WHAT'S NEXT FOR BRANDS?

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

BUT FIRST, WHAT IS NEXT?

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

WHY NEXT?

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

HOW DOES NEXT WORK?

Using Disruption® as our compass, we imagine new brand experiences at the bleeding edge of what's possible.

Learn more about NEXT

CES 2024

LET'S DIVE INTO CES 2024

Unpacking the biggest shifts and emerging tech from CES 2024.

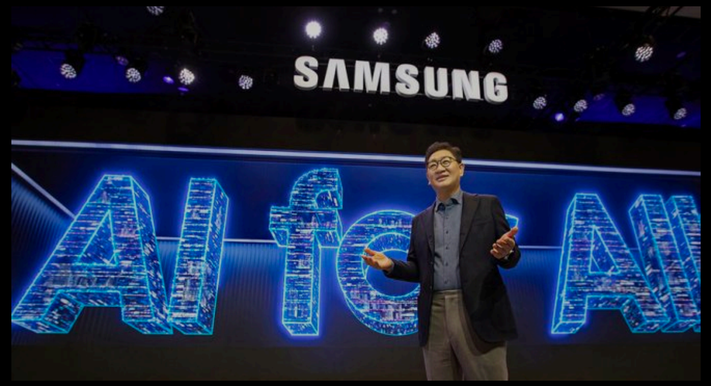
CES GIVES US A GLIMPSE INTO THE FUTURE OF TECH

It's an eclectic mix of conceptual dreams and consumer-ready tech that shows us where the world is heading.

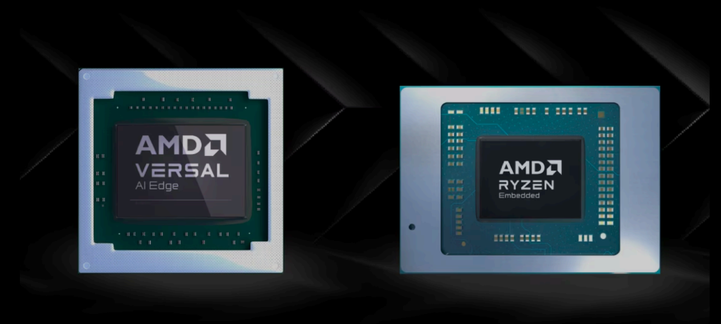
We saw the usual main stage updates and niche promises...

Screens WENT TRANSPARENT

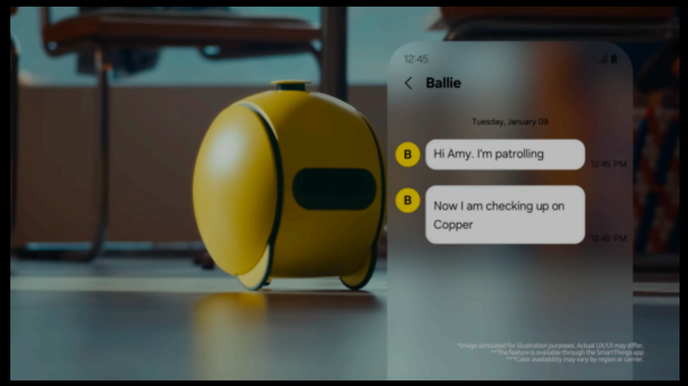
AI WAS EVERYWHERE



Chips GOT FASTER

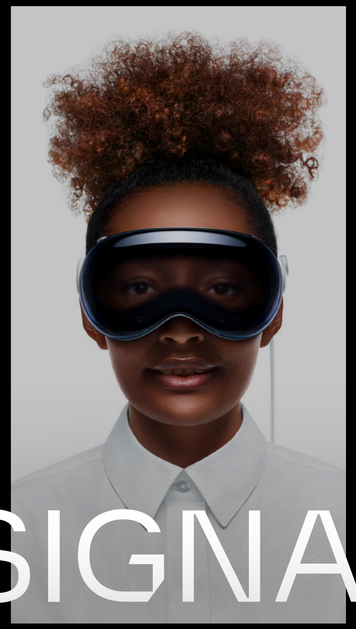


Robots BECAME COMPANIONS



Tractors SAVED THE PLANET

Smart Toilets WILL NEVER GIVE UP



SIGNALING MAJOR SHIFTS IN AUTONOMOUS MOBILITY OPTIMIZED HEALTH ZERO CARBON ANTI-TECH SPATIAL AI AI AI AI

THESE SIGNALS CAN HELP POINT US TO WHAT'S NEXT FOR BRANDS

From main-stage updates, to the niche fringes of Eureka Park. We covered a lot of ground and thousands of press releases to distill what it all could mean for brands.

