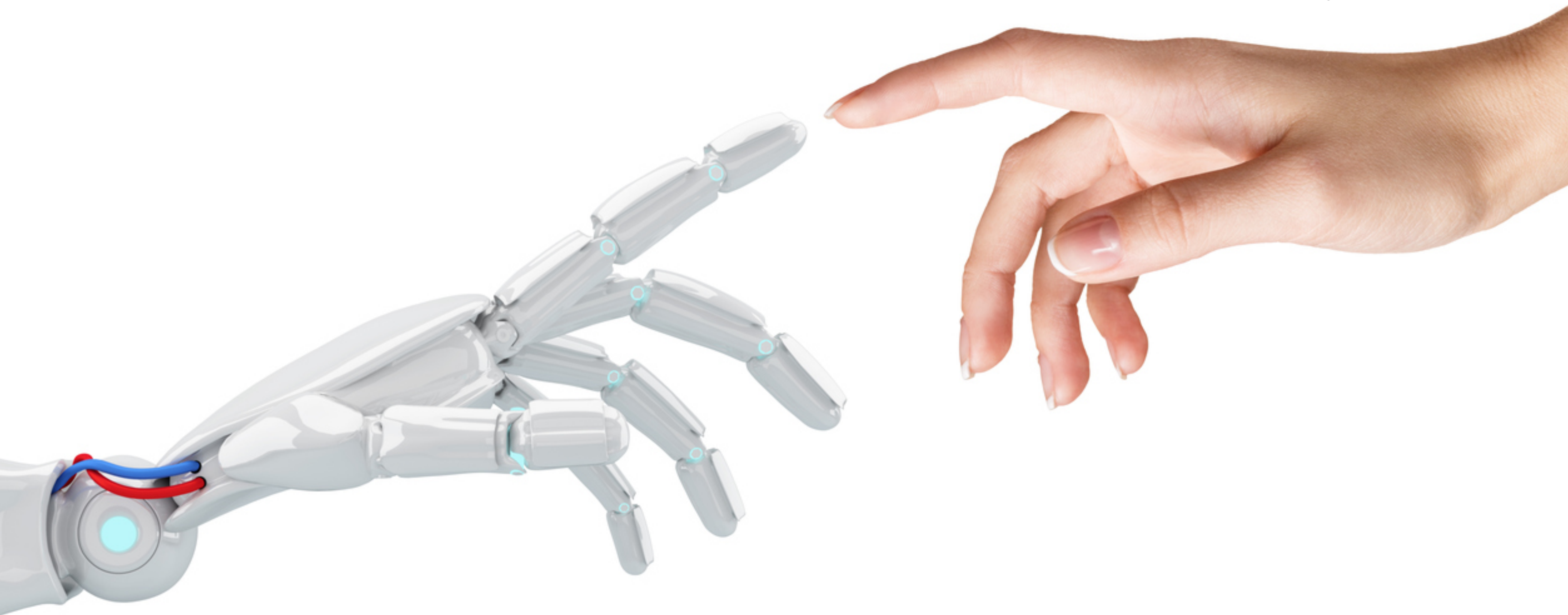


THE CONVERGENCE OF MARKETER & MACHINE



Have you ever wondered?



Generation Z

Generation Z

Born after 1995

Generation Z

Digital native

Generation Z

2B of world's population

Generation Z

Spend \$44B annually

Generation Z

Influence \$600B in family spending

Generation Z

85% use social media to learn
about new products

Generation Z

Loves ad blockers

Generation Z

61% say leadership is important

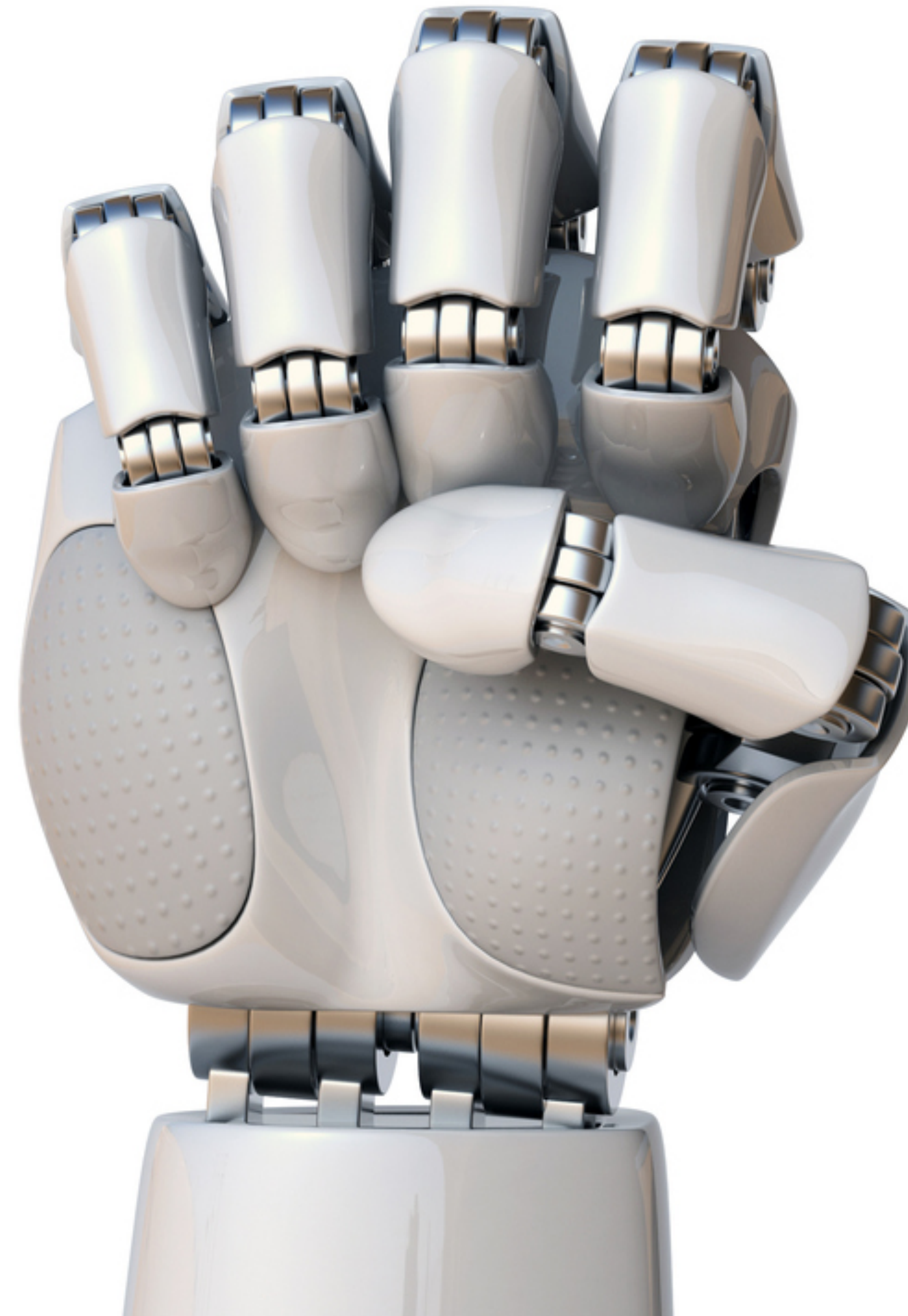
Generation Z

Make up 1 of 5 generations in
today's workplace

*To be relevant tomorrow,
our profession has to forget
what we thought we knew today.*



Leaders in the AI Revolution



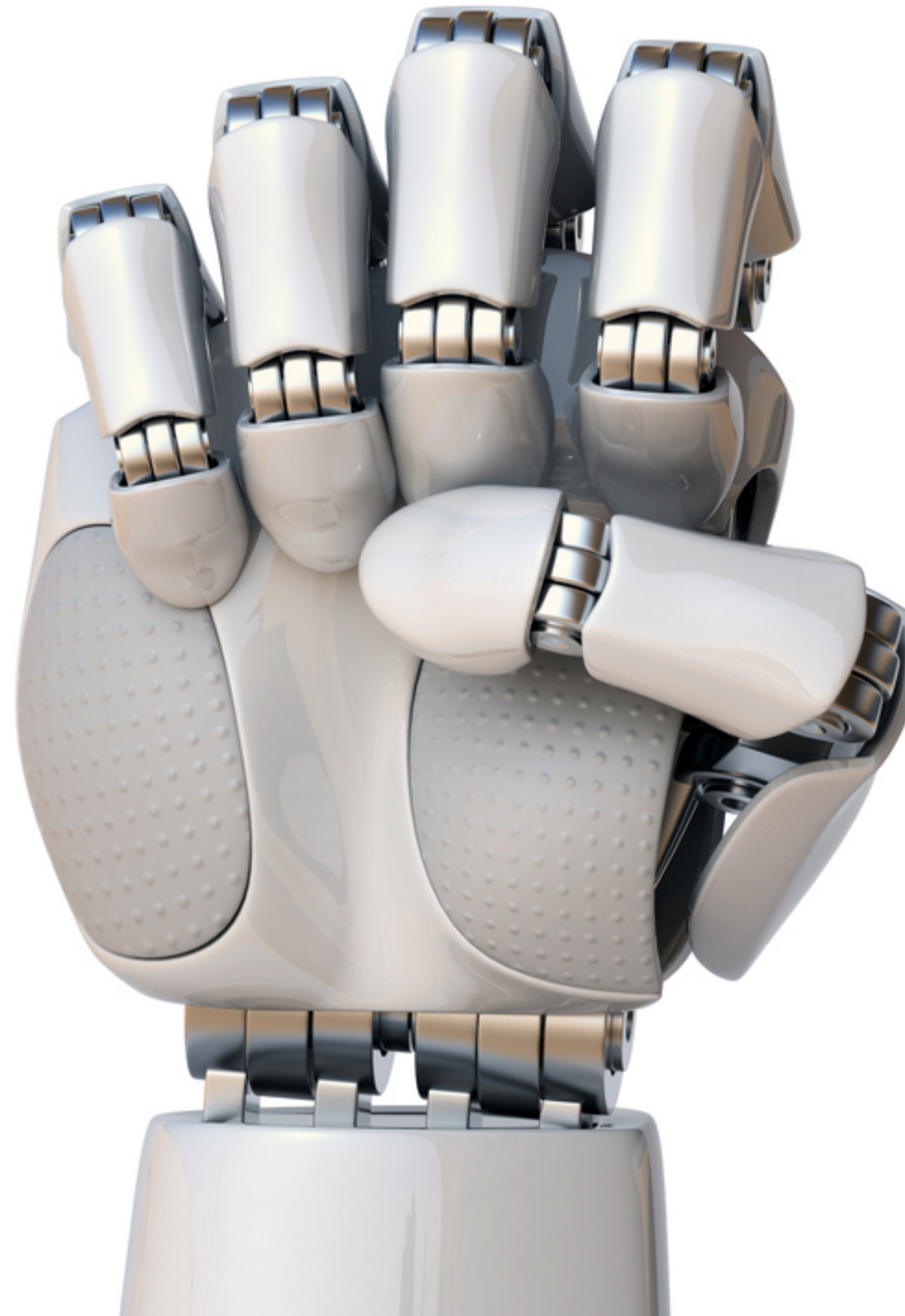
Leaders in the AI Revolution

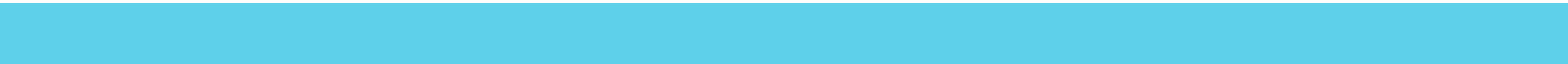


amazon

facebook

Google







VR and AR
has changed the way we learn.






