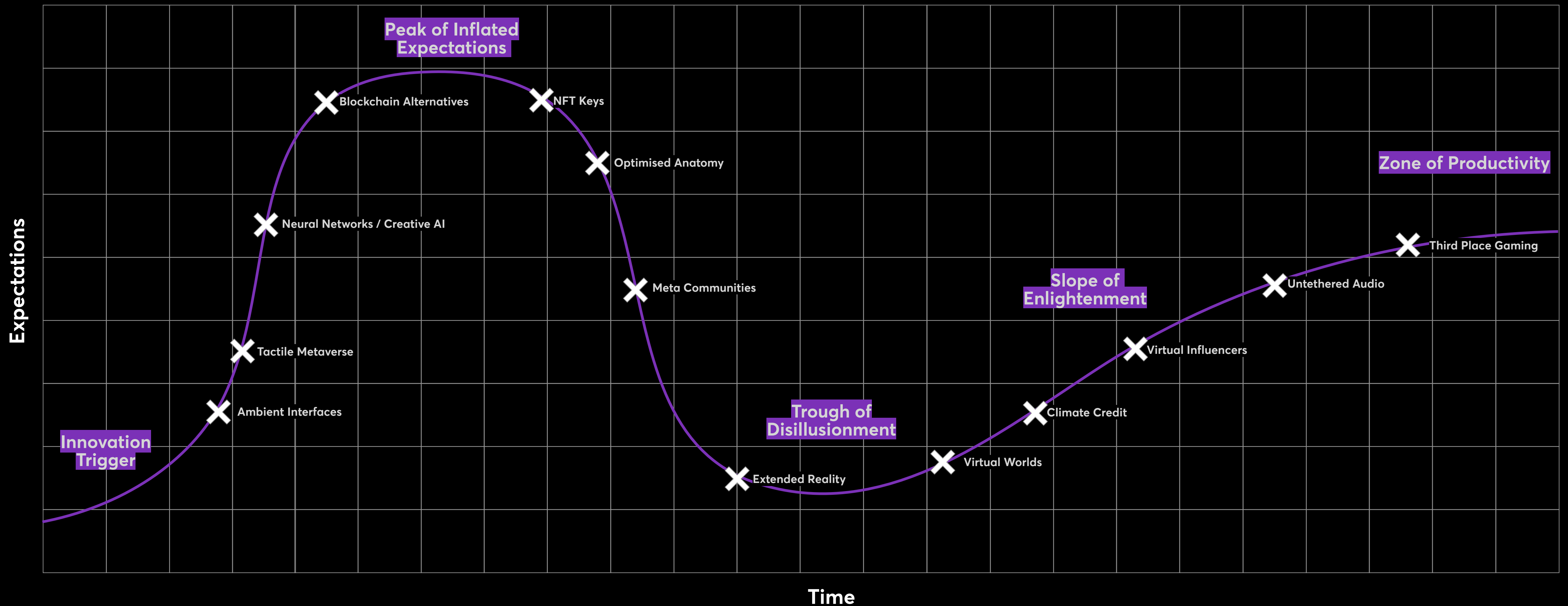
WHILE DISRUPTION IS SLOWING, **ADOPTION IS ACCELERATING**

—————> The rate of experimentation
and consumer adoption is
increasing year after year.



THE HYPE CYCLE CONTINUES TO SPEED UP

Our reality is catching up to our imagination as our rate of adoption increases.





WE SAW MORE CONSUMER-READY PRODUCTS AVAILABLE **NOW**

—————> There were fewer concepts on show, as the focus shifts to immediacy and availability.



THE GAP BETWEEN NEXT AND NOW IS **SHRINKING**

—————→ We can no longer wait on the sidelines
and just watch emerging spaces and
new tech, we have to get our hands
dirty and start experimenting.



WE'VE MAPPED THE 25 **SHIFTS** THAT POINT TO **WHAT'S NEXT**

—————> Shifts are major changes in human behaviour, culture and emerging technology that will impact the future of how brands and consumers engage. Shifts are used as catalysts for new experience ideas that will unlock growth.

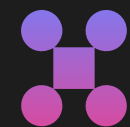
NEXT 25 SHIFTS

Web 3 + Metaverse

Human-Machine Interface

Inclusivity

Sustainability



NFT Keys

The tokenization of digital media like art, music, and branded items using blockchain technology has created a new era of fandom. Helping us verify authenticity, democratize ownership, and simplifying trading.



Liquid Reality (Virtual Worlds)

Our physical world is converging with the virtual realm, creating a new blended reality, and upending old ways of living, earning, and connecting. The rise of these Virtual Worlds is allowing us to live alternative lives within them.



Kinder Cult

People are turning to child-like joys to grow and learn as adults. Brands can reimagine their experiences by embracing the power of play and fun.



Inclusive by Design

Inclusivity isn't a checkbox, it's a form of design thinking. Genuine inclusion requires us to build experiences, services, and products that are accessible and representative of all of humanity.



