

MEDIA TRENDS & PREDICTIONS

2020

10 KANTAR MEDIA TRENDS & PREDICTIONS FOR ASIA PACIFIC IN 2020

The technology transforming the media landscape



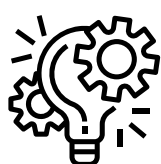
- 1 Streaming wars
- 2 The rise of 5G
- 3 Tune up audio advertising
- 4 Shopvertising is now a thing

The spaces that brands can credibly occupy



- 5 Get ready to play: Esports goes mainstream
- 6 Influencer marketing must measure what matters
- 7 **Brand activism: Brands must make a stand**

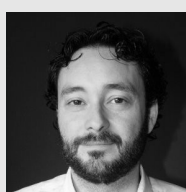
The context and catalysts for change



- 8 The rise of media in-housing
- 9 Cookies start to crumble
- 10 The data dilemma: People vs. tech



Brand activism: Brands must make a stand



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Pablo Gomez, Kantar’s Chief Digital Officer for the Asia Pacific region, said: “People favour brands that engage in social issues and therefore more brands will take a stand in 2020. Nike continues its pursuit to take a stand for women in Asia by picking high jump record holder Cecilia Yeung as one of the stars of a new Nike advertising campaign encouraging women to break boundaries, challenge stereotypes and overcome prejudice.”

He adds: “Brands however will need to tread carefully and weigh the risks as well as rewards of taking up a social cause in today’s highly social and digital world. In addition, APAC is a dynamic and complex region where advertisers and marketers need to truly understand the needs, values and sentiments of all their customers and potential buyers before they get the word out in a way that feels authentic, not opportunistic. This means aligning channel mix and content, focusing on insights-led marketing decisions so that when done correctly, espousing a cause can benefit the brand, not lead it to be criticised.”