127
48:10
653 KCal

Wearables making tracking
health easier than before

SpaceX's Falcon Heavy rocket launch was viewed around the world via livestream on Twitter.



Cloud computing tools like Salesforce, Hubspot, Marketo, and Oracle have transformed the way we manage customer relationships.



What does man's best friend really think?



Disrupting innovation can hurt
if you are not the one disrupting.



History of AI



History of AI



1950

The AI Vision: Computer Scientist,
Alan Turing questions machine intelligence

50s

History of AI



1950

The AI Vision: Computer Scientist,
Alan Turing questions machine intelligence

1956-1993

The rise and fall of AI

50s

60s

70s

80s

90s

History of AI



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IBM's supercomputer,
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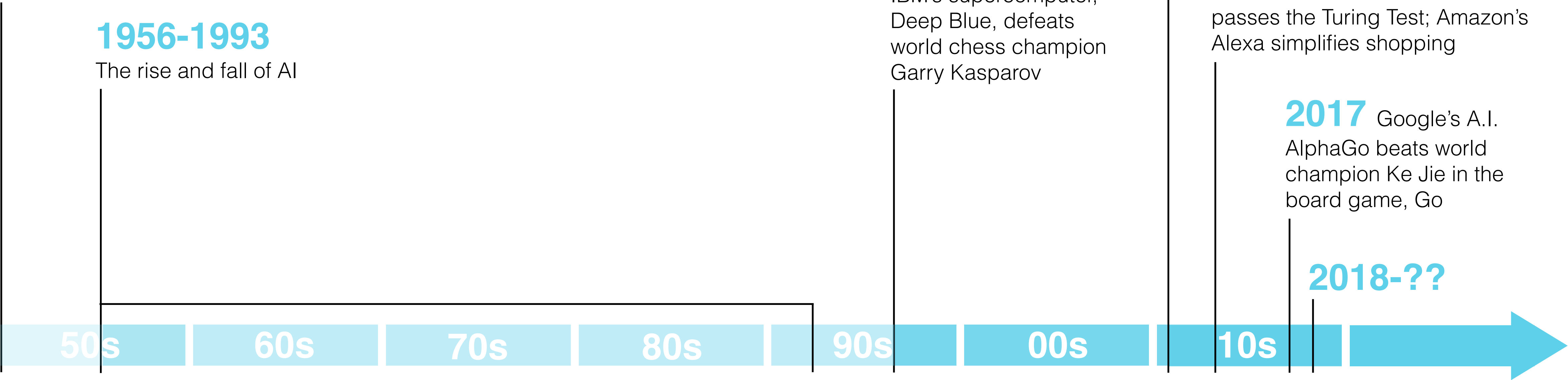


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2018-??

Dell 2030



1800+

42%

67%

38%

54%

1%

57%

Dell 2030



1800+

The number of digital platforms
that will be used to orchestrate
either physical or human resources

42%

67%

38%

54%

1%

57%

Dell 2030



1800+

42%

Believe GenZ will
hold the majority
of leadership roles

67%

38%

54%

1%

57%

Dell 2030



1800+

42%

67%

Believe face to face
communication will become
a thing of the past

38%

54%

1%

57%

Dell 2030



1800+

42%

67%

38%

Say campaigns struggle to compete due to workforce culture and mindset barriers

54%

1%

57%

Dell 2030



1800+

42%

67%

38%

54%

1%

57%

Believe the future workforce
will absorb and manage
information in completely
different ways

Dell 2030



1800+

42%

67%

38%

54%

1%

Feel they'll unlikely be
disrupted and don't require
a digital transformation plan

57%

Dell 2030



1800+

42%

67%

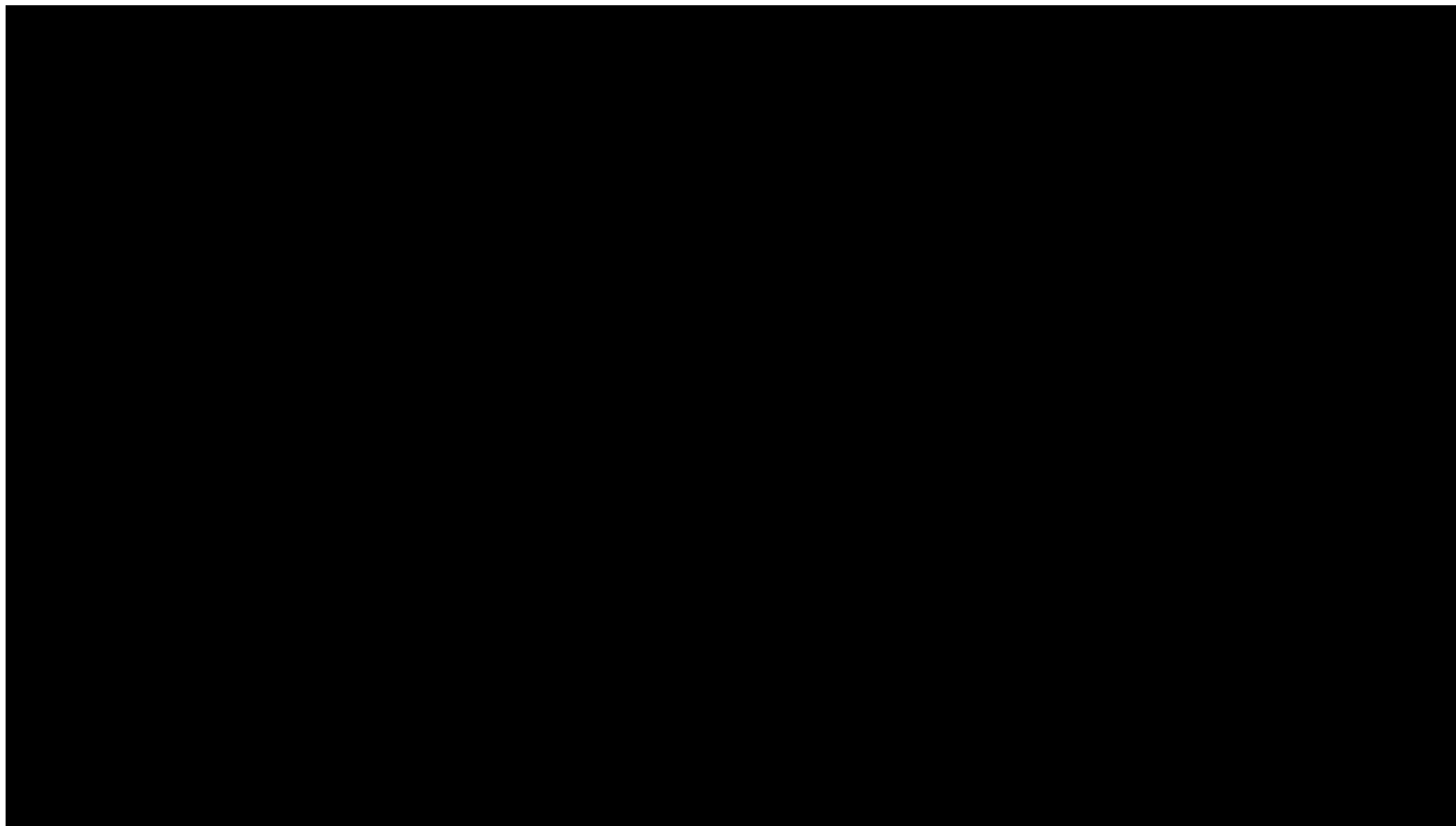
38%

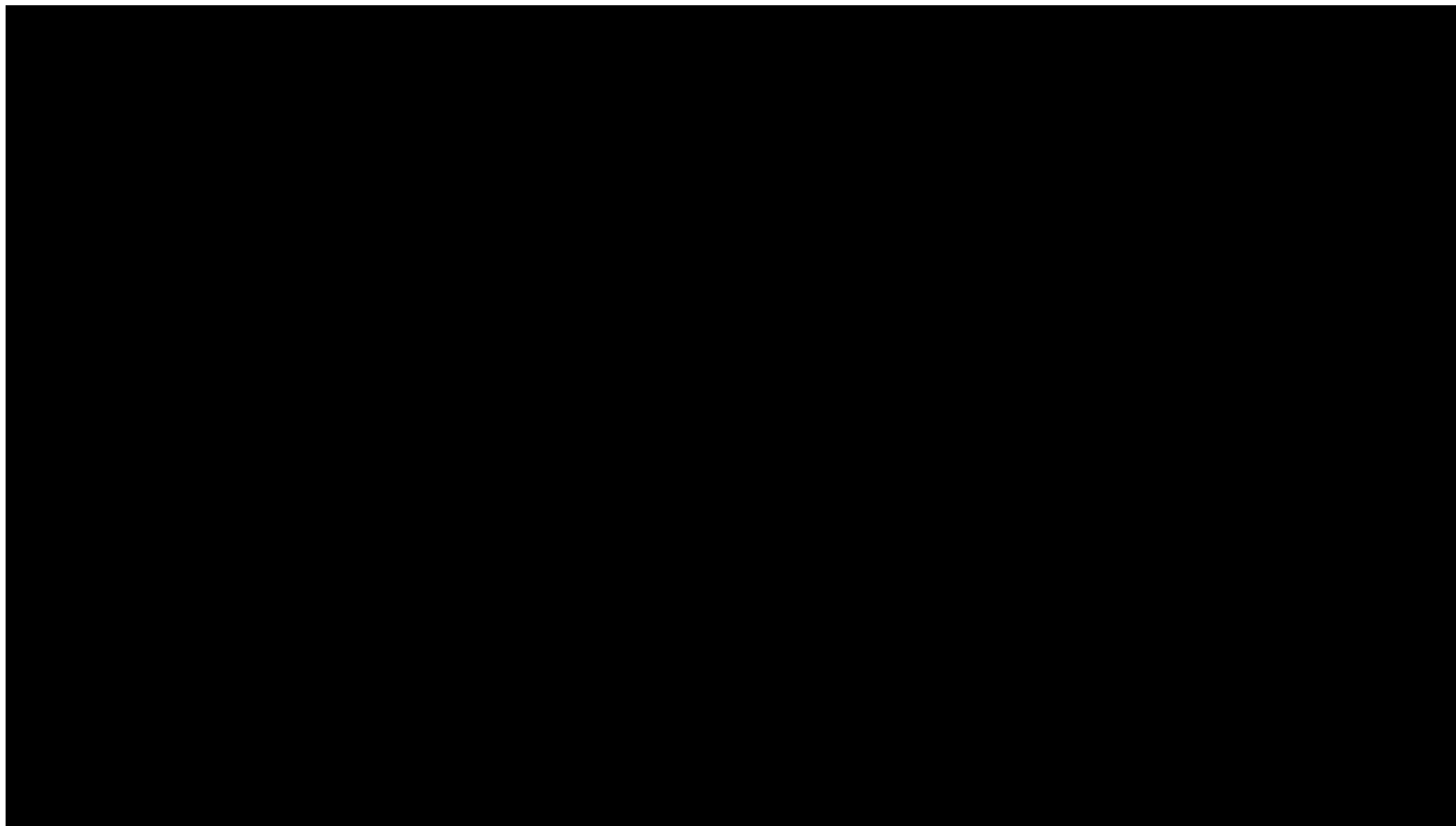
54%

1%

57%

Believe smart machines will work as
admins in our lives - connecting our
needs to highly personalized goods





