Beat: Business

AD FORECAST #6 - The FUTURE of ADVERTISING & MEDIA

MANAGERS & EXPERTS OF MEDIA AGENCIES

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USPA NEWS - For years now the advertising industry has been changing towards a more data-centric approach. New internet technologies allowed for more precision in data gathering, sorting, and utilization. As a consequence, the pursuit of accuracy in targeted advertising has gradually led to abandoning all regards for user privacy.

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Consumers want a say in how their personal data is used and additional rewards are rarely considered a fair trade-off. In the past, advertisers relied heavily on device identifiers to track browsing habits, purchases, and downloads. But that will have to change.

There are multiple strategies for navigating the cookieless, privacy-oriented industry. But one of them has a clear advantage in terms of durability. That’s contextual targeting.

Since Google announced it was ending support for third-party cookies by the end of 2023, advertisers have had their hands forced in looking for new ways to reach their audiences. As the world moves forward, understanding audiences will be crucial to communicating effectively in a world where privacy is at the top of every news and advertising agenda.

The industry is adapting. While contextual targeting has become one reliable alternative to cookies, marketers have seen a number of other new solutions enter the fray over the past few years.

The phrase "getting ahead of the curve" gets bandied around a lot, but it’s never as easy as it sounds. It requires a granular understanding of the industry, with great creativity and foresight to predict its next turn before it is made. However, whilst it is a challenge, the right resources can help any brand get that all-important step ahead.

Was held on October 18, 2022 @ Auditorium Les Echos-Le Parisien Headquartern (Paris), the 6th Edition of Ad Forecast (Annual reference Conference on Advertising Market Forecasts) 'The Future Of Advertising & Media - To media intelligence". This Event was organized by CB News.

Were participating Managers and Experts of Media Agencies (OMG, GroupM, Mediabrands, Dentsu, Havas, Publicis) to discuss about how to anticipate the Advertising Market in 2023.

- Growth or Decline?
- What will be the Impact of Inflation and Purchasing Power?
- New media Landscape
- NFT
- Programming on Traditional Media
- Segmented TV
- So many El Dorados for Brands?

Debates & Keynotes:

- Playing the Card of Intelligence and Responsibility
- 2022 Communication Market, Sector and Media Dynamics
- Start of a Slowdown or Roller Coaster?
- What are the Growth Conditions for the Advertising Market?
- New Jobs in Marketing, Publicity & Communication Department

- Will Media Intelligence go through Programmatic and Data?
- NFT: New Eldorado for Brands?

Source: October 18, 2022 @ Auditorium Les Echos-Le Parisien Headquarters (Paris), the 6th Edition of "Ad Forecast"
Organized by CB News

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