Climate Credit

Consumers are demanding sustainable and climate positive solutions from brands. Brands must innovate towards experiences and services that help consumers reduce their impact.



Meta Communities

Online communities are shifting to decentralized social spaces powered by blockchain technology. Participants are gaining autonomy & financial rewards while exploring new forms of social structure.



Third Place Gaming

Through COVID-19 gaming became a mainstream 'third place' where we spend our time socializing, shopping, learning and escaping. Brands should play an active role in building these places and spaces.



Data Rush

Consumers now have the power to trade their data for more tailored and personalized experiences. But data powered personalization is a value exchange, consumers must see the benefit and transparent terms of the trade off.



Activist Awakening

Brands that alter their business model or experience to actively contribute to a cause, and provide a platform for unheard POVs will earn consumer support.



Circular Aftermarkets

Creating spaces and re-commerce platforms that help brands play in the circular economy. Reducing waste by giving products a second-life.



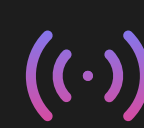
Blockchain Alternatives

Using the blockchain as an alternative approach to current systems of distribution, currencies, verification, or marketplaces. Brands have an opportunity to re-imagine how they deliver utility to consumers lives.



Extended Reality

Continued advancements in augmented, and mixed reality technology are merging the physical and virtual worlds. This is an opportunity for brands to create richer experiences that merge the best of both worlds.



Untethered Audio

We're opting for audio experiences that give us a reprieve from screen time. This is creating opportunities for brands to own a unique voice and create deeper engagement.



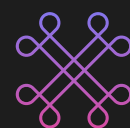
Optimized Anatomy

A desire for control has us taking biology into our own hands. From the all-natural to the ultra high-tech, a growing category is helping people hack their way to a healthier, smarter, younger version of themselves.



Fluid Spaces

Brands are finding new uses for old spaces and maximizing their productivity and profit. From flex-retail to urban-farming we're finding fluid uses for disused spaces.



Everything Connected

The internet of things is becoming a reality, changing how our devices and utilities interact with each other while creating opportunities for brands to provide greater utility.



Virtual Influencers

Virtual influencers are blurring the lines of influence with their 'human like' characteristics, features and personalities, ultimately changing the way brands can engage with audiences.



Conversational Design

The act of prioritizing voice and human conversation as a model for all interactions with digital services. Brands must focus on creating and facilitating natural interactions and brand experiences via voice.



Adaptive Robotics

The world of robotics and task orientated assistants are becoming more accessible, and adaptive. Simplifying menial tasks while opening up new forms of sustainable solutions.



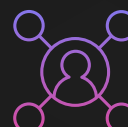
Modern Makeshift

Consumers have a renewed appreciation for low-tech solutions that solve everyday issues. It's time to re-imagine our brand experiences in a lo-fi way.



Neural Networks

The advancement of AI is changing the way we interact with technology, how we live our lives, and how we design experiences. It's time to explore how we can use AI to enhance experiences and provide utility.



Nano Influencers

It's now possible to unlock deeper engagement, build trust and find more efficient reach through Nano Influencers who have built their own intimate communities.



Live Commerce

The convergence of live e-commerce functionality and live-streaming video formats are creating new e-commerce sales channels for brands.



Open Source Generosity

The open source economy is all about brands and people contributing intel and ideas generously to solve shared problems.



On-Demand Customization

Consumers now expect some level of flexibility and control to personalize or customize their products in the purchase process. Retailers are bringing this experience into their stores and e-commerce experiences.



LET'S DIVE INTO THE **EIGHT BIGGEST SHIFTS**

—————→ We'll focus on the fringe and emerging signals we saw at CES. Then we'll bring it all back to what it means for your brand.

EIGHT SHIFTS FROM CES 2023



Mind Maintenance

A worldwide mental health crisis is bringing invisible struggles to center stage. CES was filled with clear signals that tech has a responsibility to undo its negative effects.



Optimized Anatomy

A desire for control has us taking biology into our own hands. Again at CES we saw a growing category that helps people hack their way to a healthier, smarter, and younger version of themselves.



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Inclusivity isn't a checkbox, it's a form of design thinking. Genuine inclusion requires us to build experiences, services, and products that are accessible and representative of all of humanity.



Climate Credit

Sustainability is the springboard for innovation as consumers demand more climate-positive solutions from brands. CES continues to show us sustainability should sit at the core of every innovation and experience we create.



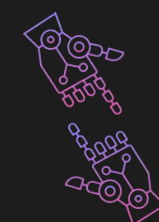
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A desire to restrict our screen time and remove interfaces from our daily tech diet has led to a spree of ambient interfaces. CES showed us that new interfaces and mediums of engagement are rising up.



Extended Reality

Advancements in augmented, extended and mixed reality technology are merging our physical and virtual worlds. As the metaverse goes mainstream we've seen an explosion of releases at CES that promise to blend our worlds.