FOR THE FIRST TIME IN YEARS WE FEEL **GENUINELY EXCITED**

There was a renewed energy and excitement this year. New releases felt tangible with realistic use cases, versus far-off concepts. Here are some of the things that got us excited.

WE SAW A PUSH TO MAKE TECH FEEL **INVISIBLE** AND **EMBEDDED**

We saw a lot of hardware designed to blend-in or disappear, pointing to an interface and screen-free future.

DESIGNING FOR A HEALTHIER RELATIONSHIP WITH TECH

As consumers seek to change their relationship with technology, brands are responding with a more balanced approach. Ironically, we always see this anti-tech angle at CES.

EVERYTHING HAD **AI-EMBEDDED** OR AN INBUILT AI-ASSISTANT

As expected AI was everywhere, in everything, and announced all at once. For brands, the use of AI alone is no longer going to be a differentiator, it's what you do with it that matters most.

NEW TOOLS TO CRAFT **EMBODIED** AND **IMMERSIVE** EXPERIENCES

While the metaverse hype has faded, we saw a continued commitment to spatial computing and extended reality, providing us new tools to play with.

LESS FAR-OFF SURREALISM MORE **PRACTICAL REALISM**

Overall, brands were less caught up in surreal future-visions of the metaverse, web3 or AI. We saw more practical and grounded visions that focus on today's users.

FORM FACTORS AND DESIGNS BECAME **TACTILE** AND NATURAL

In some cases we saw brands push back against minimalism and stark futuristic design with more natural, tactile, and materialistic design.

EVERYTHING IS A RACE TO ZERO

Zero carbon. Zero waste. Zero energy. As expected the sustainability race hasn't slowed down, it has evolved and expanded to every corner of the CES floor.

INCLUSIVITY IS IN EVERYTHING

This year we felt that inclusive design was less overt, performative or gimmicky, but instead embedded in everything. Big brands like L'Oréal, Microsoft and Samsung continue to be pioneers in this space.

BUT WHAT DOES ALL THIS HAVE TO DO WITH 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 that weren't possible before?

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

A NEW **EXPERIENCE TOOLBOX** & EXPANDED **CREATIVE CANVAS**

Ultimately, as brand builders and creative architects, we are excited by the new opportunities and behaviors at our disposal.

LET'S DIVE INTO THE **SIX BIGGEST THEMES**

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 brands.

SIX THEMES FROM CES 2024

TBWA\

Intimate AI

AI is getting personal. As AI becomes more accessible and normalized, we're seeing intimate and personal relationships forming between humans and machines. We saw an explosion of new AI-powered innovations that reach further into our lives.

* a new Edge for 2024

Spatial

The future of experience is spatial. As the metaverse hype fades, we saw a continued commitment to spatial computing and extended reality, pushing further into new tech and hardware that enables more immersive and three-dimensional experiences.

Ambient Interfaces

Screens are dead. A desire to restrict our screen time and remove interfaces from our tech diet has led to the growth of ambient interfaces. CES showed us that new interfaces are rising up, allowing brands to own a unique voice, gesture, or mode of engagement.

Neural Control

The gap between humans and machines is shrinking. This year at CES we saw advancements in brain-computer interfaces and neural-control-devices. What was once a sci-fi dream is now becoming a reality, creating new ways to interact with our environment and tech.

Optimized Anatomy

Nothing is off-limits. A desire for control and democratized access has us taking biology into our own hands. At CES we saw an ever-growing category that helps people hack their way to a healthier, smarter, and younger version of themselves.

