



Discover What's Possible

Trends Report

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■ To prove the possibilities of artificial intelligence, TCS created the **digital copy and images** found in this report with the help of new **AI technology** from Adobe.

Enjoy.



Hello Again

When several thousand of us came together at Miami's storied Fontainebleau Hotel for the POSSIBLE event, we didn't just talk about the future of marketing – we lived it.

The industry's most powerful thought leaders, trailblazers, and VIPs set the stage for a reimagined future of innovation, purpose, and engagement. We moved from networking on the beach to keynotes to cutting-edge tech demos, including Google's [Human:Human](#) experience.

On everyone's mind? Artificial intelligence, mentioned 70 times on the main stages alone. Other hot topics included the evolving CMO role, storytelling, and changemaking.

Above all, the quest for authentic connection permeated every aspect of POSSIBLE – each session and event, each handshake exchanged. As marketers stand on the cusp of transformation, the convergence of human creativity, ideas, and inspiration we found at POSSIBLE will propel us forward to the next big thing.

POSSIBLE

by the Numbers

3,659

registered
attendees

121

partners

114

conference sessions

125,000

net square feet
to explore

242

industry thought leaders



Reimagining the Future



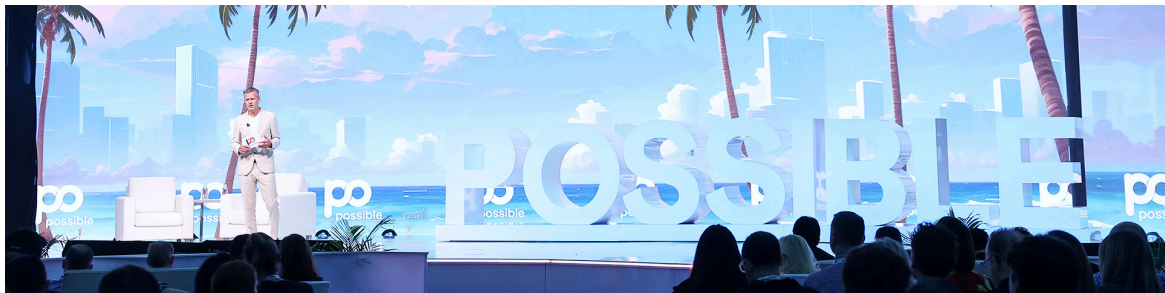
“CMOs 25 years ago had to understand how to not waste money on traditional media, get a good upfront deal, and have a subjective, creative filter of what consumers thought were cool or relevant. Now you need to know AI, how 100 different platforms work. With the complexities that have arisen in the last 30 years, the CMO must be so much stronger in science and art, in math and creative, than she or he ever had to be. That’s a challenge.”

Gary Vaynerchuk, Chairman of VaynerX

TCS understands the challenges and opportunities everyone was talking about at this year’s POSSIBLE, and we get that strategy and stories are no longer enough. It’s the systems too – the science and math that Gary is referring to. When you integrate all three, we believe that’s when the magic happens. [Drop us a note](#), and let’s build the future of marketing together.



Reimagining Innovation



What inspires us to overcome the limitations of today and reach for the possibilities of the unknown? Several brands at POSSIBLE shared the remarkable ways they've reactivated existing markets, created new ones, and discovered untapped revenue streams.

Reimagining Innovation



"I think there's something to be said about leaning into discomfort. And I think that in those moments, that is what creates innovation, that is what creates the opportunities for us to see so much disruption taking place in the market that ultimately catapults change."

Chelsea Miller, Co-Founder, Freedom March NYC & CEO, CPM Global



"It's less about the age of the brand and more about the brand itself and how consumers connect and engage with it. I do think we often do ourselves a disservice – I call them phantom ceilings, but putting limitations on what we think a brand can be or can't be. You know, we sponsored a streaming of Coachella with Colgate. And that's a 218-year-old brand."

Diana Haussling, SVP – GM Consumer Experience and Growth, Colgate-Palmolive

Reimagining Innovation

The future of innovation is AI.

According to the [global AI study](#) from TCS, **59%** say the impact of AI on business will be greater to or equal to smartphones. Over half (**54%**) believe its impact will be greater or equal to the internet. Now think of the enormous possibilities of collaborative intelligence with AI. Here are some ways brands told us they're already testing and using it.



"Is AI going to take our jobs? I say to many, the answer is really up to us. I mention that we were faster and more efficient using AI to create our ads, but we still need human involvement in every step of the process."