Tactile Metaverse

As our physical world converges with the virtual realm, we've seen a continued push to create tactile and tangible experiences within virtual worlds. Further breaking down the barriers of immersion and realism.



Neural Networks

The advancement in AI is changing the way we interact with technology, how we live our lives, and how we define creativity. An AI-fueled creative revolution is underway and it's time to harness its power.



MIIND MAINTENANCE

A worldwide mental health crisis is bringing invisible struggles to center stage. CES was filled with clear signals that tech has a responsibility to undo its negative effects.

We'll see mental healthcare go from reactive to proactive, and from a nice-to-have to a need-to-have.



ANTI TECH



Nowatch

Nowatch isn't a watch. It's a screenless wellness tracker that claims to measure stress and cognitive performance.

Promising to help users predict stress, improve sleep, and restore balance. This lo-fi tech device might just signal a shift in focus for wearables.

\ **What if** we took a lo-fi or tech-less approach to design?

MECHANICAL MINDFULNESS



Roga Life

The Roga Life wearable uses a form of pulse therapy that gently stimulates the nervous system, in order to promote relaxation.

In beta testing conducted throughout 2022, users experienced an average 58% reduction in their stress symptoms after 2 weeks and 82% after 4 weeks.

\ **What if** we found new ways to bring a sense of calm to our consumers' lives?

ACCESSIBLE DIAGNOSIS



iSyncWave

iMediSync announced the iSyncWave (that's a mouthful we know). It's a non-invasive EEG brain scanner that can detect mental health issues and Alzheimer's disease.

The device is FDA-approved and allows for remote diagnosis, allowing for more accessible and efficient care.

\ **What if** we helped make mental health care more accessible and less taboo?



OPTIMIZED ANATOMY

→ A desire for control has us taking biology into our own hands.

Again at CES, we saw a growing category that helps people hack their way to a healthier, smarter, and younger version of themselves.



PERSONALIZED RECIPES



Neutrogena SkinStacks

The Neutrogena SkinStacks are vitamin gummies personalized for your skin's needs.

A self-completed skin assessment determines the make up of the vitamins. Then the gummies are 3D printed by specialists and then available to order online.

\ **What if** our products could adapt to consumers changing needs?

INTUITIVE CARE



mySkin F.A.I.N

The mySkin F.A.I.N allows users to understand their current skin condition and how to protect it as they age.

Using AI to analyze skin conditions, the small device is attached to a user's smartphone. Users receive recommendations on skincare products best suited to their skin type.

\ **What if** we made it easier for consumers to see different product benefits?

EXOSUIT SUPPORT



Cray X

Cray X is an ultra lightweight exosuit built to protect the user's body during physically intensive tasks, in commercial and industrial use cases.

The suit can offset up to 30 kg of load on the user's lower back and offers active walking assistance to reduce fatigue. While exosuits aren't new, this is a consumer-ready product rolling out to the industry.

\ **What if** we helped consumers tap into superhuman skills and strengths?