NOVEMBER 7TH

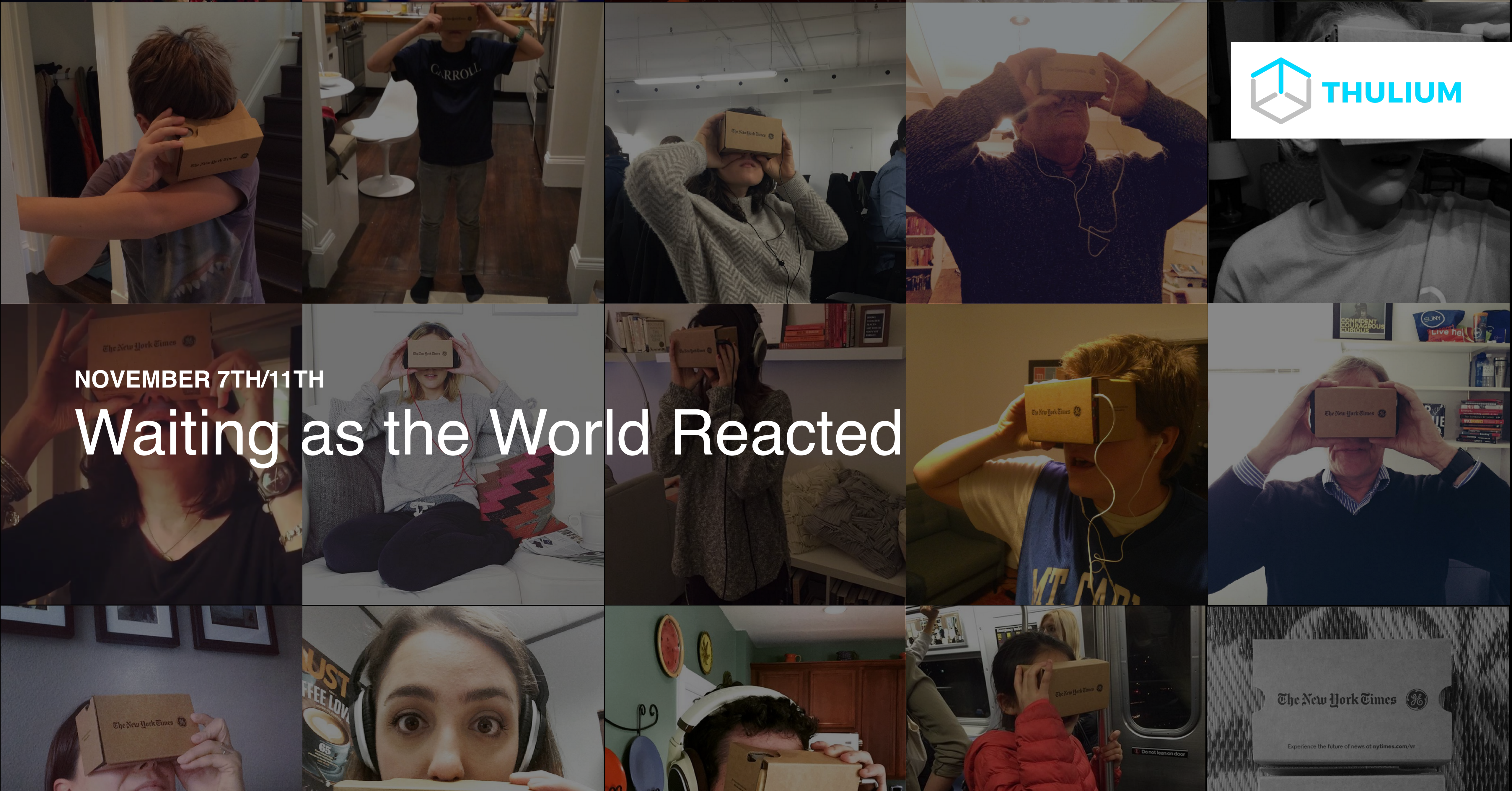
Waiting as the World Reacted





NOVEMBER 7TH/11TH

Waiting as the World Reacted

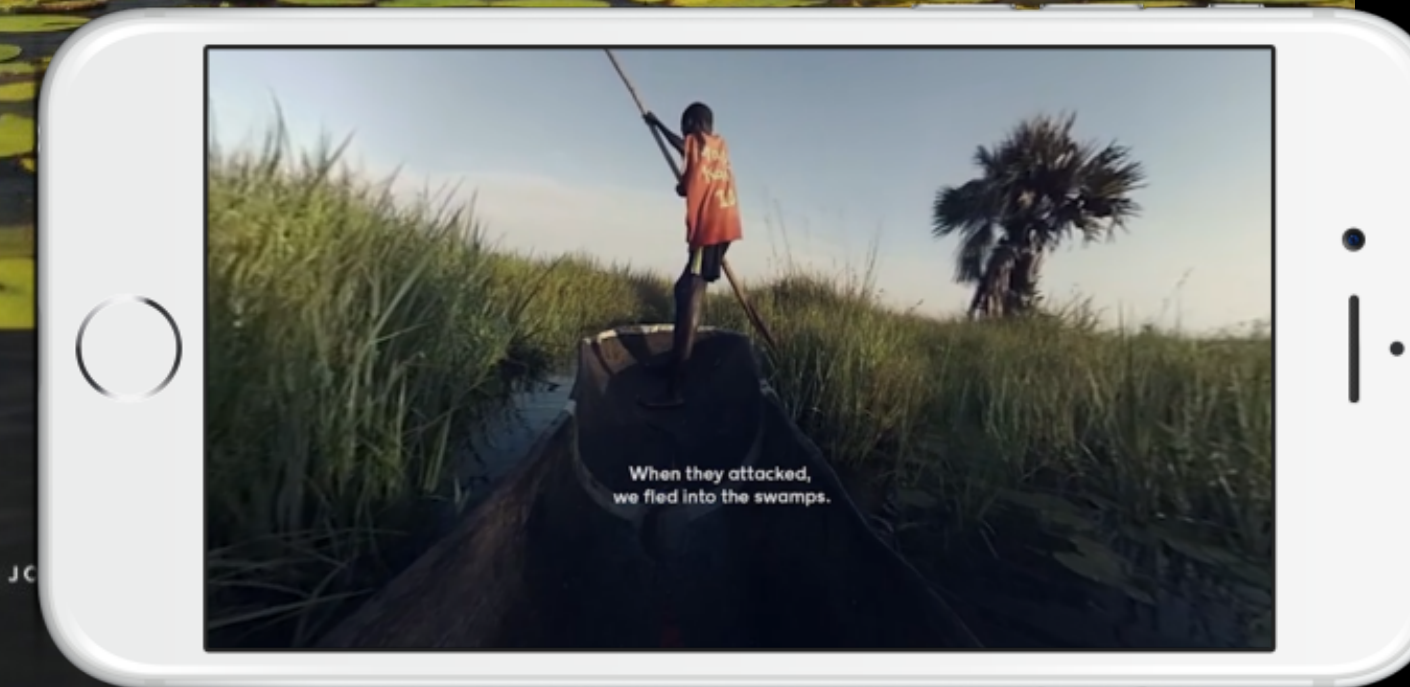
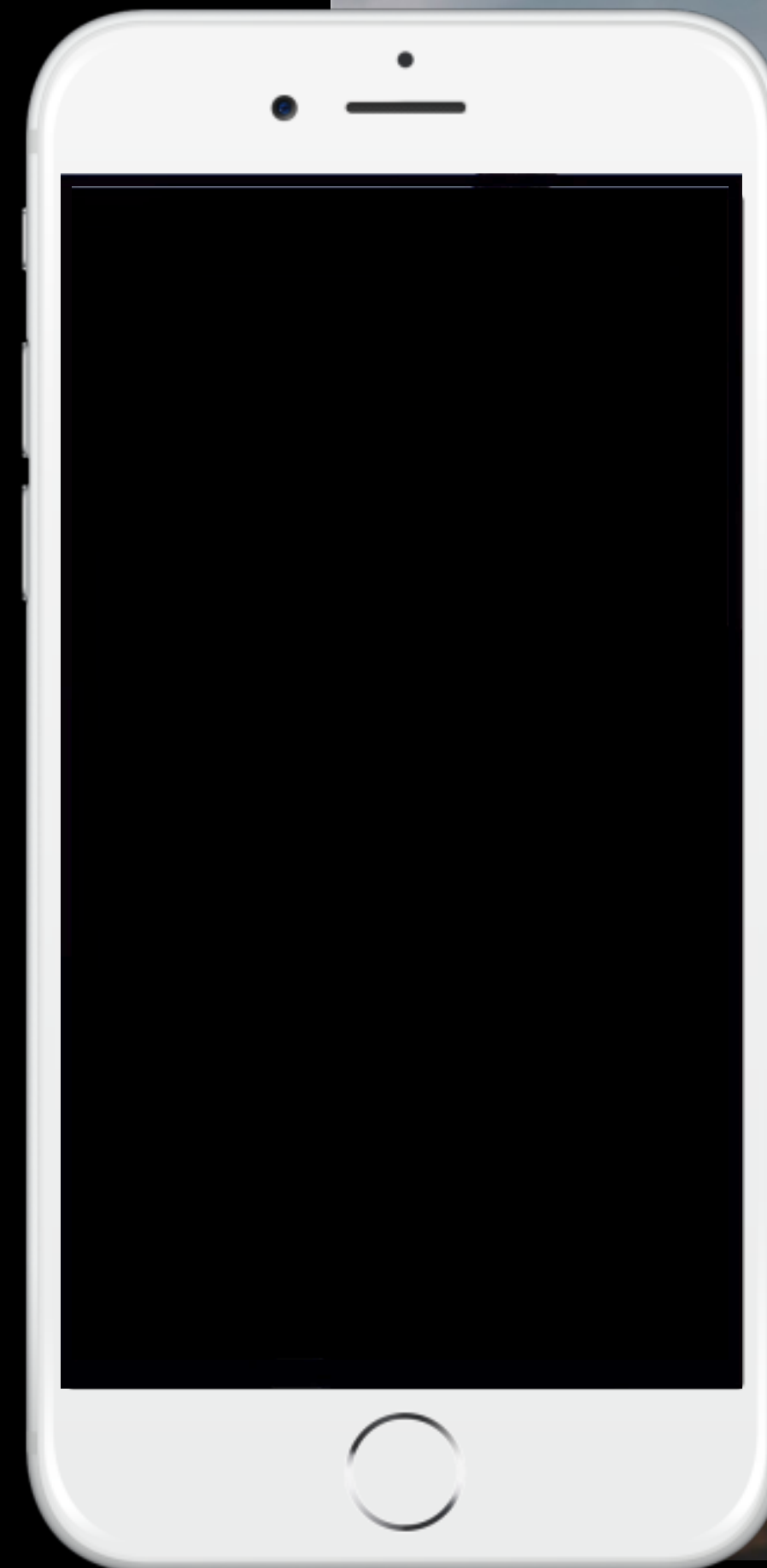






