



CES 2021

INSIGHTS AT THE INTERSECTION OF TECHNOLOGY, INNOVATION & EXPERIENCES

KEY THEMES FROM 2021

Starcom attends CES each year eager to discover new ways technology is enhancing and changing the human experience. This year, we witnessed thousands of new technologies and tech innovations that transformed how we shop, adapt to our current circumstances, know ourselves better, feel safer and entertain ourselves. And with all of that comes many opportunities to enable and strengthen the relationships between people and brands.

We are excited to share Starcom's curated view of some of the most interesting themes and tech developments that we saw emerge from CES 2021, the human insights behind these innovations and their implications for marketers.

2021 Themes at-a-Glance

The Shifted Journey. Technology has enabled all brands to become pseudo D2C brands.

In-Home Virtual Scaling of IRL Experiences. Digitizing experiences people value.

Sensorial and Human Interfaces. Building a more personal and emotive relationship with tech.

Niche to Mainstream. Tech that was once for a few is now widely available to all.

New Expectations in a Virtual World. The all-virtual CES experience itself underscored new expectations and ways to experience brands.

CES 2021 |
THE SHIFTED JOURNEY

CES 2021 | **THE SHIFTED JOURNEY**

Technology innovation intersected with the pandemic paving the way for all brands to become pseudo D2C brands. From early discovery through sale, product usage and building lasting loyalty, the brand is driving the end-to-end experience more than ever - all fueled by technology. The retailer, though still an important channel, is increasingly being viewed and used a fulfillment partner.

Human Insight

With in-store shopping limited and retail disrupted, people still want brand-led experiences.

Implications for Brand Marketers

Marketer should think beyond just retail channels and seek opportunities to own even more of the consumer journey.



CES 2021 | THE SHIFTED JOURNEY



UPS featured its new Flight Forward drone delivery service at CES 2021. The adoption of drone delivery will create even more opportunities for efficient D2C engagement and product fulfillment.



With Yves Saint Laurent's tech-enabled lipstick pod, consumers can select and mix any color lipstick from the YSL collection – all without ever stepping foot in a department store or beauty retailer.



With a home camera, Sizer has revolutionized the at-home shopping experience ensuring consumers get the right size and fit from the comforts of their home.

CES 2021 |
**IN-HOME VIRTUAL SCALING
OF IRL EXPERIENCES**

CES 2021 | IN-HOME VIRTUAL SCALING OF IRL EXPERIENCES

COVID and beyond, people are craving virtual in-home experiences. While it's a necessity now, accessibility and building these experience at-scale will be the focus of the future. All services, experiences and content being reconsidered for a physical experience will be enabled by 5G connectivity and digitization funding. While the immediate needs will focus on education and health categories, this will change the way people experience culture, arts and entertainment in the future.

Human Insight

Without IRL experiences, people are trying to find the next best thing in the new normal.

Implications for Brand Marketers

Brands should consider how they expedite digitization of valuable experiences.



CES 2021 | IN-HOME VIRTUAL SCALING OF IRL EXPERIENCES



As people seek a dynamic, in-home sports experience, the Verizon Super Stadium 5G Experience brings unprecedented connectivity to fans by leveraging the increased speeds and low-latency of 5G.



From rowers to bikes to treadmills to personal training, CES featured a wide range of in-home, connected fitness devices. With the IRL gym experience far from reach, these devices give health-conscious consumers something of real value: a good workout.



There's no question that 2020 was a breakthrough year for telehealth. Devices such as MedWand and Validic are helping to fuel and scale telehealth in the future.

CES 2021 |
**SENSORIAL AND HUMAN
INTERFACES**

CES 2021 | **SENSORIAL AND HUMAN INTERFACES**

Gestures, signal reading, language processing and increasingly humanized AI assistants point to a more personal and emotive relationship with our devices. Will people welcome this or find it invasive or uncomfortable? The UX and content moments are being created prompting brands to decide if/how to use this new array of activatable data.