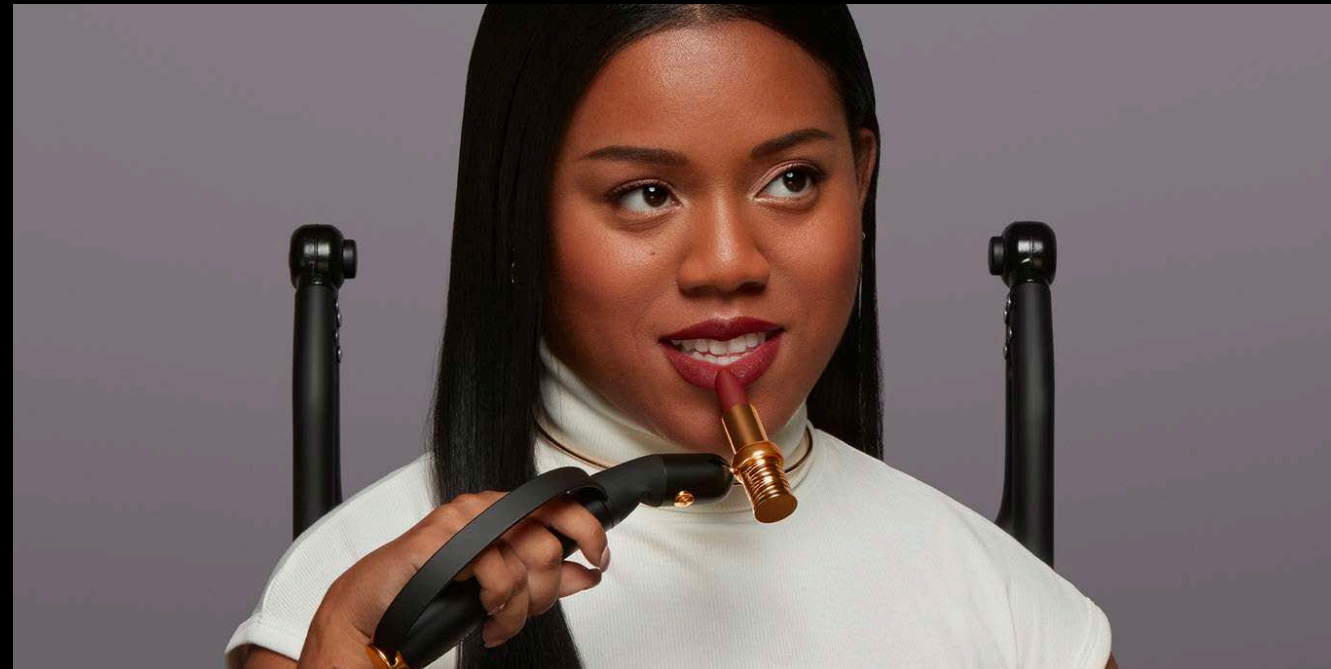
INCLUSIVE BY DESIGN

Inclusivity isn't a checkbox, it's a form of design thinking. It's the act of creating equity by eliminating exclusion in our products, services and experiences.

CES continues to be a hotbed of inclusive and accessible design.



COLLABORATIVE DESIGN



L'Oréal

Adapting from existing stabilization technology, L'Oréal's Hapta is a lipstick and mascara application device designed to help people with limited mobility.

The handheld device contains sensors that are able to detect tremors, moving the device in an opposite direction in response to avoid misapplication.

\ **What if** we designed for one specific use, and scaled to many?

NATURAL NAVIGATION



Ashirase, Inc.

A wearable device for shoes, Ashirase is a navigation system for the visually impaired. It allows the user to maintain hearing without obstruction while safely navigating themselves.

Data is signalled to the device via an app, assisting the user with navigation through in-shoe vibrations.

\ **What if** we developed new interfaces to engage with our products and services?

ACCESSIBLE PLAY



Sony PlayStation

Project Leonardo is the codename for PlayStation 5's modular, accessible controller kit. Players are able to build the controller in a way that's personalized to their needs and preferences.

While Xbox has played in this space before, it shows a continued commitment from the gaming industry to include more players.

\ **What if** we worked in partnership with communities to remove barriers to our products?



CLIMATE CREDIT

Sustainability no longer refers solely to environmental sustainability. Instead, it implies living sustainably across all aspects of life – from our footprint to consumption and health.

CES continues to show us sustainability should sit at the core of every innovation and experience.



IMPROVED SHELF LIFE



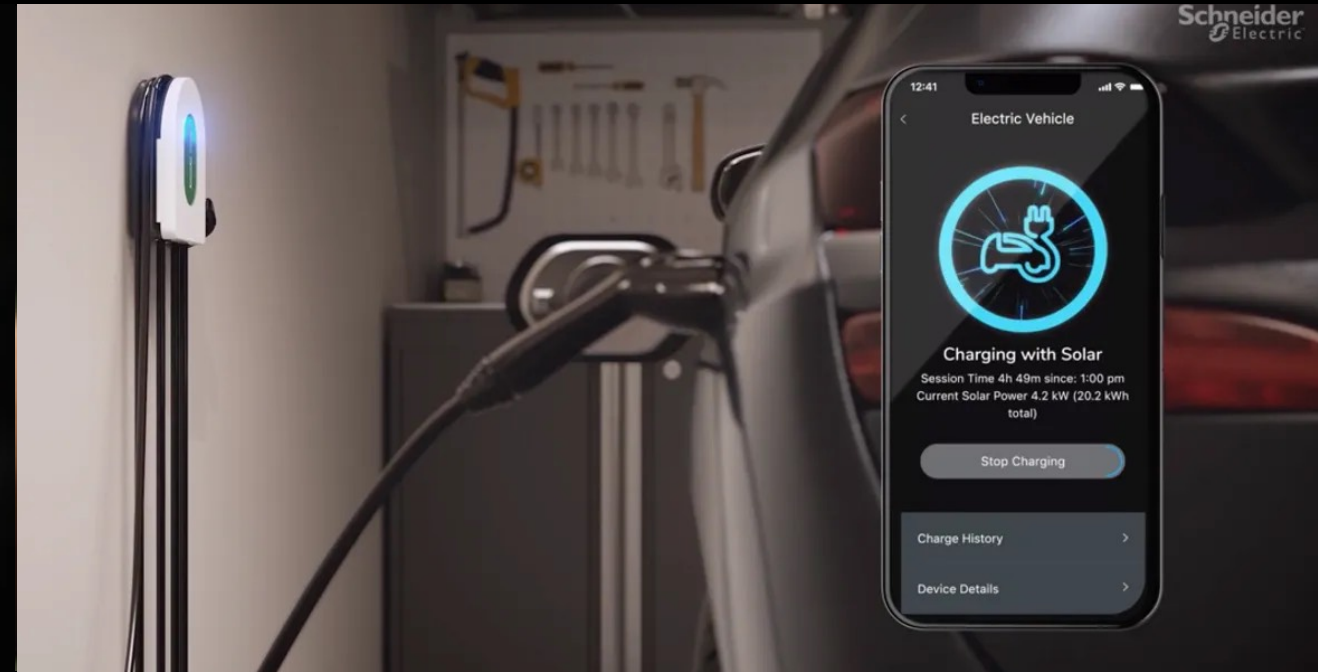
OneThird

To tackle our food waste problems, OneThird created a scanner that can detect the shelf life of fruit & veg in real time.