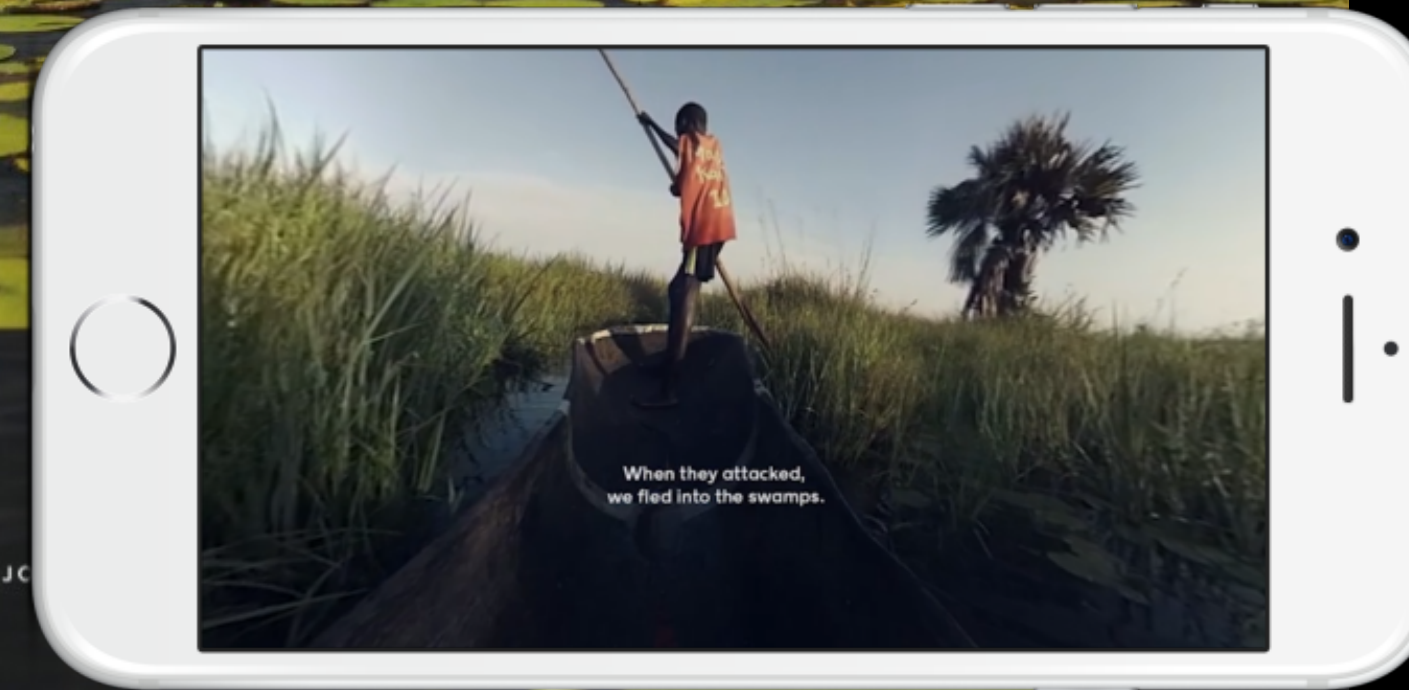
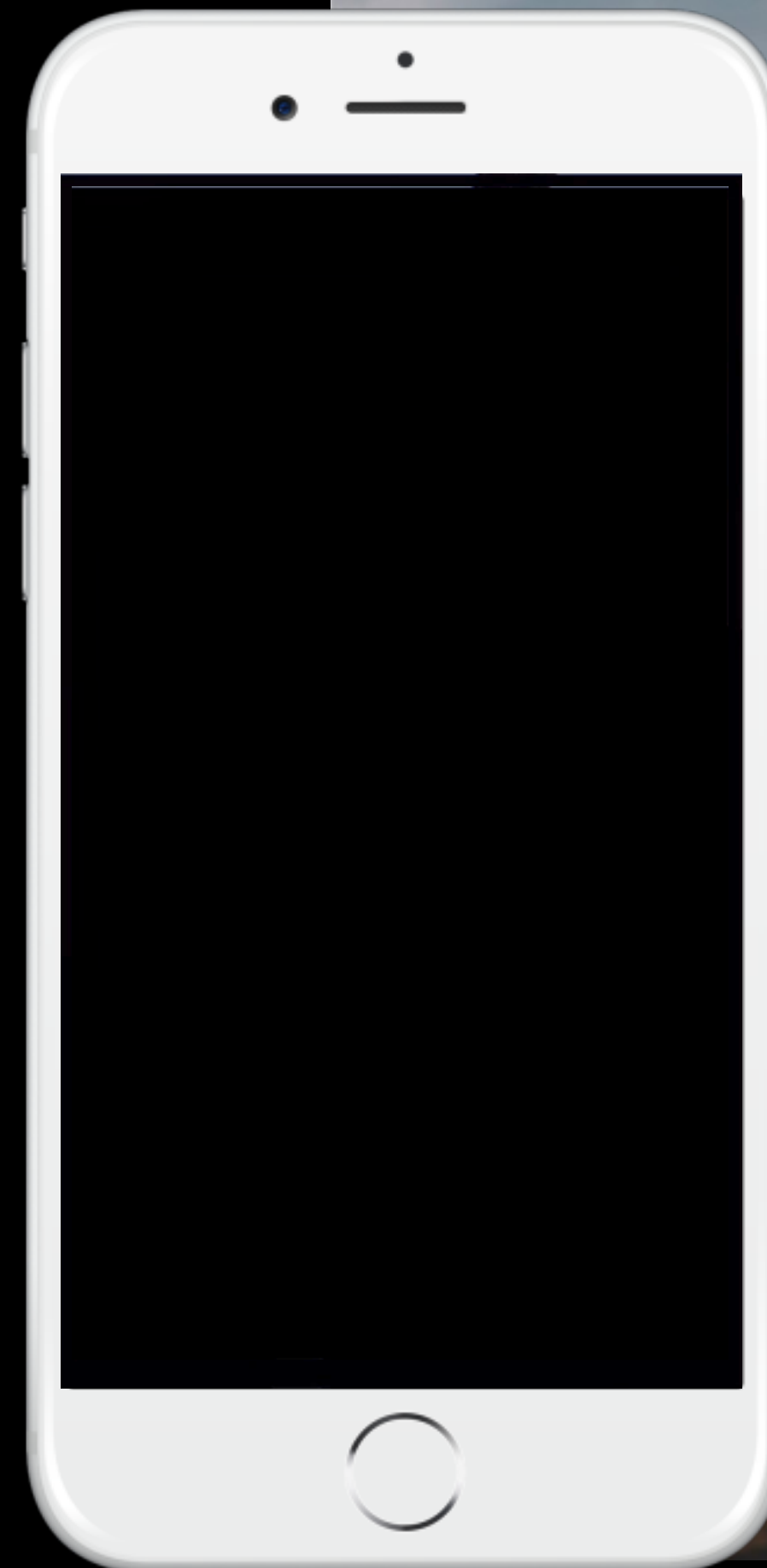
THE FIRST NYTVR FILM

The Displaced



THE FIRST NYTVR FILM

The Displaced







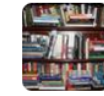
Mike Mathis
@TH3_KIDD

Follow

I'm jealous. Gonna get my subscription NOW!! [#nytimes](#)
[#NYTVR](#) [twitter.com/jacobsoboroff/...](#)

12:38 PM - 8 Nov 2015

1 4



LD Burnett
@LDBurnett

Follow

Well I'll be damned. I tried that NYT VR app and the Google Cardboard specs. Mind blown. O brave new world that hath such creatures in it!

12:03 PM - 8 Nov 2015

1



Guillermo Meneses
@Gil_Meneses

Follow

This [#NYTVR](#) is incredible! Xmas came early. My new toy!

10:20 AM - 8 Nov 2015

1 5



Matt Baumann
@Matt_bau

Follow

Can't wait to try [#NYTVR](#) out! A Sunday subscription has never been more worth it!

9:49 AM - 8 Nov 2015 · Philadelphia, PA, United States

3 5



marco
@iacono

Follow

Today my *paper* Sunday NYT came with VR goggles... "Just when I thought I was out... they pull me back in" - M Corleone

12:28 PM - 8 Nov 2015

2



sree sreenivasan
@sree

Follow

VR is going to be important for journalists - and all kinds of storytellers in the cultural sphere. [#nytvr](#)
[twitter.com/NickKristof/st...](#)

11:11 AM - 5 Nov 2015

26 21



Blake Tedder, the
@BlakeTedder



Follow

.[@nytimes](#) you blew me completely away this morning with [#NYTVR](#)



RETWEETS
2

LIKES
5



4:45 AM - 8 Nov 2015



Social Media Myths

Social Media Myths



“Social media is for people, not companies.”



Social Media Myths

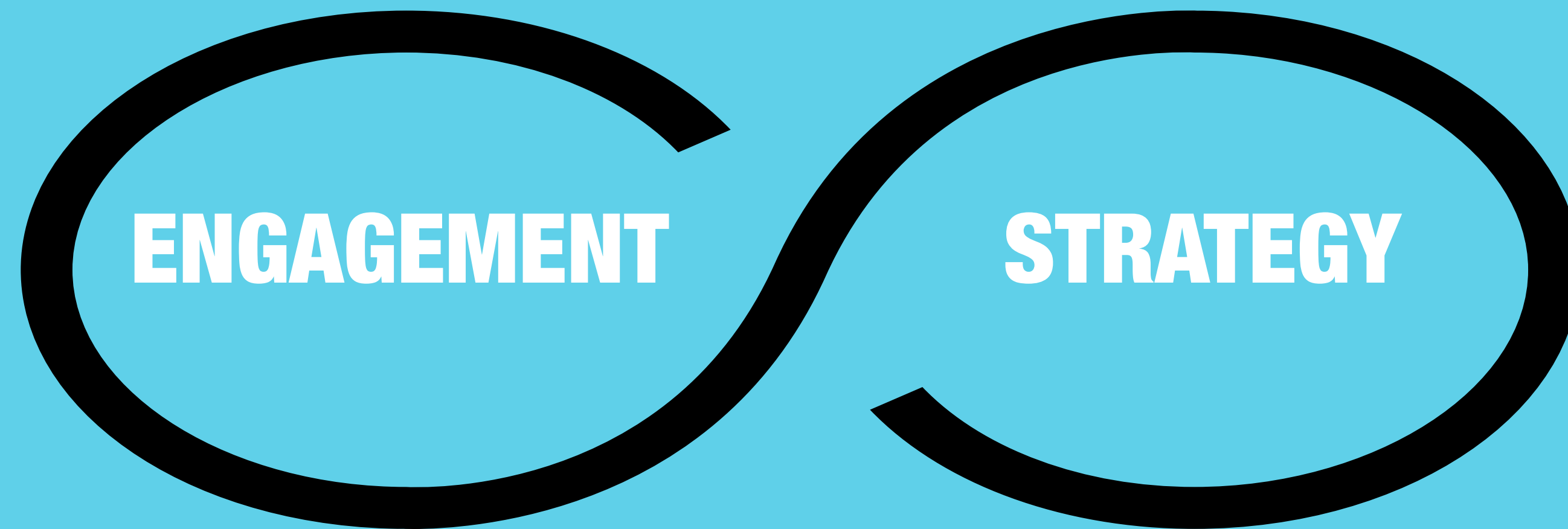


“You can’t measure ROI with social media.”