Human Insight

People love technology that enables better connections but can be uncomfortable with technology being humanized.

Implications for Brand Marketers

Human AI can be polarizing experience so marketers should think carefully about balance: creating experiences and interfaces that create value for people, without crossing the line to invasive.



CES 2021 | SENSORIAL AND HUMAN INTERFACES



Samsung's NEON Studio is the next generation of AI-empowered customer service.



Bodyguard's digital well-being AI protects families and businesses from toxic content, hate speech and bullying.



Connect with your personalized AI assistant every time you drive your BMW.

CES 2021 |
NICHE TO MAINSTREAM

CES 2021 | **NICHE TO MAINSTREAM**

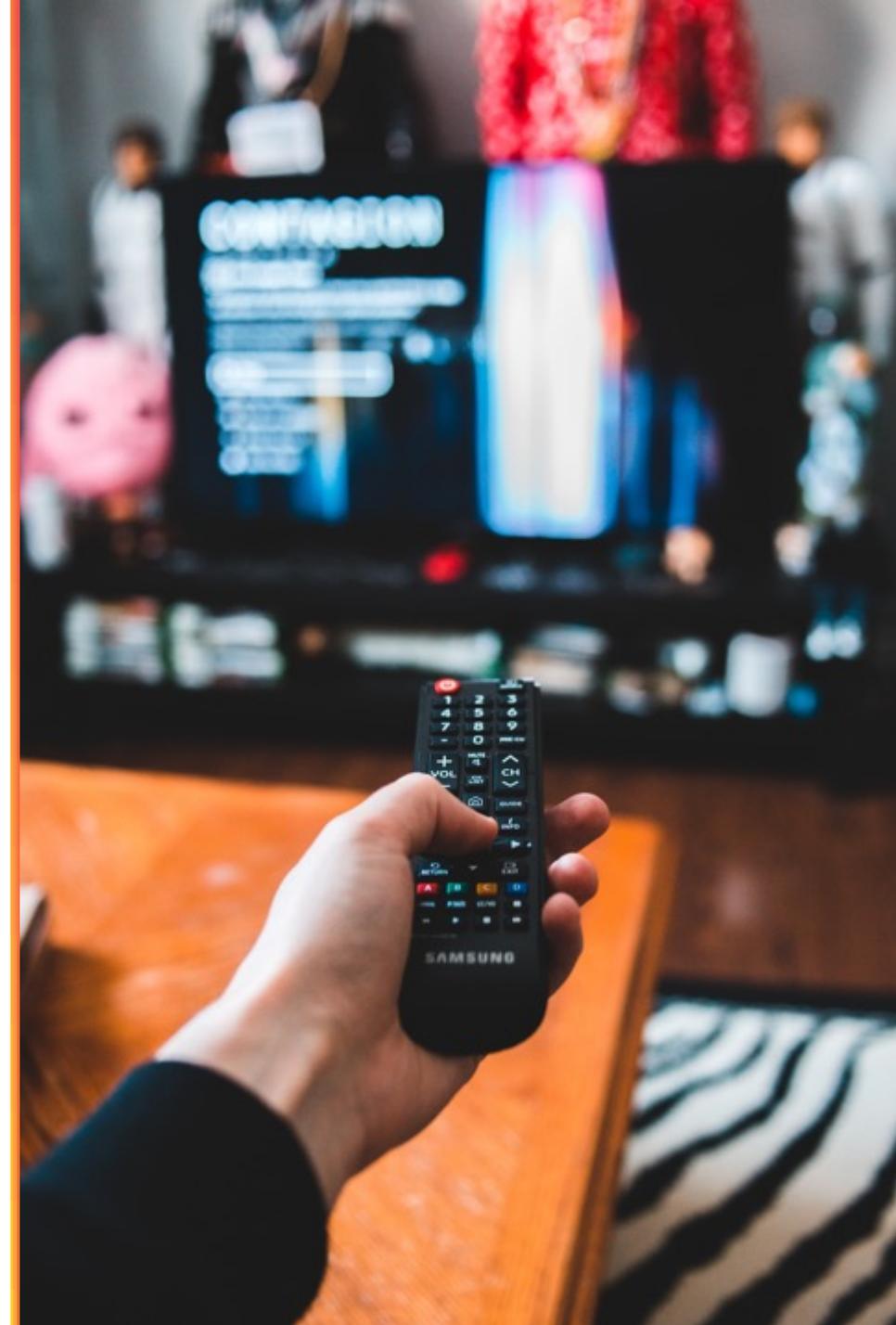
The devices that were only used by the tip of the spear are now accessible and positioned for mainstream. Healthcare devices are extending to casual athletes. Gaming hardware is now in affordable laptops. Tech is accelerating access to local, artisanal and organic foods. We're seeing democratization of niche interests for people everywhere.