Inclusive By Design

Design for one, scale to many. Inclusivity shouldn't be a checkbox, it's a form of design thinking, and this year at CES we saw AI as the key ingredient in closing exclusion gaps, whilst expanding access for marginalized communities. A focus on software meant solutions could scale further and faster.

Backs\ash Cultural Edges

Emerging Technology

INTIMATE AI

AI is getting personal. As AI becomes more accessible and normalized, we're seeing a more intimate and personal relationship forming between humans and machines.
We saw an explosion of new AI-powered innovations that reach further into our lives.

L'Oréal Beauty Genius

Nearly every brand at CES debuted an AI assistant, but L'Oréal has pushed the boundaries of how far an assistant can go, from advising on hyperspecific beauty needs, to intimate and sensitive topics usually reserve for expert opinion. Integrating 10 different LLMs to achieve the level of specificity needed.

Yellosis Cym702 Seat

Again this year we saw a wave of smart-toilets designed to monitor your health through urine analysis. The entire household's results are tracked via an app, allowing users to easily and independently monitor health conditions.

AFEELA Personal Mobility Agent

Sony Honda Mobility is bringing AI to AFEELA with the help of Microsoft and OpenAI. This deeper level of connection and personality hopes to make mobility interactive and expressive. Redefining the relationship between people and mobility to create an "emotional experience".

Rabbit R1

R1 is a push-to-talk virtual AI assistant. Acting independently from smartphones, R1 aims to support everyday tasks and provide an app-free online experience. The R1 went on sale shortly after CES and immediately sold out of it's first two batches in two days.

Intimate AI

Rabbit R1

WHAT DOES THIS MEAN FOR YOUR BRAND?

Generative AI continues to accelerate through the hype cycle and adoption continues to grow, forcing brands to rapidly shift from experimentation to practical application of AI, now. We can't just wait idly by.

As our relationship with AI grows more intimate we can design utilities that solve more specific, niche or personal problems—ultimately going beyond surface-level commands to build deeper relationships with consumers.

Inversely, brands can counter this trend and take an anti-AI position by doubling down on their people, expertise, and human connections.

WHAT IF?

What if AI allowed you to extend the role of your brand deeper into the product experience?

What if your brand's most distinctive asset was its voice and personality?

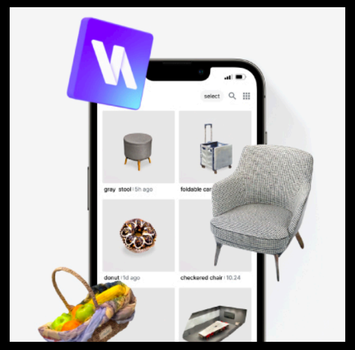
What if your entire purchase journey was enabled by an AI assistant, reducing ROI?

SPATIAL

The future of experiences is spatial. As the metaverse hype fades, we saw a continued commitment to spatial computing and extended reality, pushing further into new tech and hardware that enables more immersive and three-dimensional experiences.

Apple Vision Pro

Apple stole the show at CES, without even making an appearance. Announcing the early release date for Apple Vision Pro as February 2nd in the U.S. Setting the stage for the future of extended spatial experiences.

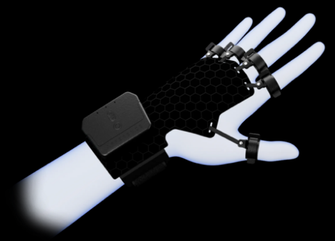


RebuilderAI

As spatial experiences become more common we'll need accessible and easy-to-use software to scan and document our surroundings. RebuilderAI is an application that allows any phone to scan and render 3D objects, with the help of AI.

Phantom

Designed for spatial computing, this wearable provides haptic feedback to the nervous system. Founded by neural engineers, it aims to create seamless real-and virtual-world interaction.



MBUX Sound Drive

MBUX Sound Drive, coming to select Mercedes-Benz electric EQ models, reimagines the audio driving experience. By creating and remixing music whilst you drive, it aims to blend the internal and external environment to create a deeply immersive journey.

Spatial

Apple Vision Pro

Spatial

MBUX Sound Drive

Click here to play

WHAT DOES THIS MEAN FOR YOUR BRAND?