Case Study: Davos 18



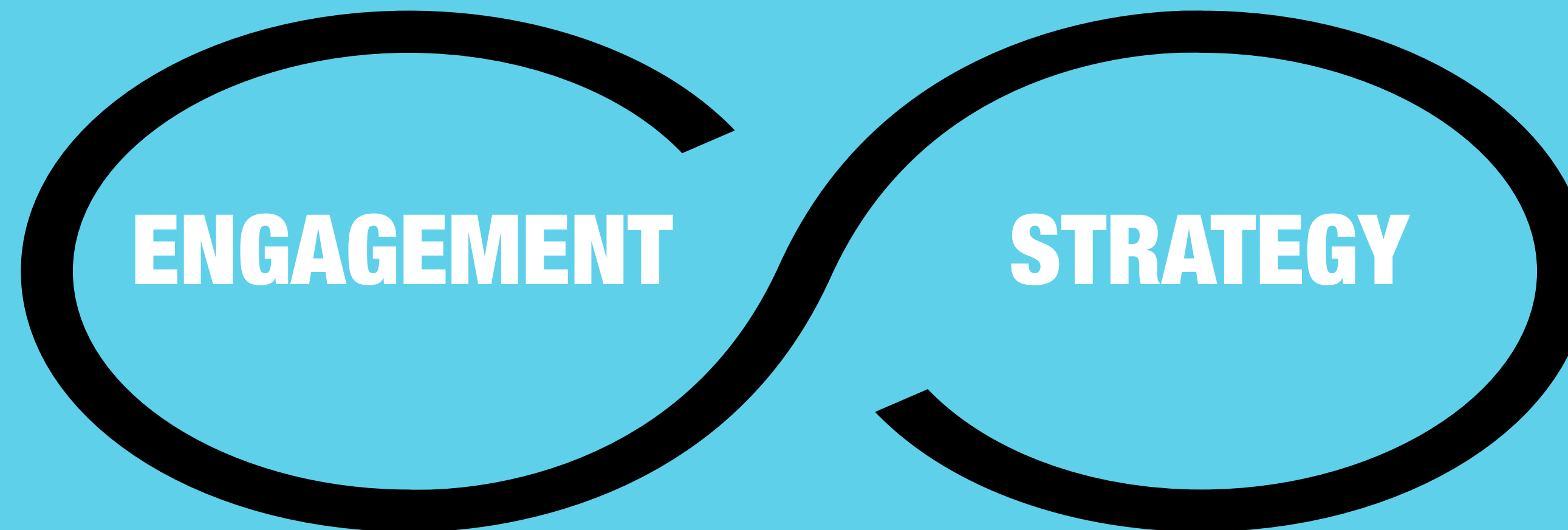
Case Study: Davos 18



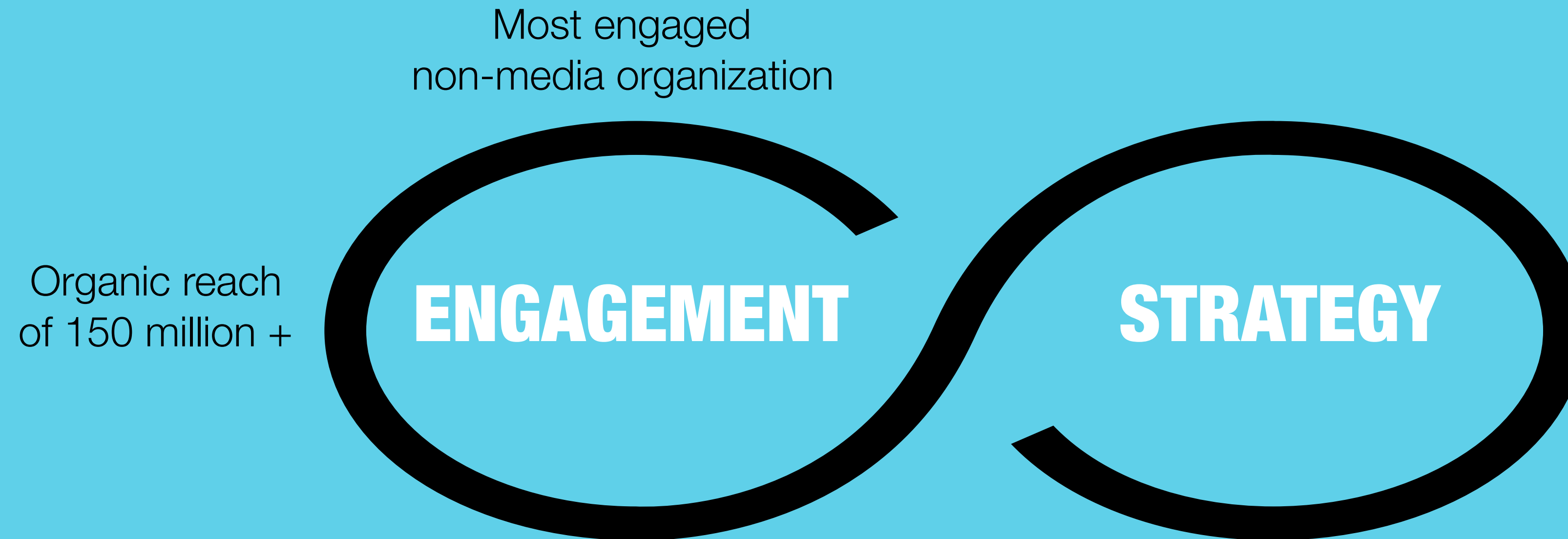
Case Study: Davos 18



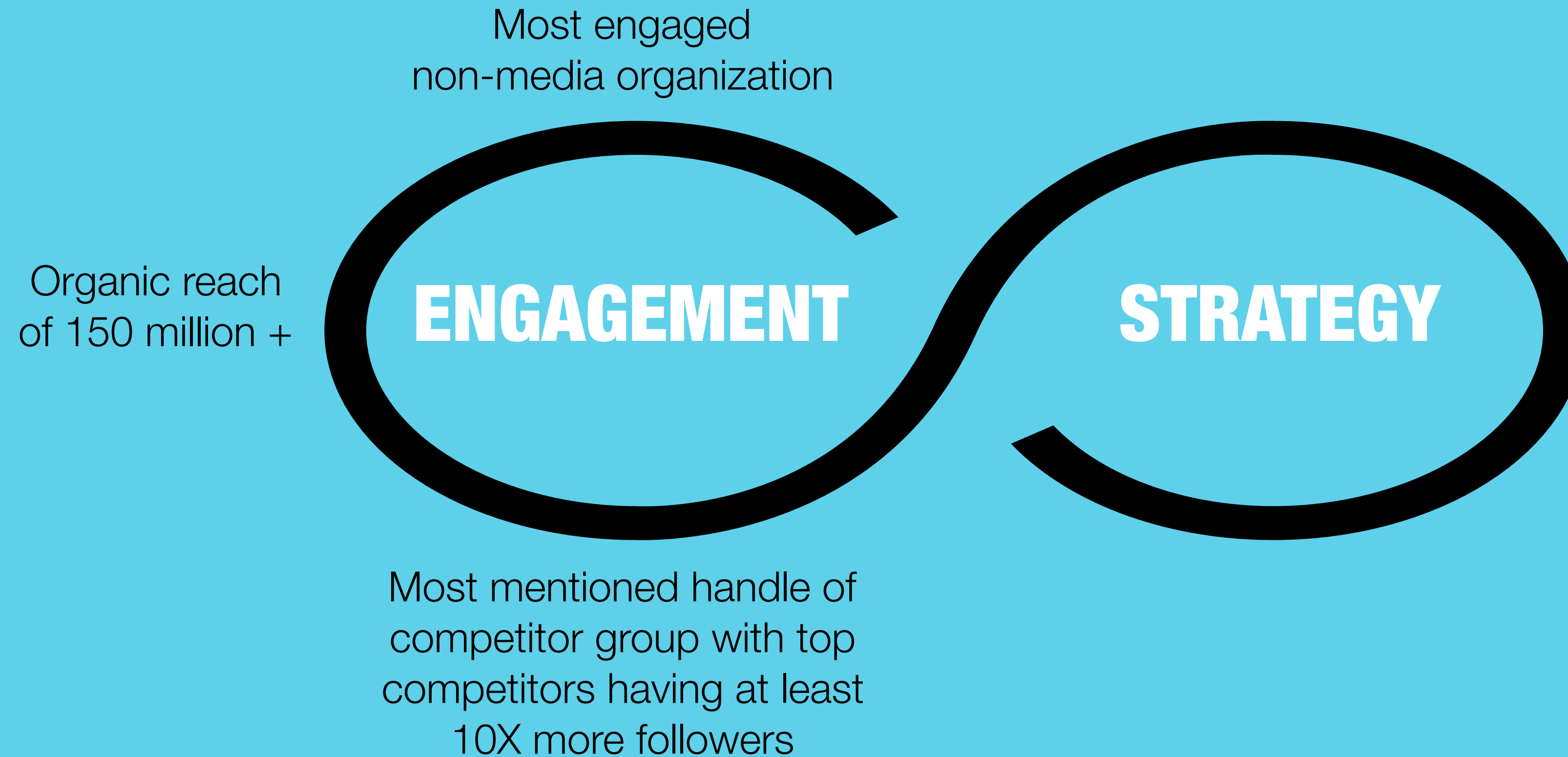
Most engaged
non-media organization



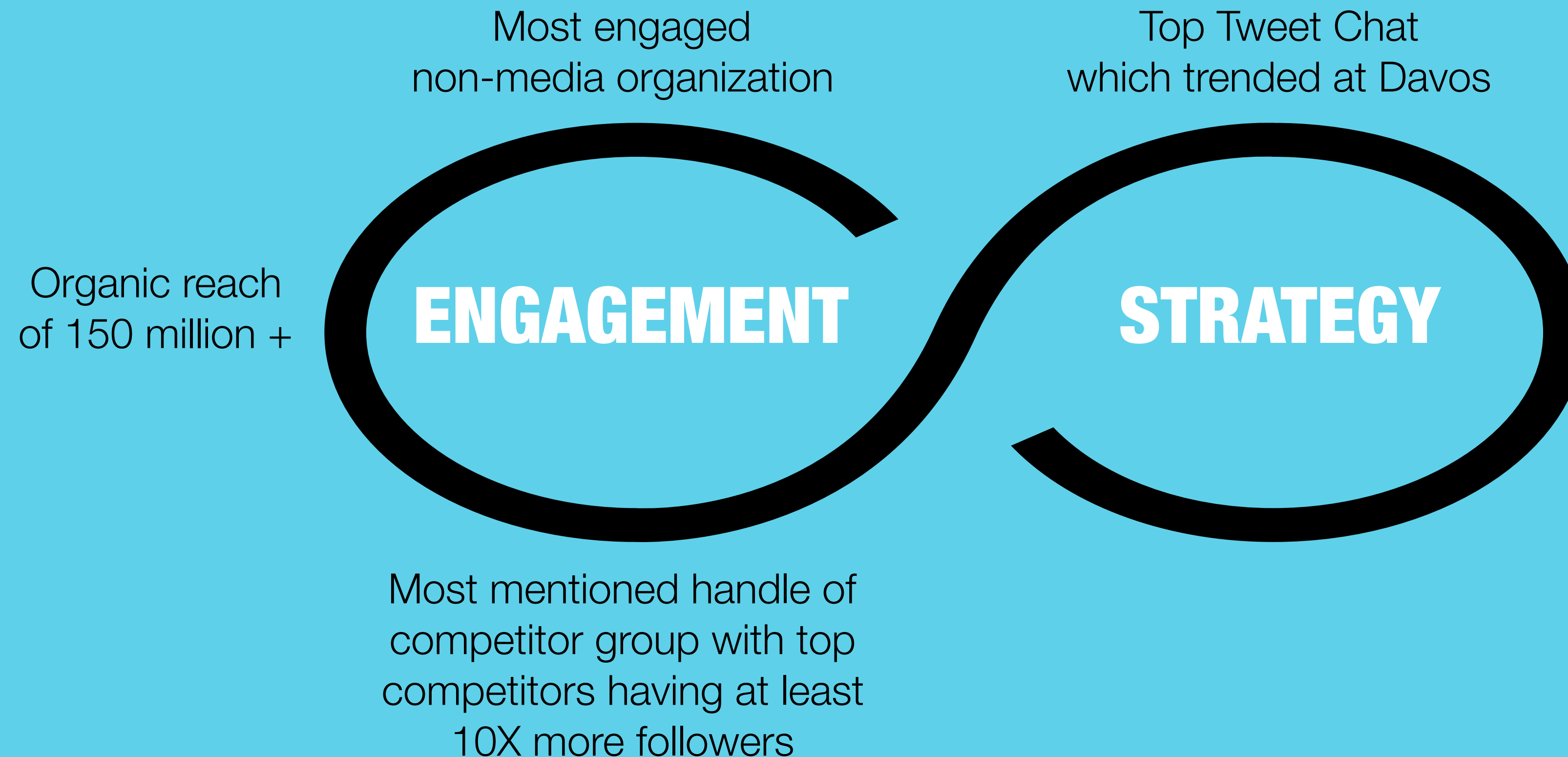
Case Study: Davos 18



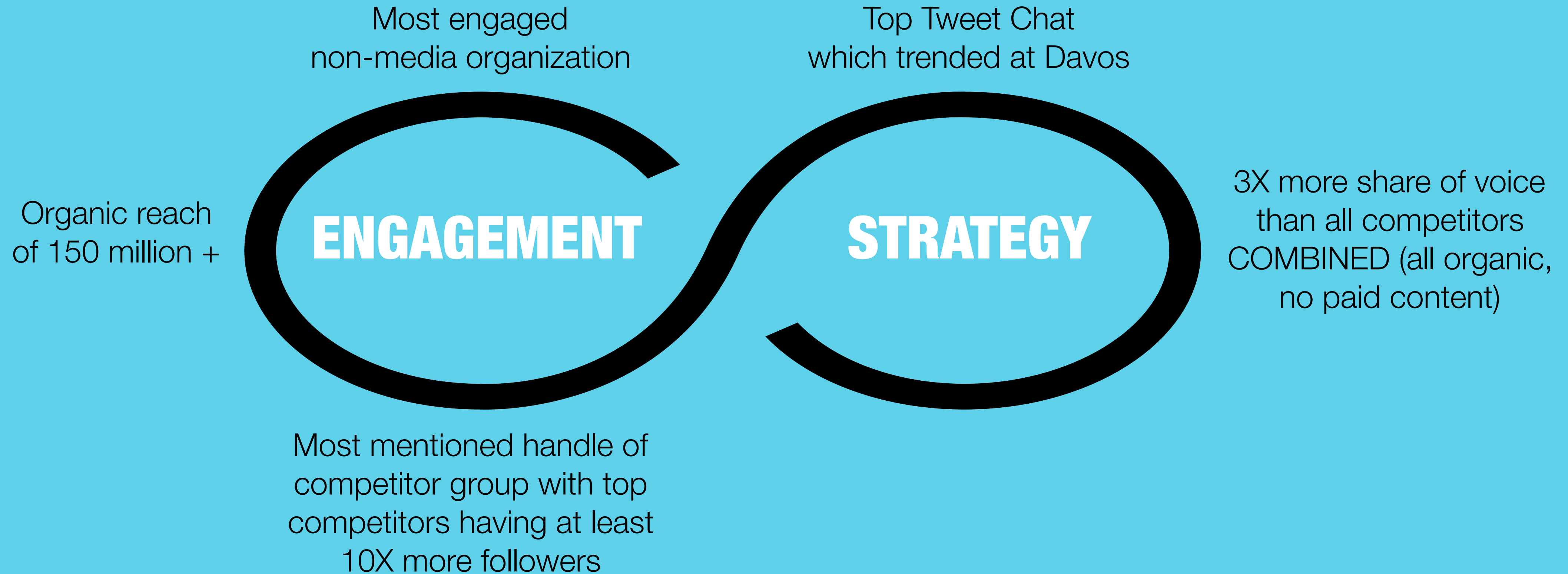
Case Study: Davos 18



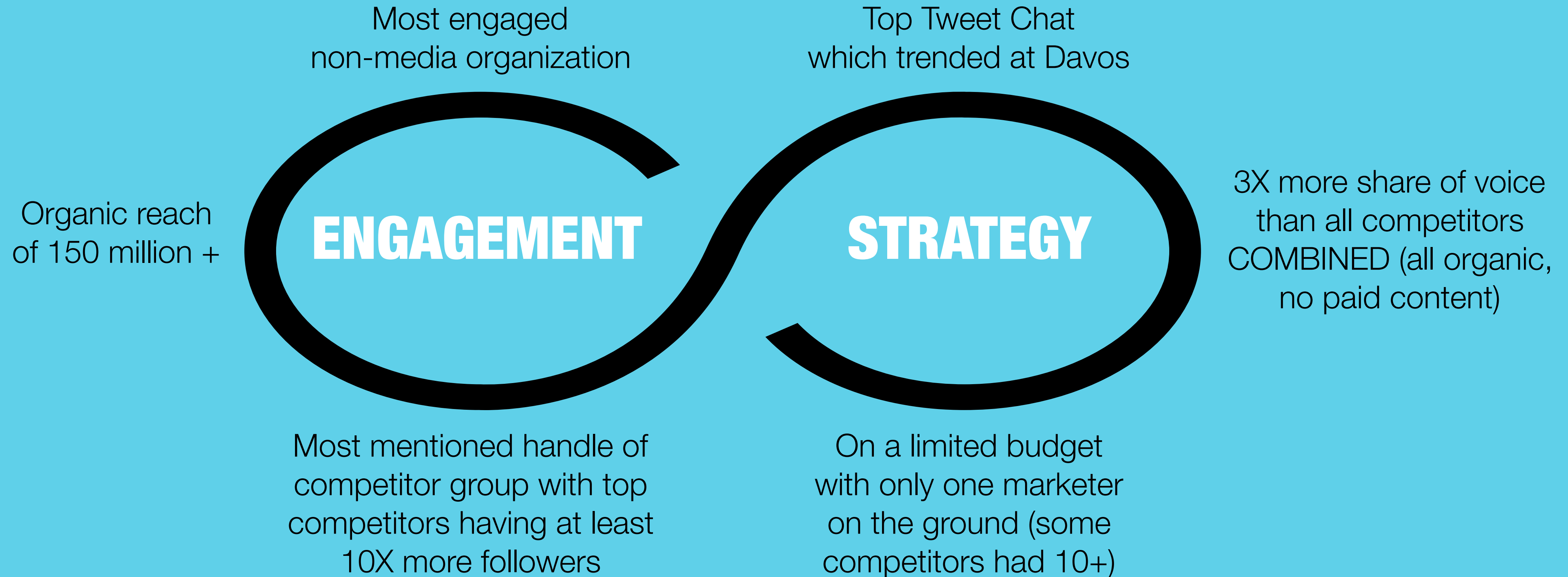
Case Study: Davos 18



Case Study: Davos 18



Case Study: Davos 18



Social Media Myths



#3

“If we’re not on social media, it can’t hurt us.”



Social Media Myths



#4

“Social Media is a fad, it won’t last.”

"Neither RedBox nor Netflix are even on the radar screen in terms of competition."

– Jim Keyes, CEO Blockbuster in 2008

"It's kind of one more entrant into an already very busy space...
In terms of a sort of sea-changing for BlackBerry, I would think
that's overstating it."

– Jim Balsillie, co-CEO RIM

"An iPhone belongs in your pocket, not on the road."

– Oliver Blume, CEO Porsche

"Google's not a real company. It's a house of cards."

– Steve Ballmer, CEO Microsoft in 2005

"I think there is a world market for maybe 5 computers."