Remi Kent, CMO, Progressive Insurance

Reimagining Innovation

PROGRESSIVE[®]

By integrating GenAI into its creation processes, Progressive Insurance realized double-digit performance improvements. What previously took 16 weeks to develop just three ads was done in a single week, generating a staggering 96 ads. Using AI dynamic content optimization, its ads and displays were created efficiently and continuously optimized in real-time for maximum impact and relevance.

HERSHEY'S

The introduction of AI technology yielded notable enhancements in seasonal candy sales, particularly during Halloween, where category growth surpassed 7%. Hershey's is now delving into conversational AI to engage with consumers in real-time, gathering valuable insights that inform data-driven decisions and refine marketing strategies for even greater success.

instacart

By harnessing AI algorithms, Instacart meticulously examines customer data, from purchase history to browsing habits, enabling it to offer tailored product recommendations. This personalized approach empowers customers to explore new items effortlessly and uncover relevant products aligned with their unique preferences, fostering a more engaging and satisfying shopping experience.



Reimagining Innovation

While there's more to innovation than AI, it's the technology that's got us equal parts excited and anxious. So, how do we innovate better? It requires a thoughtful and strategic approach and a human touch. Here's some advice from thought leaders who spoke at POSSIBLE this year:

- Be open to new definitions of success.
- Avoid the short-term ROI trap.
- Lead like a scientist by experimenting, testing ideas, and continuously learning and building on the state of the art.
- Embrace AI as a tool to explore new perspectives, which opens up exciting possibilities and stimulates creativity.
- Be comfortable with experimenting on different strategies and platforms.



Reimagining Purpose



Purpose is key to driving the success and growth of companies. But being purpose-led today is complex, requiring a combination of brand purpose and performance marketing. Here's how some brands are rethinking purpose to make a positive impact on society and help them stand out in their industries.



“We had this amazing opportunity to meet people where they are and speak about financial services in a human, truthful way. I don't know if that looks or feels like a traditional bank. I really hope it doesn't. But you know where we're growing tremendously? We are the most loved banking app and I think we opened more checking accounts than anyone in America last year.”

Vineet Mehra, CMO, Chime

Reimagining Purpose

The thought leaders who shared stories about their brands' purpose come from different industries and histories. Here's how they're reinventing traditions and building trust.

When iconic GE, with legendary roots that date back to 1892, rebranded as three new companies, its focus on business strategy increased market capitalization by **300%**. Underscoring it all was GE's purposeful approach to building a future that works, and its dedication to creating a sustainable and inclusive future through technological advancements and a culture of innovation.



Ulta Beauty, the **\$11 billion** beauty retailer, is led by its mission to use the power of beauty to bring to life the possibilities that lie within each of us.

"It really is about the beauty enthusiast. That might be you, your mother, your sister, your daughter. They feel empowered after they use beauty products. That's why you see growth in an industry like this. It has a deeper part of our soul."

Michelle Crossan-Matos, CMO, Ulta Beauty

Reimagining Purpose



“Twenty years ago, Dove came out with this gorgeous ad about not using Photoshop in any of our ads. Last week was the 20th anniversary, and so we launched a campaign about how we will never use AI to show women, because we want to show real women.”

Elizabeth Hamilton, Associate Content Lead, Dove North America - Unilever

Dove’s anti-AI pledge is a continuation of its purpose set forth in the 20-year-old Real Beauty campaign and is backed by its 2024 The Real State of Beauty global report.

The study found that fake or photoshopped images have a detrimental effect on women’s and young girls’ self esteem, even when they know the image has been doctored. Yet one-third of them feel like they then need to use Photoshop or AI in their own images in order to feel beautiful.



Reimagining Purpose

Millions of people rely on AT&T's network every single day.

It's a necessity, but it's literally invisible. So, the carrier worked with Chaucer Barnes, CMO of UnitedMasters and Translation, to bring its brand's mission to life in a purpose-driven way.

The partnership developed a 5G-connected helmet that levels the playing field for deaf and hard-of-hearing football players.



“Invisibility is fine if you're happy with the status quo. But at best, invisibility just sets you up to be expected or at worst, forgotten.”

Marc Burns, Vice President, Advertising & Social Media, AT&T

“We see a choice,” added Barnes. “And that choice is to determine whether we want to be a utility as a commodity that can be traded and competed against directly, or whether we want to take the opportunity to marshal our considerable resources and do something that no one was expecting us to do, something that none of our competitors would chase. To do something that requires honesty, conviction, and courage to reset our consumers expectations.”