A spatial future means we're no longer bound by the limitations of reality, we can push the boundaries of physics and expand our creative canvas. This gives us a new set of creative tools and experience techniques to express ourselves with. We can now make experiences people move through instead of just scroll through.

As experiences become more spatial and three-dimensional we need to start thinking about how our brands translate in these environments. What are your brand's most distinctive assets in a 3D environment, or how could you create deeper and more immersive levels of storytelling?

This shift isn't just limited to headsets or expensive hardware, even mobile experiences and audio experiences can tap into spatial thinking.

WHAT IF?

What if we designed new storytelling formats that allow for deeper immersion?

What if spatial design could help explain complex topics or provide immersive context?

What if your immersive shopping experiences could reduce your retail footprint?

AMBIENT INTERFACES

Screens are dead. A desire to restrict our screen time and remove interfaces from our tech diet has led to the growth of ambient interfaces. CES showed us that new interfaces are rising up, allowing brands to own a unique voice, gesture, or mode of engagement.

Examples

Doublepoint Technologies “Wow Mouse”

“Wow Mouse” is an application that works with existing smart watches and allows users to control their device via gesture-based interactions, allowing for a more-ambient relationship with technology. By building within existing device ecosystems, Doublepoint is creating more accessible, and adoptable, technology for all.

GUIDi

GUIDi is an AI-powered belt that uses haptic feedback to guide the visually impaired. Limiting the current reliance on cellular and GSP navigation.

mui Board Gen 2

The mui Board is a simple smart home controller that blends into your natural environment. Built out of wood and a minimal touch interface, it seeks to create a central control for the home while removing the visual connection to your technology.

WHSP Ring

A sleek and minimal wearable ring that allows you to communicate with your phone, or an AI assistant by discrete whispering. Further proof that screens are becoming the enemy and devices that give us a more-ambient relationship with technology are rising up.

Ambient Interfaces

Doublepoint

Click here to play

WHAT DOES THIS MEAN FOR YOUR BRAND?

While this technology is still emerging we've consistently seen signals that highlight its growing importance. Major players like Samsung and niche brands like Hu.ma.ne are responding to consumers' desire for screen-free tech.

As consumers seek out more ambient and screen-free experiences we must start to design for engagements that prioritise voice and movement over visual stimulus. Brands can start to own a unique voice, gesture, or entirely new modes of engagement.

While consumers rebalance and reprioritize their relationship with hardware we might need to focus on experiences where consumers opt-in (pull) versus relying on broadcast messaging (push).

WHAT IF?

What if a memetic gesture was your brand's most distinctive asset? A nod, a look, a "wazzzzup"?

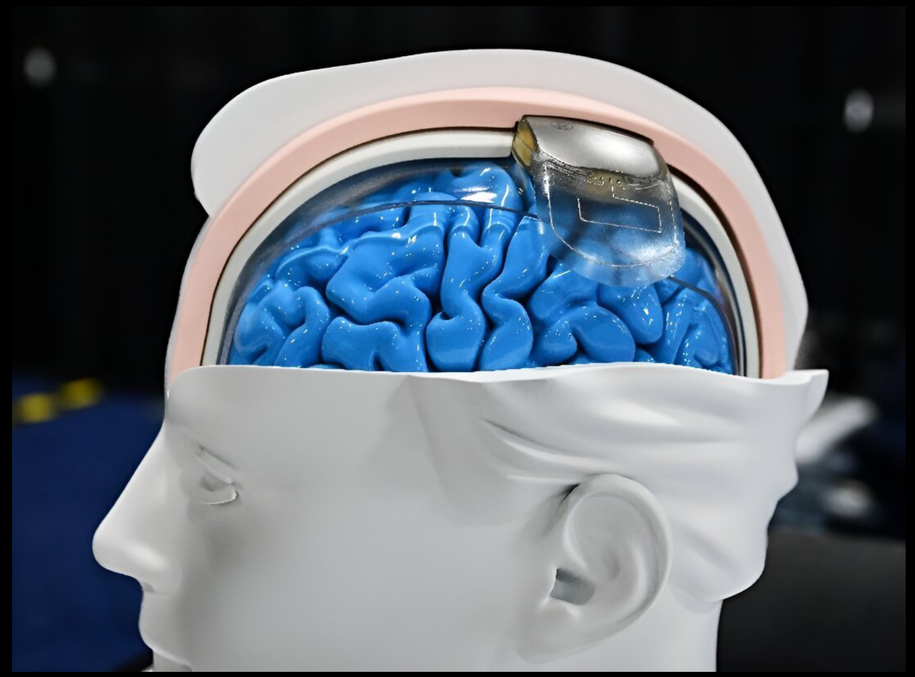
What if one simple gesture could replace the complicated purchase process?

