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# Trends Report

April 15 - 17, 2024  
Miami Beach, FL

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# From Storytelling Mastery to Data Dominance



**Jill Cruz**  
EVP Commerce Strategy  
**Publicis Commerce**

The **POSSIBLE event**, now in its second year, brought together industry leaders and experts to discuss growth, brand loyalty, the rise of shoppable everything, enhancing storytelling, and the future of AI and commerce. What became evident is that success in all these areas demands a blend of brilliant basics, a bold embrace of innovation and a willingness to fail forward, allowing brands and agencies to thrive.

## KEY TAKEAWAYS

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### Relevant Creative: The Key Driver of Reach, Media Success and Sales

During the keynote address, thought leader Gary Vaynerchick emphasized the importance of seizing attention in today's landscape, coining the phrase "Day Trading Attention." Mastery of storytelling across modern channels such as social media and retail is imperative to captivate audiences where they spend their time.

While we need to ensure a brand's creative is being true to their voice and equities, if we have a right to play on a specific platform then we also have an obligation to listen to consumers. Surabhi Pokhriyal from Church & Dwight and Diana Haussling from Colgate-Palmolive underscored the discrepancy between rhetoric and action in brand-consumer relationships – a gap between "say and do" – where we say our customer is king, but brands don't execute like it. They highlighted the necessity for tailored content across platforms to resonate with audiences, particularly Gen Z, who are quick to call out inauthenticity. Jumping in and out of platforms isn't authentic, genuine engagement requires sustained effort and adaptation.

The crux of the matter lies in relevance, and we are getting destroyed by making ads that aren't relevant and running them in/on channels that are no longer as relevant. Creativity is liberated when we prioritize understanding and respecting where attention truly lies, rather than fixating solely on prestigious national TV spots.

What this means for commerce is that once we have listened to our consumers, mastered the storytelling, created an ad that we know has resonated, achieved the reach we need, we can also amplify that ad in our sales focused media channels to achieve higher sales.

### In summary:

- Attention is the prerequisite for achieving brand objectives.
- Do more advertising with the goal of creating better advertising and improving its effectiveness, rather than treating it as a test and learn process where you constantly switch between platforms with insufficient investment to yield meaningful results.
- When you have an ad that works, amplify it quickly and distribute it through your sales-focused channels. ▶📄

# From Storytelling Mastery to Data Dominance



## KEY TAKEAWAYS - CONTINUED

### 2024 the Year of the Have's and the Have Not's

In the contemporary landscape of cookieless advertising (should that ever come to pass), the significance of 1st party data has never been more important. We're witnessing a growing divide between brands proficient in gathering their own data and those dependent on (and financially tethered to) retailers or external data sources. Those that are data poor, will have a hard time surviving in this world, as understanding brand perception and functionality becomes critical. Notably, CPG companies have been slower to embrace the 1st party data trend.

Lacking data makes it more challenging to align content with context effectively. Take, for instance, Coors running a sunny ad in a rainy market, resulting in subpar sales. In contrast, e.l.f. Beauty collaborated with weather.com and Meghan Trainor, who acted as a meteorologist, to capitalize on the insight that 80% of women change up their personal care and beauty routine with the weather.

Partners like Uber and Walmart are approaching 1p data in different ways. Uber encourages brands to bring their own data into the partnership, while Walmart, for certain brands, offers clean room possibilities to bring in 1p data. Walmart primarily relies on its Luminate platform, enabling suppliers to gain insights into inventory and conduct deeper segmentation. These data platforms empower agencies and brands to uncover valuable signals, enhancing personalization capabilities like never before. With increased fidelity and upstream insights, one can expect both personalization and an improved shopping experience.