Reimagining Purpose

There's hardly a brand that doesn't want the attention of Generation Z.

They make up about **27%** of the global population, they're digital natives, and they've been raised on social media. And with an estimated purchasing power of around **\$143 billion** in the United States alone, their spending habits and brand preferences can shape market trends and drive business success. So, what's the best way to reach them?

Pass the microphone. And listen.

Presented by Tata Consultancy Services

The Gen Z panel at POSSIBLE gave plenty of good advice.

- Don't speak on behalf of Gen Z without actually involving them in the conversation.
- Don't make assumptions about Gen Zers without truly understanding their values and perspectives.
- Rather than try and convince them of something, try learning from them.



Reimagining Engagement



Customers are constantly changing how they interact with brands and make purchasing decisions. To keep up, marketers must continuously adapt. It requires data-driven decision-making, measurement and accountability, and a willingness to test new concepts and technologies that push the boundaries of traditional customer engagement.

Reimagining Engagement



“I have always said it's important to go slow to go fast, meaning sometimes making decisions too quickly can be more detrimental to the business than taking the time to understand something. There is a balance in terms of the speed and ensuring that brands can actually have the right information available so they can make the appropriate decision when it matters. Where they fall short is when they make decisions without having the information.”

Brad Feinberg, North America VP of Media & Consumer Engagement, Molson Coors Beverage Company



“Look, we love being creative, but it's social. At the center, we do ads every day to make better advertising. How do you not understand that a single post on Instagram or TikTok or YouTube Shorts is no different than doing a print ad, or a billboard, or a radio spot? It's an ad, but the fact that the algorithms are so strong and you can extract quantum qualitative data and consumer insights to inform your campaign is profound.”

Gary Vaynerchuk, Chairman, VaynerX



Reimagining Engagement

Coca-Cola uses the Walmart Connect retail media network.

In one campaign, affectionately called the Ultimate Blitz, there were promotions on in-store radio and TV walls, at the self-checkouts, and in more traditional places like on-site displays and off-site social.



"We did what we set out to do. We drove awareness. Seventy percent of our buyers were brand new. We were really able to recruit that next generation through our partnership with Walmart Connect."

**Whitney Arthur, Senior Director,
Customer Marketing, The Coca-Cola Company**

Reimagining Engagement

Google is now expected to push forward with third-party cookie deprecation (3PCD) in early 2025.

A cookie-less future will require us to reset our targeting, measurement, and data strategies. The time to prepare is now.



"A lot of that means how do we use things like AI and automation? We're encouraging people to use automated technologies such as optimized targeting, enhanced automation, and the like. Make sure your site is ready in terms of tags and taking advantage of first-party data."

Bill Reardon, General Manager, Enterprise Platform, Google

Reimagining Engagement

When it comes to improving customer engagement, there are a lot of ways to do it. But before short-listing options, think strategically about how to create more meaningful connections with customers. Here's some advice from POSSIBLE thought leaders on how to improve engagement:

- Create a measurement culture.
- Emphasize the importance of a unified customer experience.
- Embrace organic social media.
- Navigate data privacy and ownership.
- Sweat the details and nuances when targeting different generations.
- Start preparing for a cookie-less future.
- Focus on collecting and leveraging first-party data.

Presented by Tata Consultancy Services



Memorable Moments in Miami Beach



Thank You

POSSIBLE 2024 opened with a call to unleash the power of possibilities, and countless visionaries responded throughout the week with inspiring stories of creativity and innovation. From the advertising might of Gen Z to an overwhelming commitment to sustainability and the social good, there are tremendous forces shaping the marketing landscape today.

Among these forces, artificial intelligence stands out for both its potential to catalyze growth and the fear and uncertainty surrounding it. Our research from the **TCS AI for Business Study found that 57% of executives say they are excited or optimistic about AI's potential impact on their business.** We heard this excitement echoed in the conversations all around us in the meeting spaces, hallways, and lounges.

We were also reminded that connections and trust are more important than ever. Challenges are inevitable in the year ahead, but we can also count on a vibrant and passionate community of industry leaders and peers dedicated to solving them.

We can't wait to see you back here next year for POSSIBLE 2025, April 28-30, 2025.

Get the [TCS Global Study on AI](#).



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