What if we reimagined iconic voice-led storytelling techniques of the past?

NEURAL CONTROL

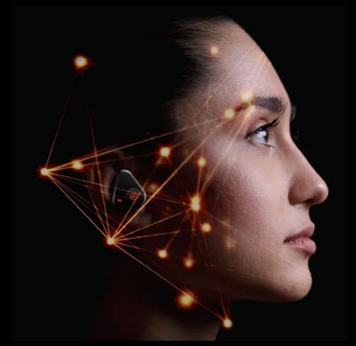
The gap between humans and machines is shrinking. This year at CES we saw advancements in brain-computer interfaces and neural control devices. What was once a sci-fi pipe dream is now becoming a reality, creating new ways to interact with our environment and technology.

Examples



WIMAGINE

A brain-computer interface designed to record and decode movement signals, enabling patients to regain mobility in everyday tasks by controlling the nervous system. Implanted directly on the brain, WIMAGINE provides users with natural control of their movements.

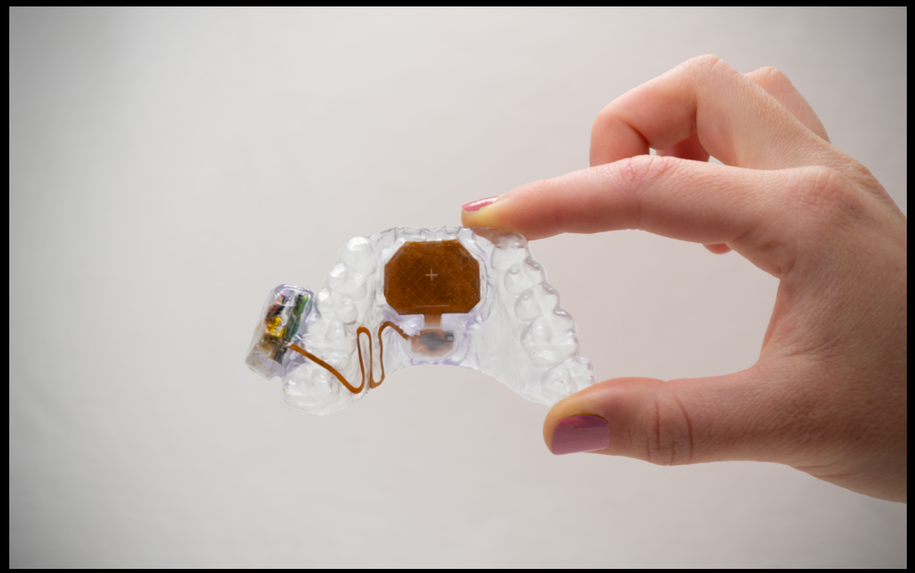


Naqi Neural Earbuds

A good example of a non-implant neural device is the Naqi earbuds that can take control of computers, IoT devices and more without the need for physical insertion. It simply uses your facial muscle movements to control six unique functions.

Master & Dynamic Neurable

High-end headphone brand Master & Dynamic and neuroscience company Neurable have created headphones that measure brain waves to monitor for signs of stress and help you discover your "optimal focus time.". As a consumer-ready product they're already promising new features and more "control".



MouthPad

MouthPad gives users control of their smartphones and computers via a touchpad in their mouth. Using just your tongue you can control the device by scrolling, and clicking. This is a simple example of how existing technology can revolutionize the way humans interact and live alongside computers.

Neural Control

Example

Click here to play

WHAT DOES THIS MEAN FOR YOUR BRAND?

