



EXPERT INSIGHTS FOR THE C-SUITE

CES 2024 *For the C[M]O*

MEET OUR
EXPERTS



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As President of Crispin Porter + Bogusky, Maggie is charged with leading the integrated creative powerhouse, delivering modern connected solutions across creative, media and communications for brands like Amazon, Samsung, L'Oreal, Marriott, Netflix, and Proctor & Gamble.

CMOs – with CES 2024 in the rearview mirror, **how do you cut through the hype to find the emerging technology most likely to propel your business forward?**

Maggie Malek, President, North America at Stagwell's Crispin Porter + Bogusky, shares key insights for CMOs on the post-CES trends shaping consumer interactions in the year ahead.

"AI is nothing without actual use-cases."

TECH WITH PURPOSE

L'Oréal took the spotlight at CES with a keynote showcasing their commitment to intersecting sustainability, inclusivity, accessibility, and technology in the beauty industry. An example of this commitment was HAPTA, a smart makeup applicator aiding those with limited arm mobility. **All in all, this year's CES shifted from conceptual to consumer-focused technology, emphasizing practical benefits.** From automated household tasks to inclusive healthcare tech for an aging population, utility took center stage. **EssilorLuxottica** even introduced reading glasses with built-in hearing aids, merging function with fashion.

Looking ahead, the evolution of healthcare tech raises questions about consumer privacy and targeting. As data moves beyond healthcare facilities, marketers may find new opportunities for personalized campaigns. The increasing willingness of consumers to share personal data for utility raises the intriguing prospect of its extension into advertising

FOR EVERY SURFACE, A SCREEN

CES showcased fascinating tech related to big screens, with a special emphasis on transparent screens and multi-surface projectors. **Samsung's** OLED T screen was the talk of the event, which can become completely transparent like a window when turned off. **Companies are increasingly working on making tech at home disappear into the background.** Alongside the hardware discussions, various streaming giants unveiled their newest ad-supported formats, providing consumers with more options for ways and places to view content. This creates ample opportunities for marketers to advertise. **The focus in the year ahead will be on delivering consumers the perfect at-home entertainment experience with meaningful, but non-interruptive advertising integrations.**

BALANCING THE PROMISE AND PERILS OF AI

The buzz about AI on the convention floor emphasized the need for tangible AI use cases over hype and "AI washing" among brands. AI is nothing without actual use cases –and brands like **L'Oreal** and **Walmart** offered examples aplenty, whether it was AI-powered beauty assistants or commitments to scale the presence of conversational AI across e-commerce apps. 2024 will be the year reality separates from hype. **Navigating AI's potential means finding a balance between efficiency gains and reinvesting those savings strategically.** Advancements in AI arrive at the perfect time for marketers, as the formal end of cookies has shifted focus to automating the right creative to contextually personalize advertising in a cookie-less world.

FROM THE CONVENTION FLOOR

L'Oreal Unveiled HAPTA, a Smart Makeup Applicator Helping Those With Limited Arm Mobility



EssilorLuxottica Introduced a Slate of Reading Glasses With Built-In Hearing Aids, Merging Function with Fashion



WANT A CUSTOM BRIEFING ON CES?

The fun doesn't stop when you leave the convention floor. **Stagwell's** experts are on hand to deliver custom briefings about the technology from CES 2024 that is most likely to impact your business.

Reach out at
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