Lasers are used to scan the fruit, and users are given a ripeness result. With different products available for consumers and growers, we hope food waste can be tackled across the entire product lifecycle.

\ What if we gave consumers tools to help them reduce waste?

TRACKING IMPACT



Schneider Electric

Schneider Home is a new energy management system allowing homeowners to reduce their consumption.

Schneider Home brings home energy management into one app. Making it easy to understand consumption levels, and make adjustments to save money where possible.

\ What if we made reducing resource consumption fun and playful?

INFINITE ENERGY



Acer

The Acer eKinect is an at-home stationary bike desk that generates kinetic energy as the user pedals along.

This energy, captured can, be used to charge devices whilst the user works. While it feels reminiscent of a high school science project, it signals a bigger conversation around energy consumption and reduction.

\ What if we found new ways to capture 'wasted resources' from day-to-day life?



AMBIENT INTERFACES

A desire to restrict our screen time and remove interfaces from our daily tech diet has led to a spree of ambient interfaces. CES showed us that new interfaces and mediums of engagement are rising up.



EXTENDED INTERFACE



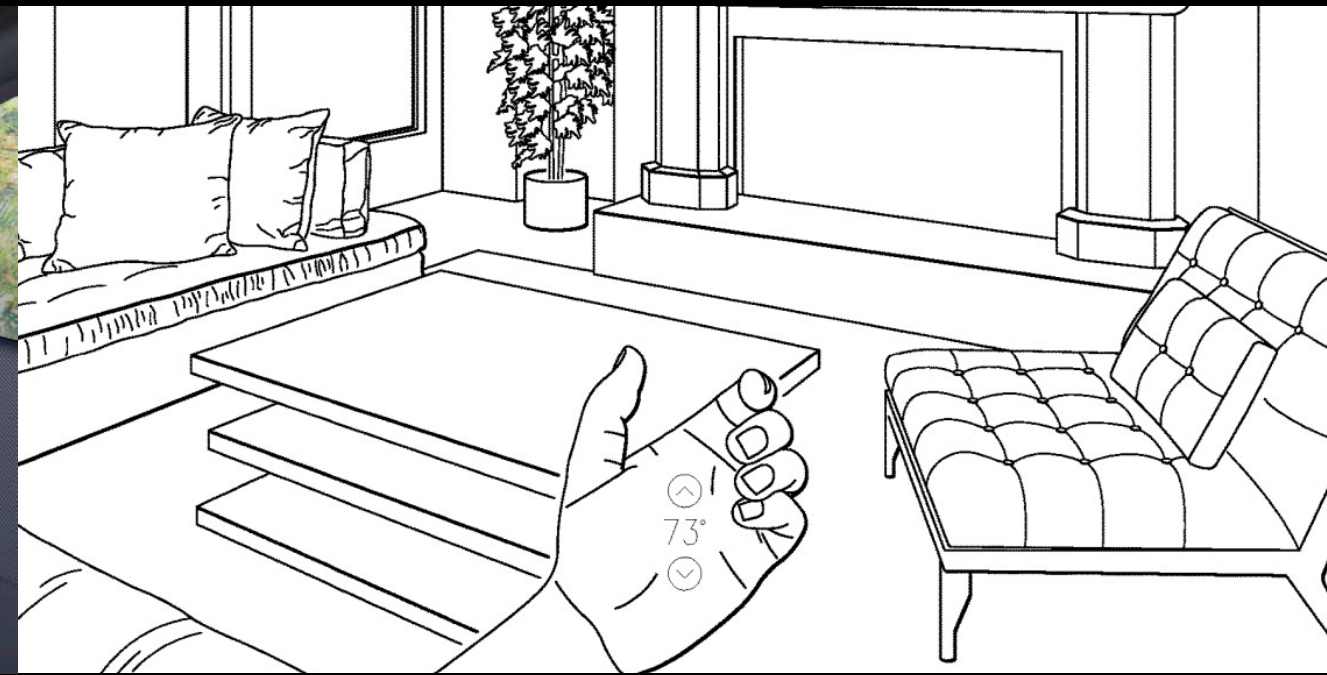
BMW/ Dee Car

Beyond its color-changing tricks, BMW's Dee car (short for digital emotional experience) hosts a range of AI and XR interfaces, showcasing what's possible when hardware and software merge.