We appreciate this technology is incredibly niche and emergent, making it hard to translate to mass-market brands or mass impact. But bear with us.

On one hand, we see an overlap with Ambient Interfaces where people want a low-intervention way to control technology, or to free up their arms to improve productivity. And on the other hand, we see a promise of an embedded connection between humans and machines, solving medical issues or making experiences more inclusive.

The promise of mind reading also creates a series of fun opportunities to adapt experiences to consumers' moods and environmental needs, but early use cases of this technology have been novel and gimmicky.

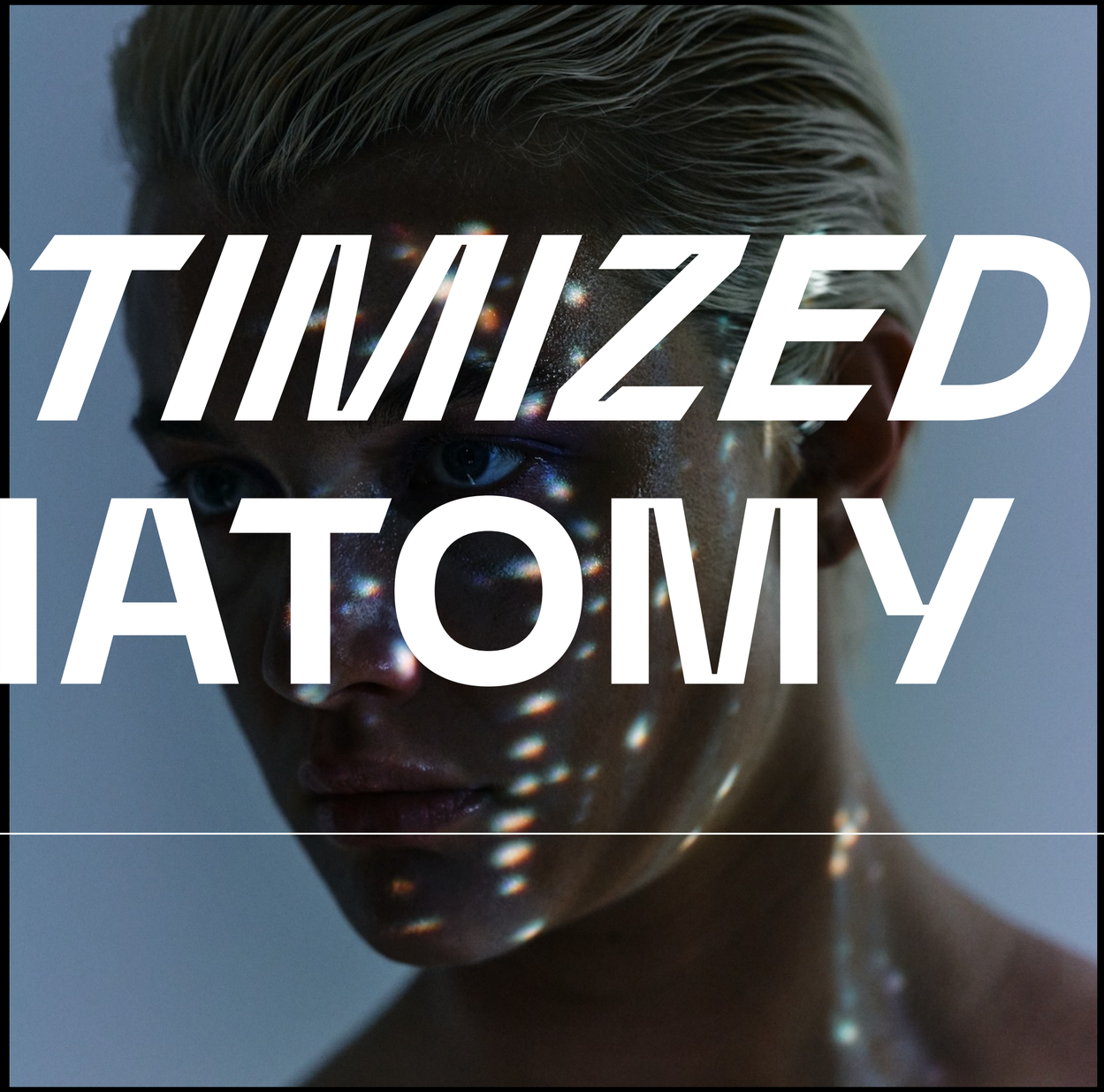
WHAT IF?