### In summary:

- Make 1st party data strategies a key part of every retailer negotiation and brand discussion.
- Be cautious of falling into the trap of being "Data rich, insights poor," as extracting meaningful insights from data requires dedicated resources. Focus on mining the right data to generate actionable insights that drive business outcomes.
- By EOY, Luminate insights will be available to action against in the Walmart Connect platform. Prepare your teams accordingly, as specialized resources will be essential to fully capitalize on this integration. ♦



## Context & Connectivity: Crafting Ads That Deliver



Amy Lanzi

CEO

**Digitas North America**

During the POSSIBLE 2024 event, I took part in the "Context & Connectivity: Crafting Ads That Deliver" discussion alongside leaders from Uber, e.l.f. Beauty, Molson Coors Beverage Company, and The Palmer Group. With consumers seeking streamlined experiences across fewer platforms and increasing concerns over data privacy, it's critical that brands prioritize owning high-quality first-party data. In uncovering these data-driven insights, brands can truly understand community behaviors and preferences and deliver contextually relevant content tailored to specific audiences. And of course, AI entered the chat, addressing its role in delivering personalized content at scale and enhancing workflow efficiencies, with a focus on governance and maintaining brand safety within communities.

### KEY TAKEAWAYS

**In a world of cookie deprecation, 1PD is king:** Invest in collecting and maintaining high-quality data to drive effective marketing strategies. Quality data ensures accurate insights, leading to more successful campaigns and tailored consumer experiences.

**Data-informed partnerships:** Brands must bring their own data to conversations with partners to maximize opportunities and understand consumer behavior partner platforms. Brands marketers should be precise in platforms they don't own, marrying their owned data and consumer behaviors with that of the platform to create curated experiences for the individual. Brands must have a strong data foundation to earn their way into these platform-owned experiences and conversations.

**Be cautious with our AI friends:** Although AI is a powerful tool that can streamline workflows, automate repetitive tasks, and enhance decision-making processes, brands must stay hyper-focused on ethical considerations, brand safety, and the limitations of current AI capabilities.



# POSSIBILITIES: Content X Commerce X Culture



**Colleen Hotchkiss**  
President, Growth Practices  
**Zenith**

As a first timer at POSSIBLE, I didn't necessarily know what to expect when landing in Miami.

With the constant evolution in the media and marketing landscape today, what I found was a refreshing experience and a conference that is focused on the POSSIBILITIES of our industry, in both the NOW & NEXT terms.

For me, three pivotal themes emerged consistently throughout the sessions I attended and the conversations I had with partners over the week: Content (including Creators), Commerce (including Retail Media), and Culture & Diversity. I see these three areas as ones that marketers must have a pulse on in order to win in both the NOW & the NEXT.

While each of these areas holds power independently, brands capable of seamlessly connecting the dots across all three stand poised to achieve differential growth compared to their competitors.

## KEY TAKEAWAYS

### Content & Creators

The creator economy is a \$35B industry and rapidly growing. In the sessions I attended, all of the creators spoke to the importance of authenticity in connecting with and growing their community base. Establishing trust is paramount to success and creators know that their audiences will only stay and continue to grow if they are providing them with the content that they want to see.

This trust translates into influence – smart marketers and brands can capitalize on that influence by partnering with creators who align with their audience, purpose and ambition to bring new consumers into their folds.

The creator and influencer category should be a key part of any marketer's full funnel strategies, and should have the ability to drive directly to purchase, which brings us to my second theme.

### Commerce and Retail Media

Almost all of the sessions that centered around commerce and retail media focused on the importance of data to enhance not only media performance, but also customer experience, which in turn can support the broader ambition of creating brand love. Combining retailer data with a brand's own 1P data can ultimately unlock a better brand experience for consumers, both at the shelf (digital or physical) and overall.

Throughout the conference I also heard the sentiment echoed that we have hit an inflection point in how we think about Retail Media as part of a brand's overall marketing mix. Retail media can no longer be viewed separately from 'brand' or 'national' media – rather performance and retail media are also brand media and need to be viewed as a part of a holistic strategy to deliver a brand's goals and ultimately convert consumers. Similar to creators and influencers, retail media, especially for CPGs, is a key part to building an integrated, full funnel plan. ▶

# POSSIBILITIES: Content X Commerce X Culture



## KEY TAKEAWAYS - CONTINUED

### Culture and Diversity

Discussions around the importance of culture and the impact of reaching diverse consumers were also paramount. With diverse consumers wielding over \$5 trillion in buying power, and the under-30 population in the U.S. already comprising a diverse majority, the impact of these consumers cannot be overlooked. Diverse consumers are shaping culture in the content we consume and the products we buy. Authentically building a relationship with these consumers is how brands will win while simultaneously laying the foundation for their future growth. Connecting with them in the right places and spaces – with the right content and creators, with the right product offerings and commerce experiences – will set up brands to win. ♦



