

WHAT'S YOUR ONE BIG FUTURE PREDICTION FOR MEDIA IN THE COMING YEARS?

Media will go from a people heavy industry to a technology platform heavy industry. AI will drive applied media outcomes, where a couple of smart media strategists sitting across a number of software platforms will replace the jobs of thousands. This will massively erode margins and make most media companies shrink and die. Further, blockchain media attribution will provide clients with transparency they can only dream of now. These platforms will democratise the industry, drive increased transparency and trust, and better media and client outcomes, making it easy for any creative, comms or PR agency or client to take media buying in-house.

HOW WILL OUR WORKPLACES CHANGE TO SUIT?

In the old days, organisations grew, and with scale they gained certain economies. The ability to buy expensive barriers to entry; the ability to purchase sophisticated computers and software platforms; and the ability to hire top talent via expansive human resources departments that would ensure new entrants were facing an extremely steep battle in matters of cost, quality and scale.

However, that has all changed. It's now the opposite, as highly sophisticated software is available at a per seat, per month basis. Talent is now accessible via open online markets such as LinkedIn. Huge computer systems that were once physical are now virtual, such as Amazon Web Services. And even the manufacturing of goods and services has been commoditised via trading platforms such as Alibaba. Any founder or entrepreneur has better access and ability than enterprise. A credit card is more agile than a procurement department.

Our workplaces will therefore become smaller, more agile and more focused. Like creative industries such as music and film, where vast swarms of teams gather to work on projects at various phases of production, marketing workplaces will be a mix of highly specialised people supported by a "sexy stack" of software, virtual assistants and AI bots enhancing and applying our knowledge and skills at scale.

allocation, media planning, media buying, media optimisation, creative optimisation and workflow management can all be done with software now. Creativity, ideas, insights, innovation and corporate strategy cannot yet be done by machines. Creatives and planners should be fine – for the foreseeable future.

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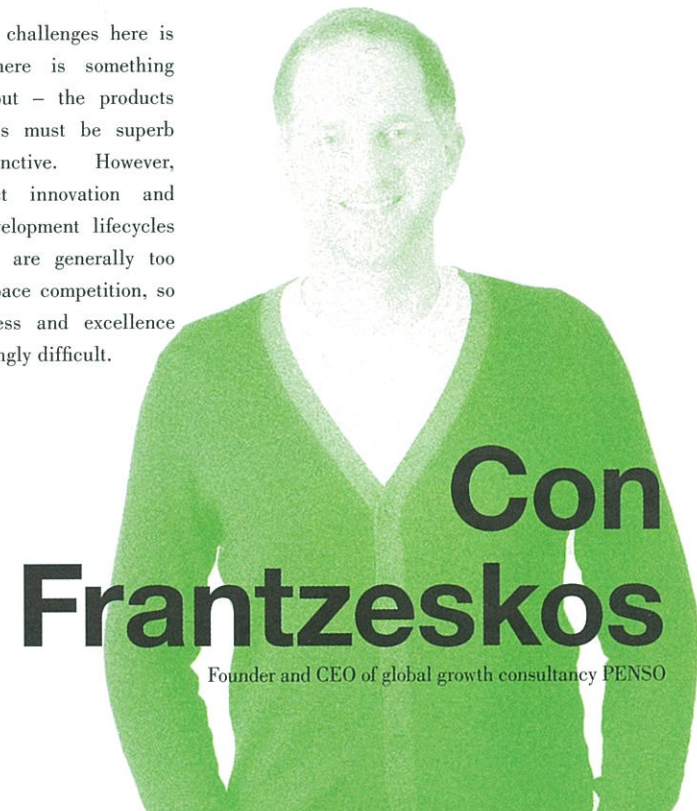
WHAT WILL BRANDS INCREASINGLY HAVE TO DO TO STAND OUT ABOVE “THE NOISE”?

By adopting marketing science and lean start-up principles. Marketing science is yet to make serious inroads, and until it is accepted rather than seen as a subjective fad, then marketers and agencies will truly struggle to achieve great results, and therefore be taken seriously by business leaders.

ALGORITHMS ARE FAST REPLACING HUMAN BRAINS. SHOULD THE THINKERS AND THE CREATORS BE WORRIED?

Linking neural networks and machine learning to marketing science will drastically simplify marketing strategies, tactics and approaches, and it make marketing much easier and more effective. Thinkers and creators will be empowered – most of the work of people in advertising, marketing and media could be easily replaced and most likely will be in the next three or four years. Audience identification, profit/revenue growth strategy, product optimisation, profit pool estimation, budget allocation, channel resource

One of key challenges here is ensuring there is something to talk about – the products and services must be superb and distinctive. However, the product innovation and product development lifecycles in business are generally too slow to outpace competition, so distinctiveness and excellence are increasingly difficult.



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