The concept car highlights how XR displays and AI voice interaction might be the future of how we engage with 'interfaces'.

\ **What if** we removed hardware and physical touchpoints from our experience?

HUMAN INTERFACE



Humane

Humane is a new computing company co-founded by a former senior designer and senior software engineers at Apple. While they weren't present at CES, their first product is launching this spring.

According to patents filled, Humane is building a device that is worn on clothing and can project an interface onto surfaces, such as a hand, while using cameras and microphones to track actions.

\ **What if** the era of mobile-first engagement is coming to an end?

PLAYFUL INTERFACE



CATI

CATI is the first conversational AI companion for young children aged 2–5. It combines a cute and cuddly plush robot with a new AI speaker that is designed to recognize children's voices.

This signals a growing trend of parents reducing screen time for children by embracing more voice-led or ambient experiences.

\ **What if** we used character-driven storytelling to make interactions fun?



EXTENDED REALITY

Advancements in augmented, extended and mixed reality technology are merging our physical and virtual worlds.

As the metaverse goes mainstream we've seen an explosion of releases at CES that promise to blend our worlds.



GLASSES RE-IMAGINED



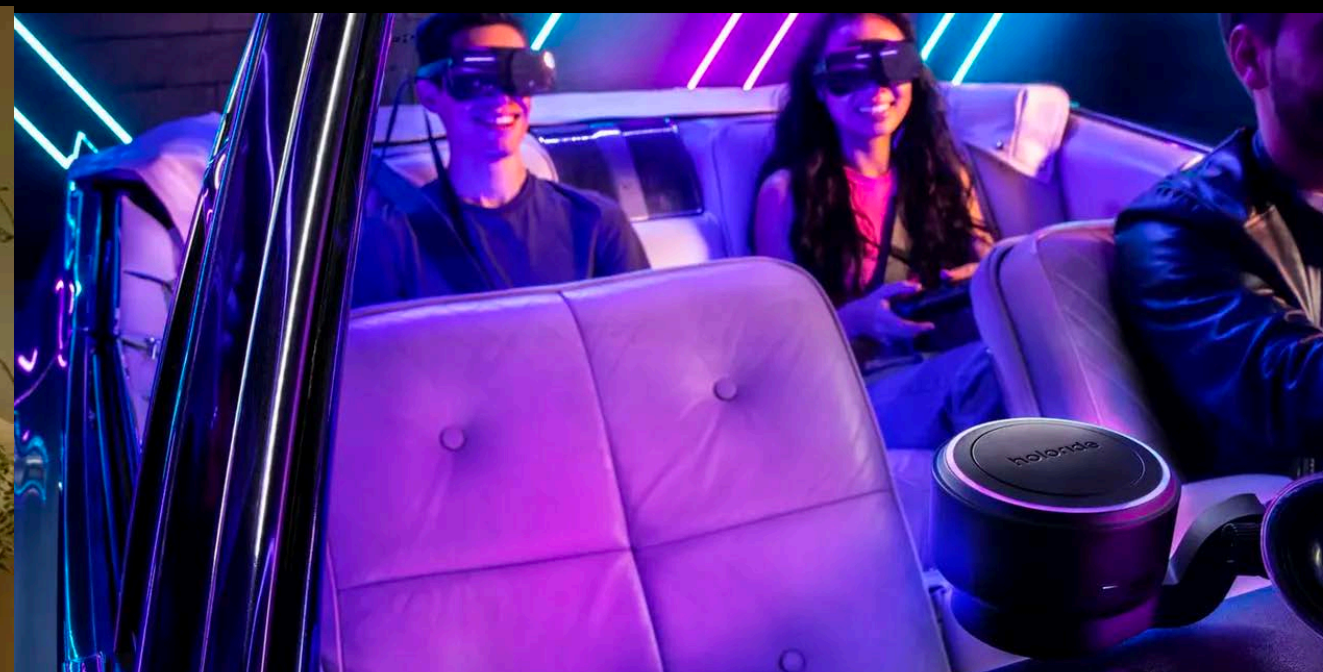
TLC NXTWEAR

We saw a whole host of XR and VR headsets released at CES, but we also saw a continued commitment to making glasses a reality.

TCL shocked many by unveiling a trio of devices, the simplest, and most immediately available is the NXTWEAR S which projects a 100+ inch screen in ultra-high definition.

\ **What if** we used the metaverse to elevate familiar experiences?

AUTO EVOLUTION



Holoride

Holoride is a new device that brings VR and XR entertainment to any vehicle, making metaverse tech and applications more accessible.

Backed by car manufacturer Audi, the puck-like device is designed to be stuck to the windshield. The device uses Bluetooth and a 14-hour rechargeable battery to connect with the passenger's VR headset.

\ **What if** we found new ways to immerse users in our brand experience?