Human Insights

We love to feel better at things than we really are. Pro-gear and tech are taking our amateur lifestyle and hobbies to the next level.

Implications for Brand Marketers

How can your brand tap into people's niche aspirations, and leverage technology to make them more attainable?



CES 2021 | NICHE TO MAINSTREAM



Health/biometric devices are now optimized for regular at-home use, taking the performance of casual athletes and health-conscious consumers to the next level.



Casual gamers everywhere are rejoicing at the incorporation of gaming chips in affordable laptops.



From virtual local farmer's markets to at-home DIY ice cream makers, tech has enabled these and other niche food interests to go mainstream.

CES 2021 |
**NEW EXPECTATIONS IN A
VIRTUAL WORLD**

CES 2021 | NEW EXPECTATIONS IN A VIRTUAL WORLD

As one of the world's biggest and leading technology conferences many were curious about how the conference would innovate and transform into an all-virtual experience. CES partnered with Microsoft to create the event; centered around a virtual hub, exhibitor directory and hosted programming. Brands that stepped up to the occasion really stood out – from VR-enabled keynotes, dynamic microsites and more.

Human Insight

After nearly a year of Zoom fatigue, people want more elevated experiences even if still virtual.

Implications for Brand Marketers

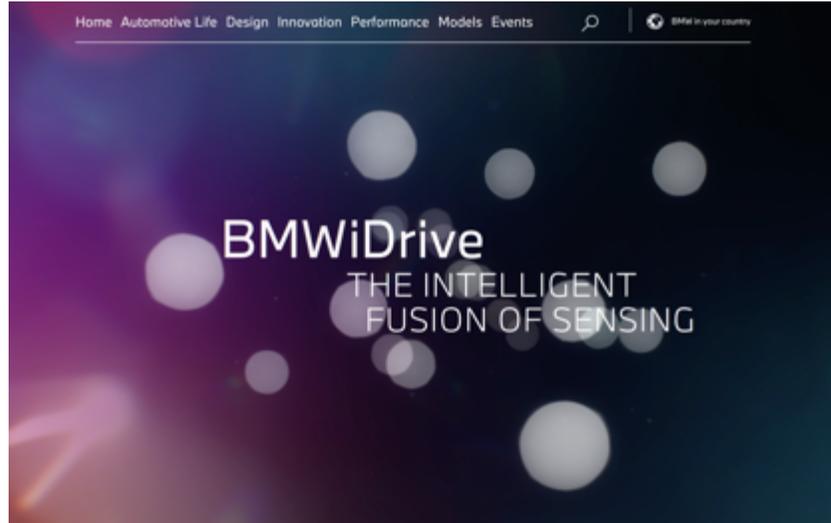
Invest in memorable virtual experiences that people will value, remember and talk about.



CES 2021 | NEW EXPECTATIONS IN A VIRTUAL WORLD



Staged, fully produced virtual keynotes



Dynamic microsites aided brand storytelling and product launches.

BLUEFEEL
Accelerated by **SAMSUNG**


42MARU
Accelerated by **SAMSUNG**

Start-ups and smaller companies aligned with well-known brands to standout in a crowded directory.

**WE'RE THE
HUMAN EXPERIENCE
COMPANY**