– Thomas Watson, CEO IBM in 1943

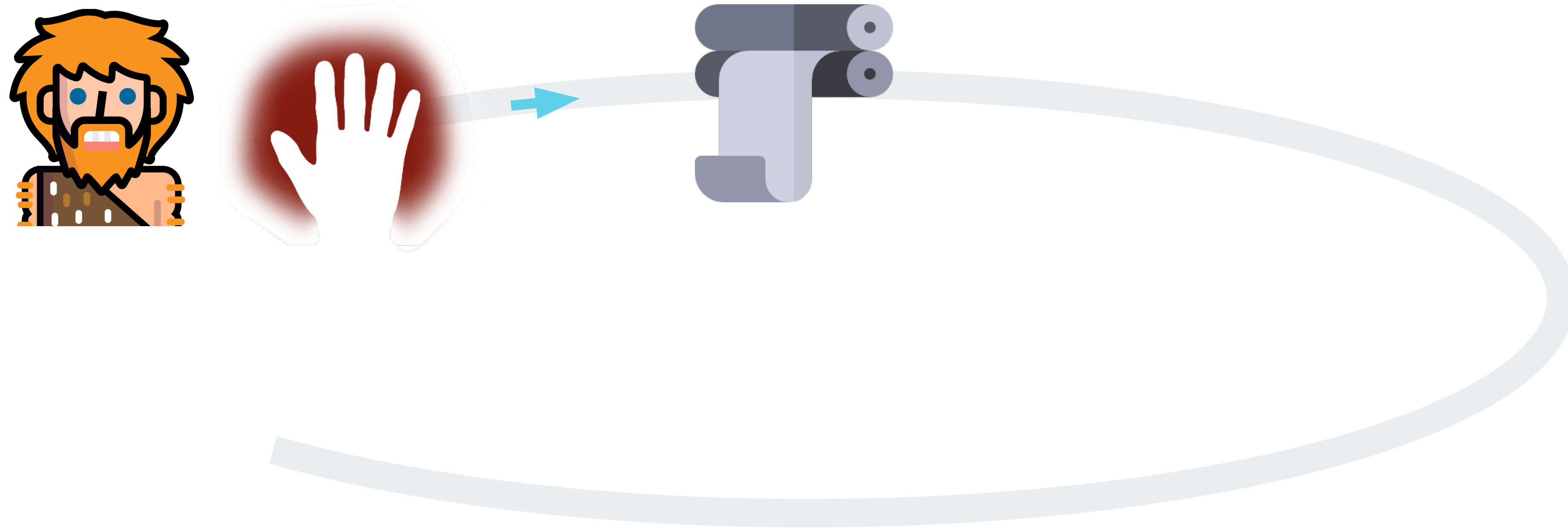
The Evolution of Communication



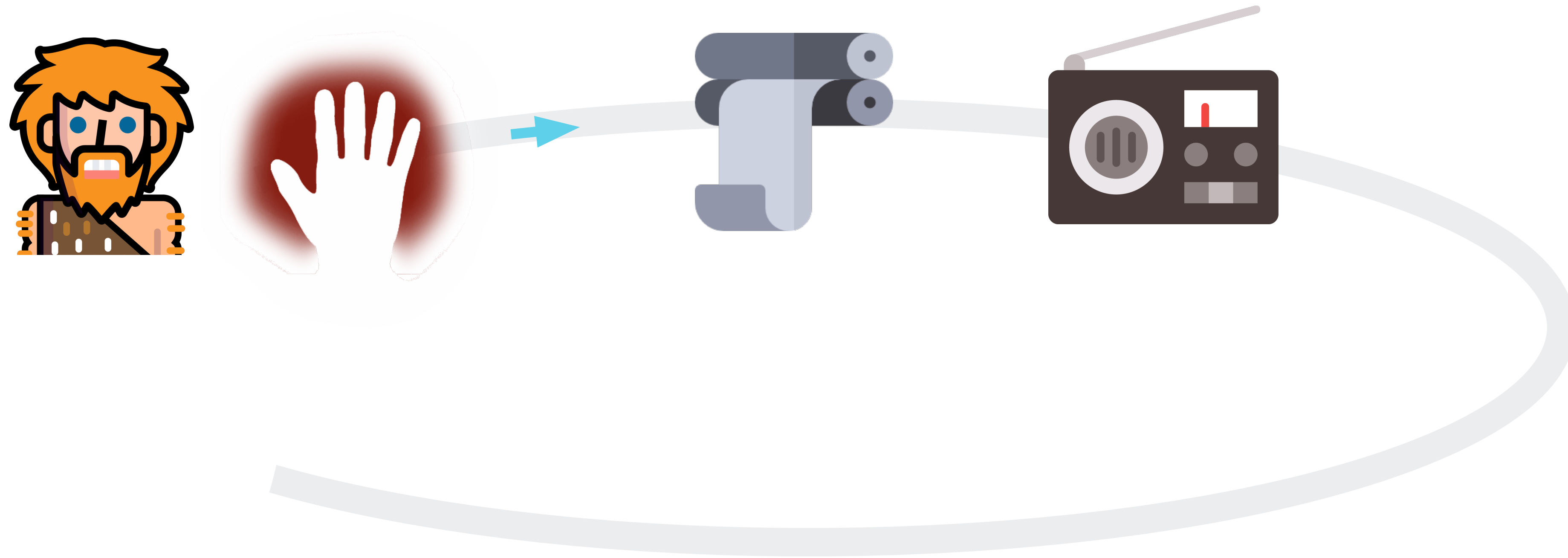
The Evolution of Communication



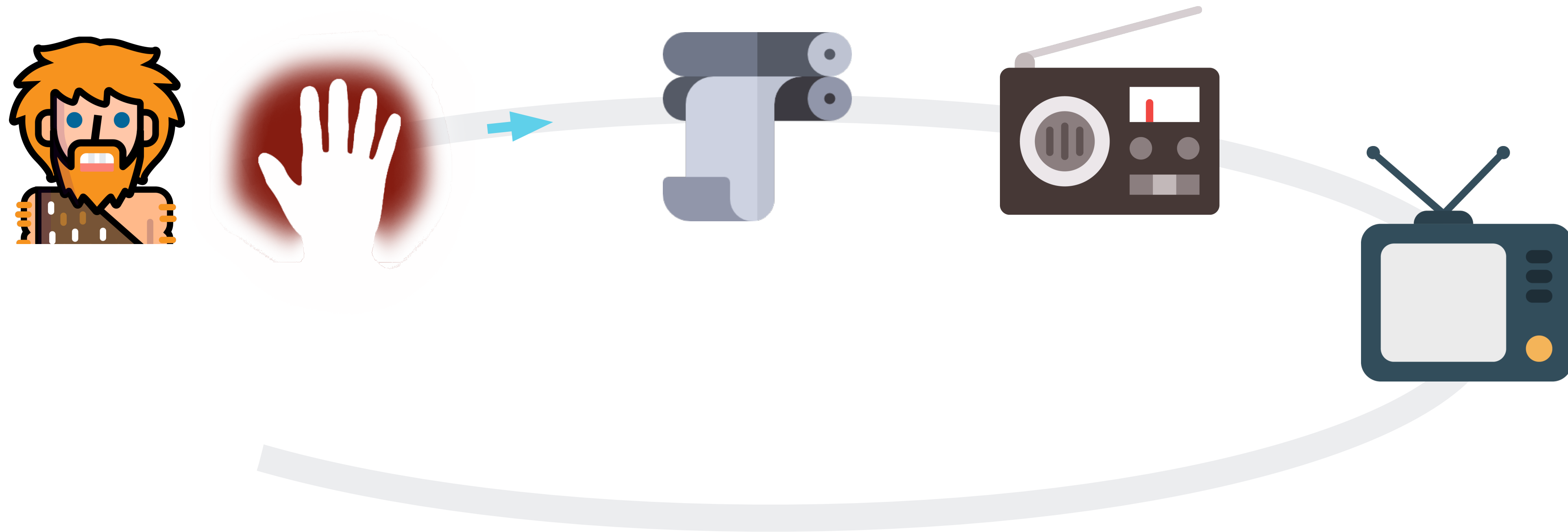
The Evolution of Communication



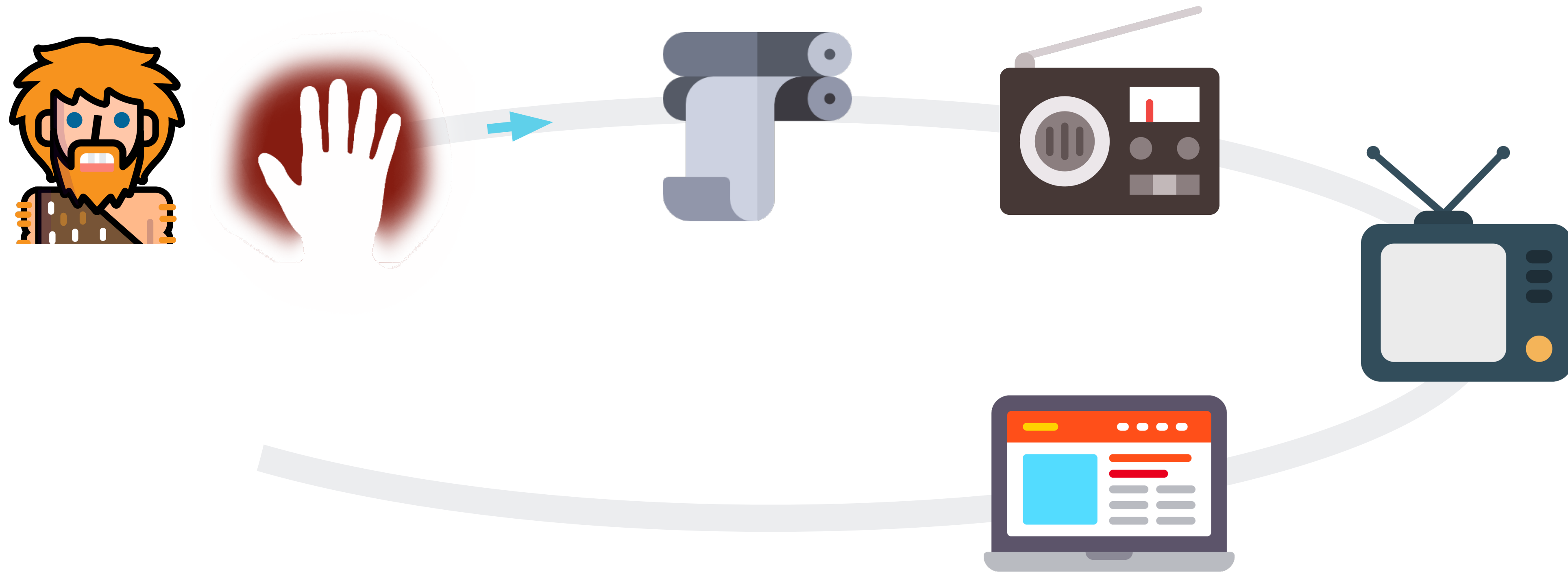
The Evolution of Communication



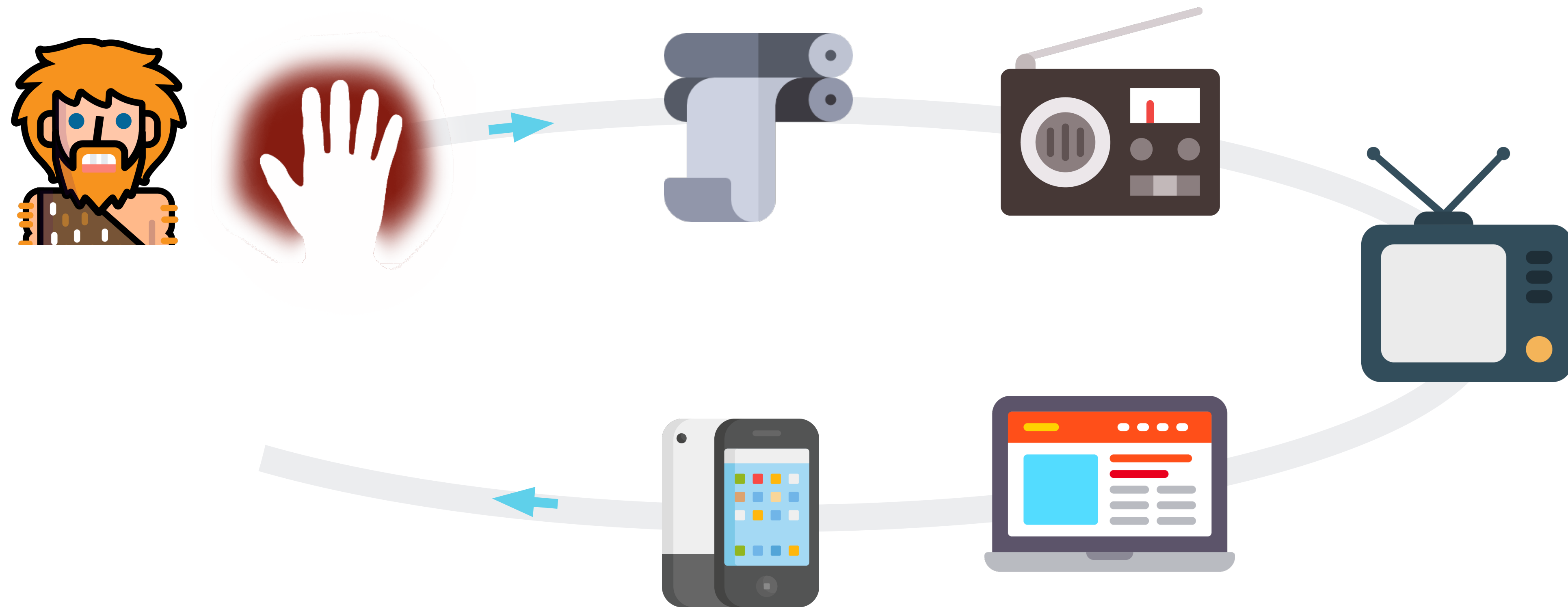
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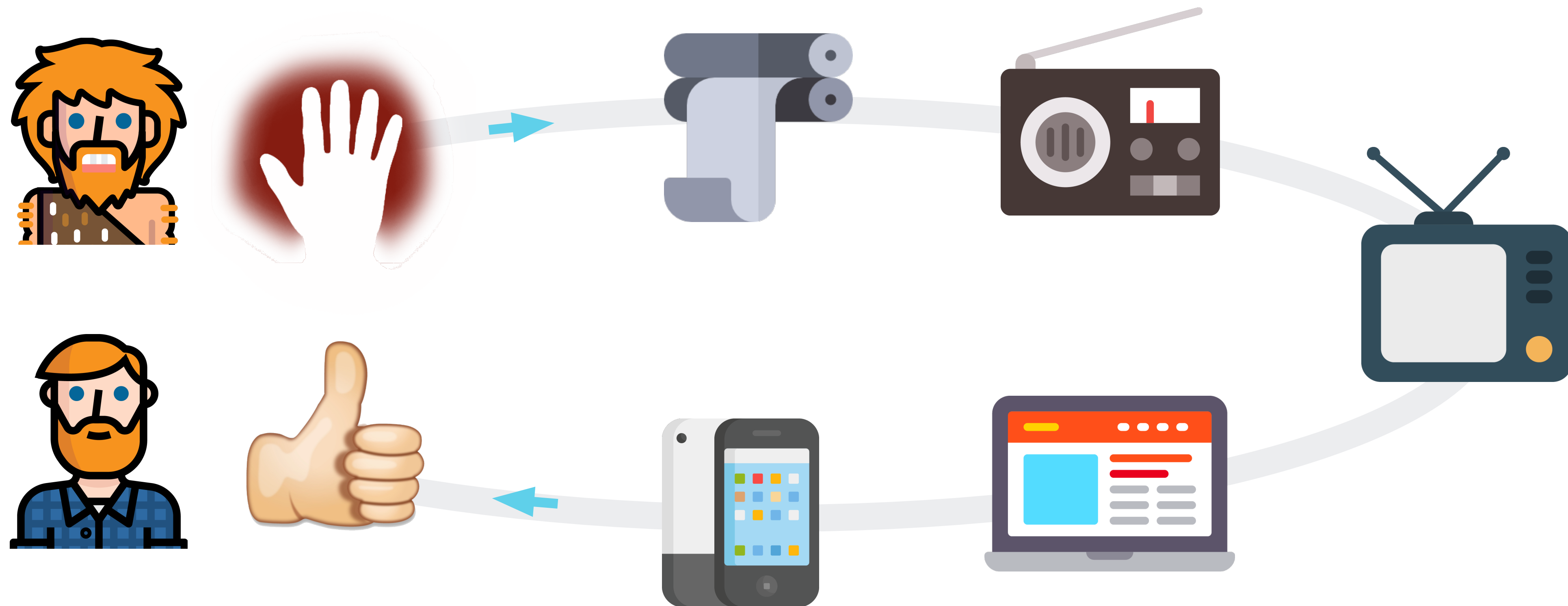
The Evolution of Communication



The Evolution of Communication



The Evolution of Communication