ACCESSIBLE MO-CAP



Mocopi

Sony launched an accessible motion capture system called Mocopi that brings high-end tech to the mass market.

The \$300 gaming-focused device consists of six motion-tracking bands worn on your hands, feet, back and head; bringing gaming, avatars and the metaverse into the real world.

\ **What if** we integrated mo-cap sensors into everyday products - like clothing?



METATACTILE

As our physical world converges with the virtual realm, we've seen a continued push to create tactile and tangible experiences within virtual worlds.

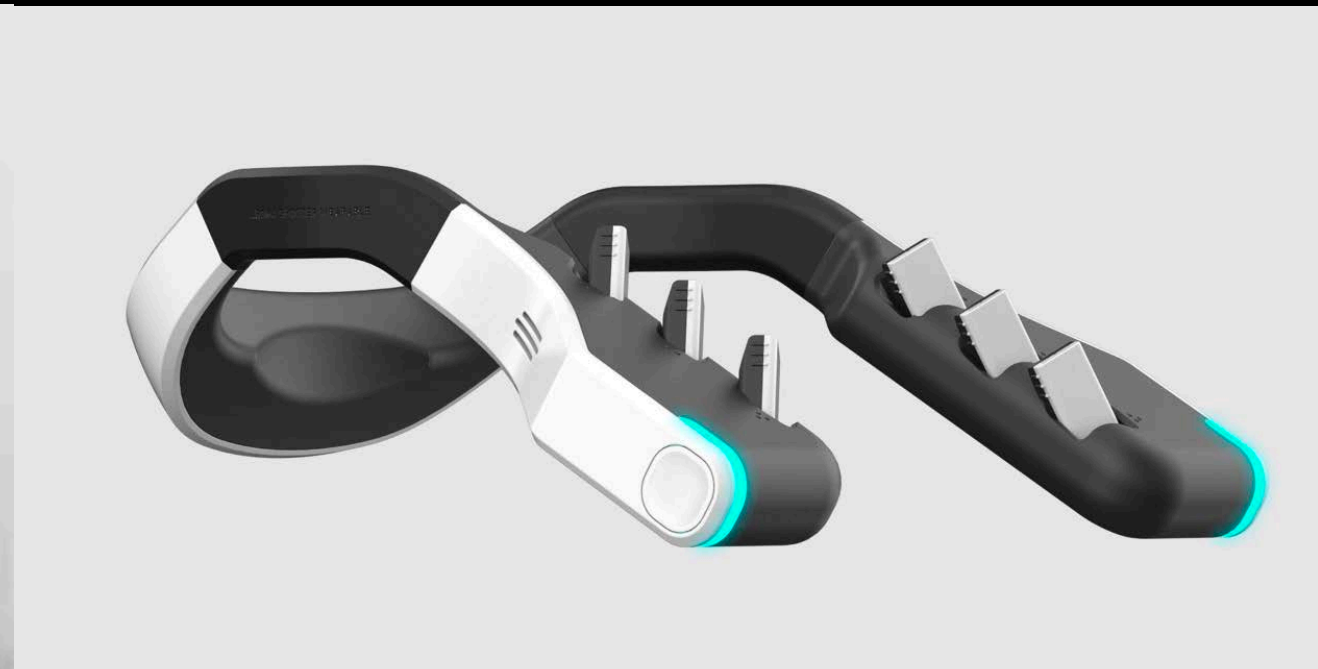
CES highlighted continued focus on breaking down the barriers of immersion and realism.



FULL BODY IMMERSION

OMNI-SENSORY

TACTILE FEEDBACK



OWO Vest + Sleeves

Graduating from Eureka to the main floor at CES this year, the OWO vest continues to lead the way in immersive haptic vests.

OWO has patented a wireless, haptic vest that allows users to feel over 30 different sensations in the metaverse or while playing video games.

Bringing a deeper level of immersion to a range of metaverse experiences.

\ **What if** we found other sensorial triggers to signal immersion?

Aromajoin

Have you ever wanted to smell the internet? Well, the Japanese brand Aromajoin has promised to make it a reality.

The AromaPlayer is a neck-wearable smell dispenser that can add six different aromas to your video-watching or gaming adventures.

What a time to be alive.

\ **What if we** took a comedic and absurdist approach towards immersion?

LEAD SKIN – AI SILK

AI SILK is a Japanese wearable startup that unveiled a new haptic glove. But its fabric is the real star of the show.

LEAD SKIN is a new type of conductive fiber that is created by dyeing the entire surface with a film of conductive material; enabling better conductivity for sensors and feedback.

Essentially allowing us to dye any clothing with this material to create connected clothing.

\ **What if** we created a haptic clothing line?