# From Zero to Hero: How Creators Can Bring Cultural Relevancy to Your Brand



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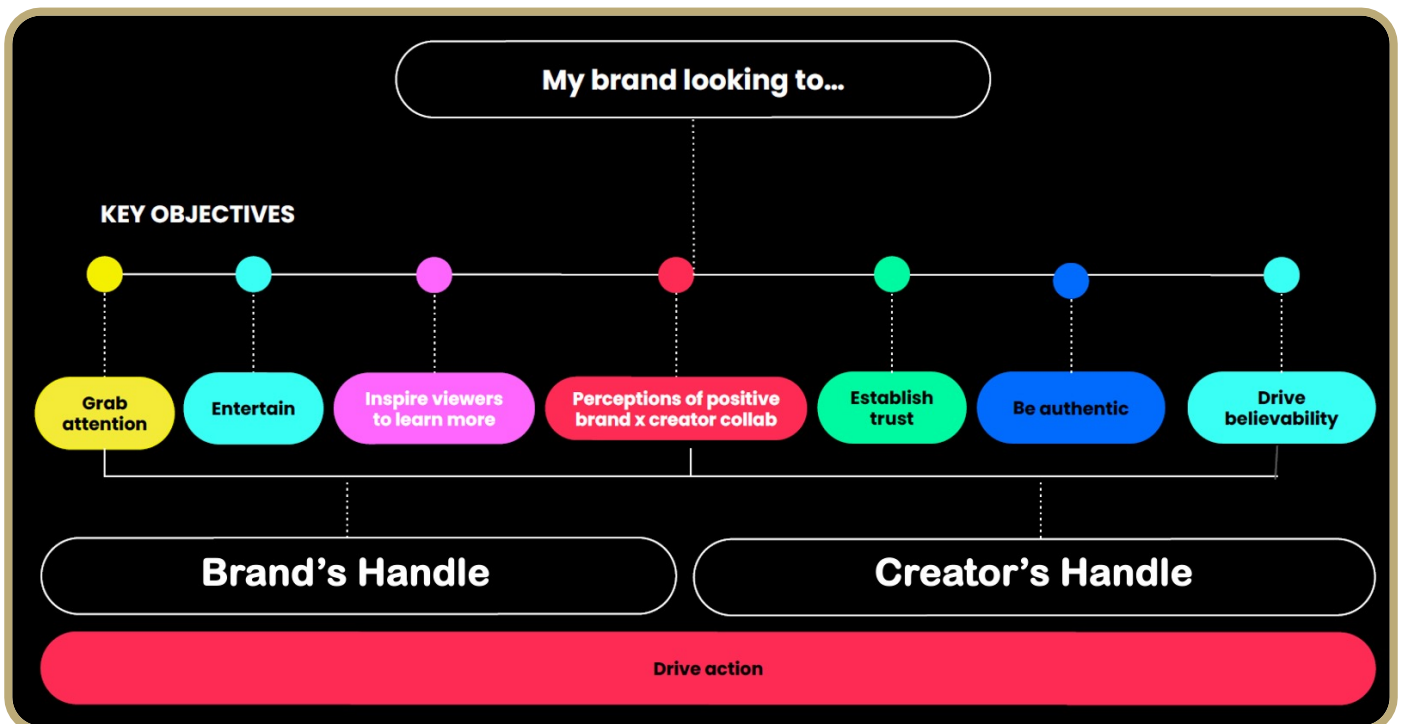
Today, the global creator economy is valued at \$250 Billion. This is a 140% increase from previous years – making it one of the fastest-growing business sectors in history. Creators are defined here as people who make content and experiences that influence. This rise in creators has leveled the “influencer” playing field, previously dominated by celebrities.

What sets this group apart is that consumers find them more relatable and authentic as they often refrain from traditional promotion or public posting. The most successful creators understand how people consume content and build social-first creative.

Razorfish hosted a masterclass at POSSIBLE, shedding light on the strategies creators employ to infuse brands with cultural relevance and below are some key insights we shared during the session.

## KEY TAKEAWAYS

### HOW BRANDS CAN START TO ALIGN OBJECTIVES WITH THE CREATOR ECONOMY









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