*Top 4 things disruptive
marketing leaders always do*



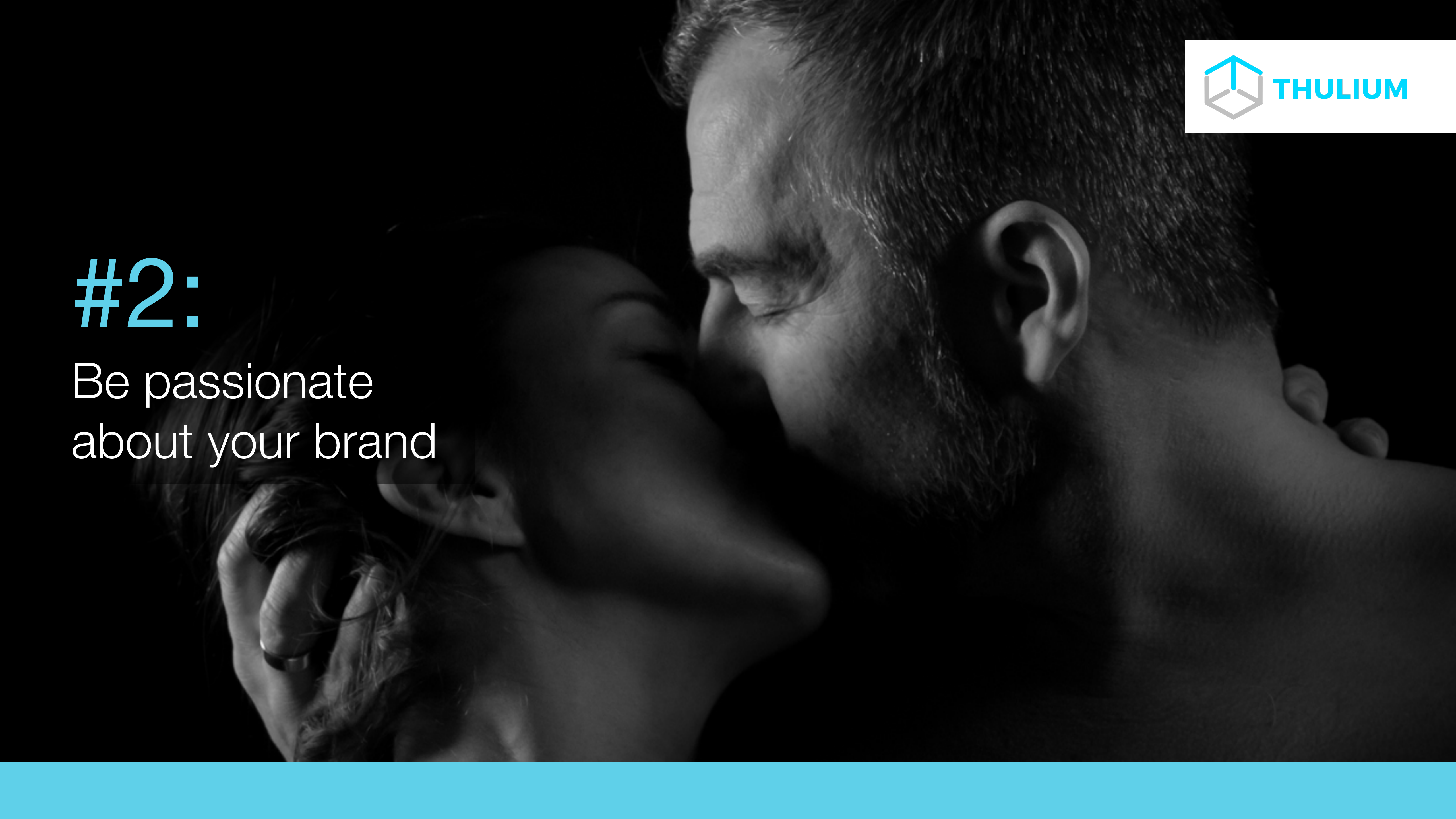
#1:

Healthy
skepticism



#2:

Be passionate
about your brand



#3:

Expect and thrive
on uncertainty



#4:

Embrace new
technology



Future-proofing



Future-proofing



4 ways to be a disruptor

Future-proofing



1
Healthy
skepticism

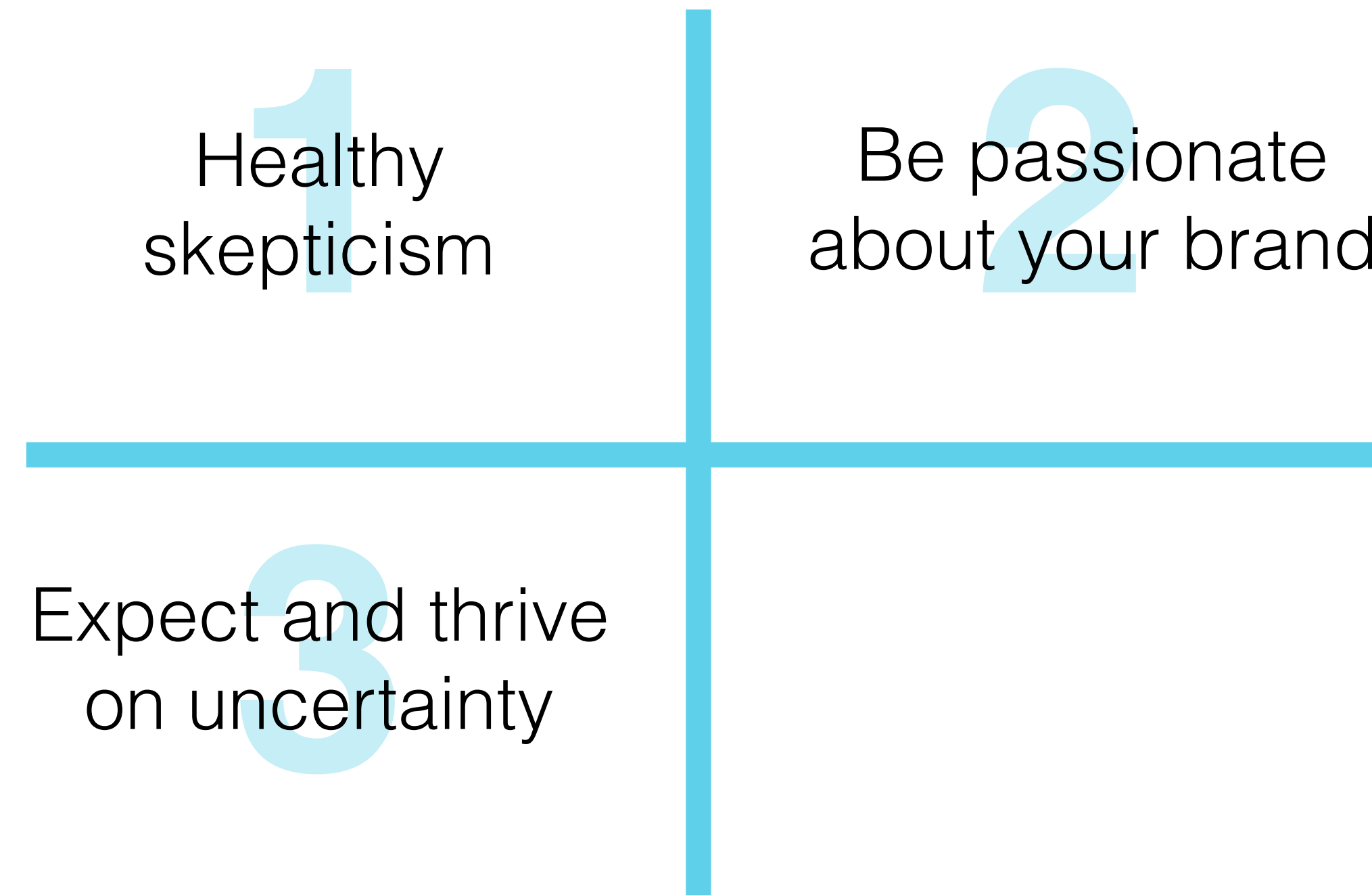
Future-proofing



1
Healthy
skepticism

2
Be passionate
about your brand

Future-proofing



Future-proofing



“Humanity loves to wonder.”

-Ralph Waldo Emerson



Carpe diem!