What if we used BCI to build a more inclusive and accessible experience for overlooked audiences?

What if we used neural scanning to express what people are really thinking?

What if we could adapt experiences to match your mood and mindset?

OPTIMIZED ANATOMY



Nothing is off limits. A desire for control and democratized access has us taking biology into our own hands. At CES we saw an ever-growing category that helps people hack their way to a healthier, smarter, and younger version of themselves.

Examples

MindLink Air

Glasses that go beyond sight assistance. MindLink Air tracks and monitors focus, fatigue and eye strain. Enabling users to better understand their eye health and make improvements to their lifestyle for their brain and eye health.

Mind AI Smart Mirror

Using AI to analyze the expressions and gestures of a person looking into the mirror, it aims to provide light therapy and meditations to help individuals manage stress and improve their mental wellbeing.

Supersapiens

Glucose monitoring company Supersapiens taps into the technology built by Abbot and a custom-built app ecosystem that allows people to optimize their performance, recovery, and nutrition through glucose stability. Each year at CES we've seen the evolution of glucose monitors as they become a more mainstream product.

WiRobotics WIM

A wearable robotic designed to help all individuals walk better by providing assistance for both daily tasks and exercise. Expanding reach and benefits of wearable robotics.

Optimized Anatomy

Supersapiens

Click here to play

WHAT DOES THIS MEAN FOR YOUR BRAND?

In previous years this shift has occupied the medical and healthcare space, but we've seen its influence grow and evolve, now entering new categories and domains.

As brands continue to give consumers control and allow for more intimate personalization we see three major areas of opportunity for brands or product owners:

1. Create solutions that help people adapt their mood, mindset or performance
2. Democratize access to something that was previously very specialized or out of reach
3. Design experiences that help people optimize their lives and extend a product benefit

WHAT IF?

What if major brands collaborated with niche medical or healthcare companies?
What if we democratized access to the most exclusive parts of our brands?
What if we focused on how our products can alter-emotions or shift-moods?

INCLUSIVE BY DESIGN

Design for one, scale to many. Inclusivity shouldn't be a checkbox, it's a form of design thinking, and this year at CES we saw AI as the key ingredient in closing exclusion gaps, whilst expanding access for marginalized communities. A focus on software meant solutions could scale further and faster.

Whispp App

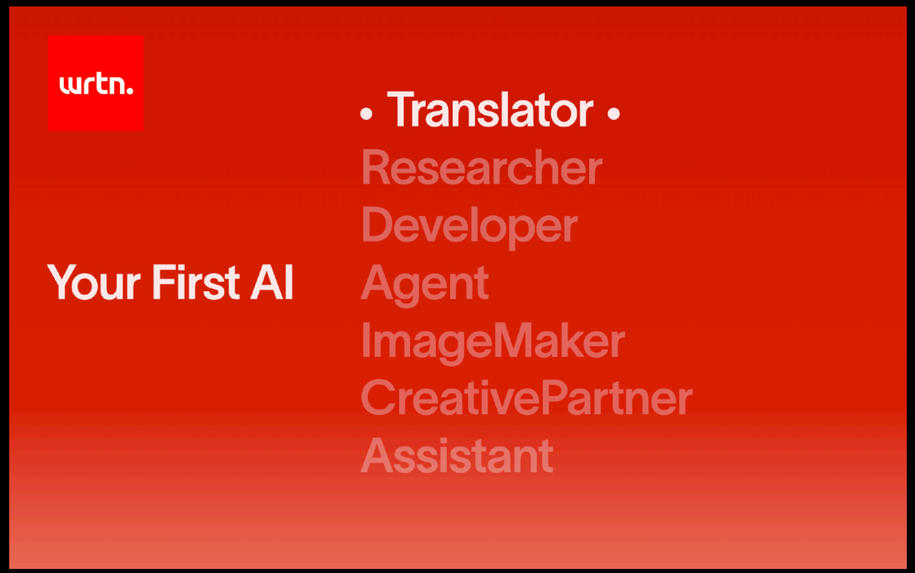
An AI-powered assistive speech and phone-call app, Whisper is able to convert whispered and impaired tones into the user's natural voice. Making voice communications more accessible across daily life.