NEURAL NETWORKS

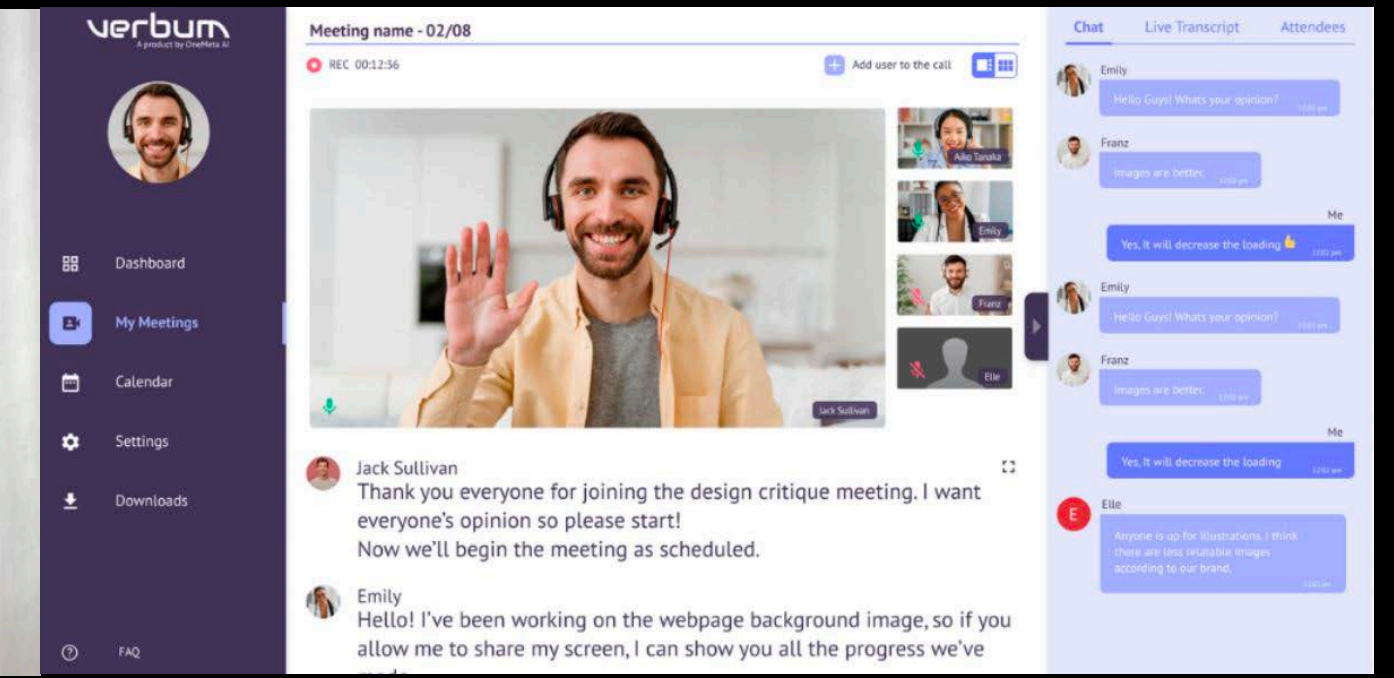
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INTUITIVE INTERACTION

AVATAR MOURNING

REAL-TIME TRANSLATION



NVIDIA

The hardware and software juggernaut had a very impressive presence at CES, and their commitment to AI was on show with a range of new product drops.

Canvas 360 is their evolved image and 3D environment generator that uses intuitive brush strokes and rudimentary sketches to create high-fidelity art and environments.

Highlighting a larger shift towards AI-powered tools that elevate our creativity versus simply replacing it.

\ **What if** we made more skills accessible?

Rememory

DeepBrain AI, a startup company specializing in AI avatars and text-to-video applications, has created Rememory to prove the power of their tools.

Rememory recreates deceased family members using AI and allows their loved ones to virtually meet and speak with them after their death.

A slightly grim but heartwarming use of AI.

\ **What if** we made the inaccessible, accessible?

Verbum

OneMeta AI revealed a new web-based application, Verbum, that provides near-real-time language translation and transcription services during conversations, meetings, and online chat sessions.

It can handle up to 50 people and works in as many as 82 languages and 40 dialects, further highlighting that AI's creative, contextual and task-oriented skills are improving rapidly.

\ **What if** we broke down barriers to accessing our services and products?

IN SUMMARY EIGHT SHIFTS FROM CES 2023



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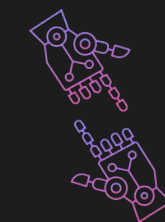
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|| NEXT x CES 2023

**TAKE IT
SHARE IT
REMIX IT
ADAPT IT
HAVE FUN**

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THANK YOU

CREATED BY MATTHEW MORAN
CHARLOTTE HUNTLEY
LUKE EID

SPECIAL THANKS RORI DUBOFF
TBWA\ BACKSLASH
CECELIA GIRR
SKYLER HUBLER
DANA FORS

CONTACT DISRUPTION@TBWA.COM
DEEPTHI PRAKASH
GLOBAL HEAD OF
PRODUCT & MARKETING

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