SocialDream VR Therapy

Using VR as a tool for emotional support and therapy, SocialDream aims to provide personalized and emotionally connected experiences for vulnerable communities, including the elderly and disabled.

GyroGlove

The worlds most-advanced hand tremor stabilizer. Using the first medical mechanical gyroscope to instantly stabilize hand tremors. Providing an alternative treatment solution to restore and improve quality of life.



WRTN AI Super App

WRTN is an AI super app designed to replace Chat GPT in non-English speaking regions, founded in Korea and backed by Samsung it's focused on serving overlooked markets. WRTN aims to become a one-stop platform by curating diverse LLM models and AI apps from other companies and offering services for free in more diverse languages.

Inclusive By Design

Whispp App

\\ NEXT x CES 2024

Click here to play

WHAT DOES THIS MEAN FOR YOUR BRAND?

Inclusive design is no longer a nice to have, it's an essential ingredient for 21st-century brands. With the help of emerging technology like AI, we can now scale these solutions to more people and make a bigger impact on the world. While AI has previously been a negative contributor to inclusivity discussions we're now seeing improved use cases and applications where inclusivity is baked in and improved by AI.

Beyond the moral and legal obligation to ensure equal access, every brand can benefit from solving accessibility challenges. By designing for one very specific audience or problem, brands can then scale that solution to many, ultimately solving mass market issues. It's this ideology that gave us the iPhone touchscreen, audiobooks, and closed captions.

After all, inclusivity isn't just what a brand says. It's what they do that matters most.

WHAT IF?

What if we redesigned experiences to remove unnecessary friction for all?

What if we worked with the pioneers of inclusive design to spot hidden barriers?

What if we helped design experiences for an aging population?

IN SUMMARY: SIX THEMES FROM CES 2024

Intimate AI

AI is getting personal. As AI becomes more accessible and normalized, we're seeing intimate and personal relationships forming between humans and machines. We saw an explosion of new AI-powered innovations that reach further into our lives.

* a new Edge for 2024

Spatial

The future of experience is spatial. As the metaverse hype fades, we saw a continued commitment to spatial computing and extended reality, pushing further into new tech and hardware that enables more immersive and three-dimensional experiences.

Ambient Interfaces

Screens are dead. A desire to restrict our screen time and remove interfaces from our tech diet has led to the growth of ambient interfaces. CES showed us that new interfaces are rising up, allowing brands to own a unique voice, gesture, or mode of engagement.

Neural Control

The gap between humans and machines is shrinking. This year at CES we saw advancements in brain-computer interfaces and neural-control-devices. What was once a sci-fi dream is now becoming a reality, creating new ways to interact with our environment and tech.

Optimized Anatomy

Nothing is off-limits. A desire for control and democratized access has us taking biology into our own hands. At CES we saw an ever-growing category that helps people hack their way to a healthier, smarter, and younger version of themselves.

Inclusive By Design

Design for one, scale to many. Inclusivity shouldn't be a checkbox, it's a form of design thinking, and this year at CES we saw AI as the key ingredient in closing exclusion gaps, whilst expanding access for marginalized communities. A focus on software meant solutions could scale further and faster.

Backs\ash Cultural Edges

Emerging Technology

TAKE IT
SHARE IT
REMIX IT
ADAPT IT
HAVE FUN

THANK YOU

CREATED BY

MATTHEW MORAN

CHARLOTTE HUNTLEY

LUKE EID

SPECIAL THANKS

TBWA\ BACKSLASH

CECELIA GIRR

SKYLER HUBLER

DANA FORS

CONTACT

DISRUPTION@TBWA.COM

DEEPTHI PRAKASH

CHIEF PRODUCT OFFICER