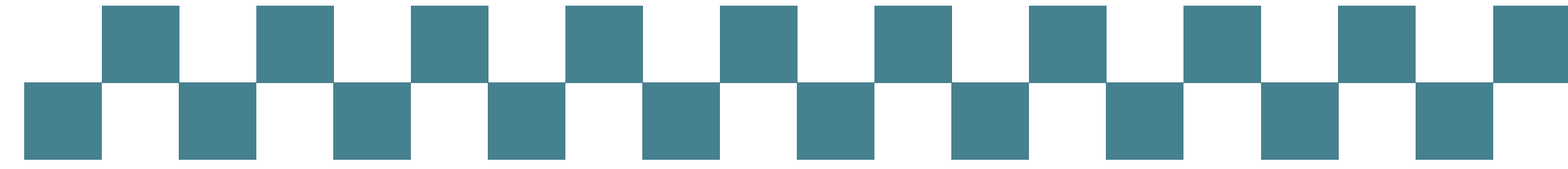


2024 ECONOMIC LANDSCAPE: WHY YOUR ADVERTISING SHOULD BE AS AGILE AS EVER

Phil Case | President, Max Connect Digital

**INDUSTRY
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TODAY'S HEADLINES



Powell admits inflation HIGHER than thought...

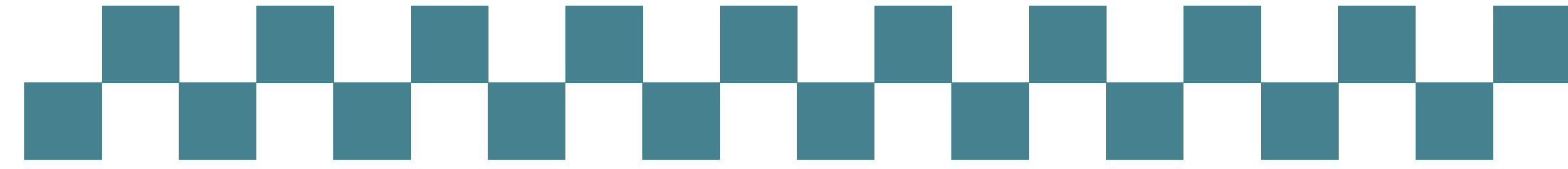
NO RATE CUTS NOW...

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DEBT BOMB: America running out of money, and nobody cares...



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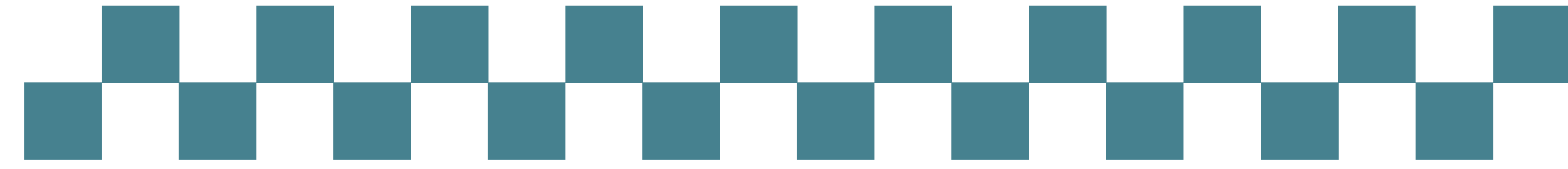
Walmart cuts jobs, moves staff

By Riva Gold, Editor at LinkedIn News

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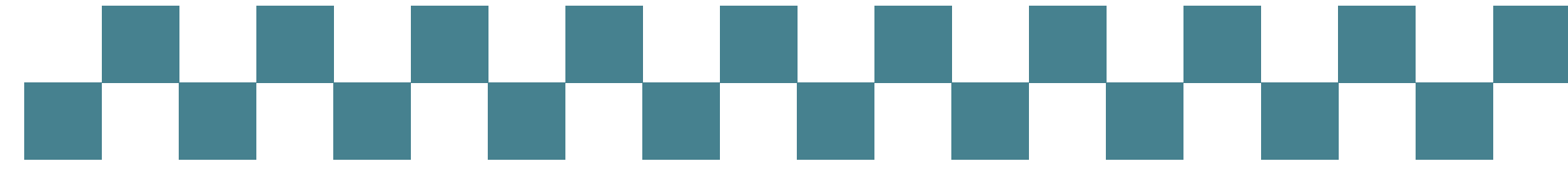
Tesla reverses some layoffs

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By Emma W. Thorne, Editor at LinkedIn News

Updated 3 hours ago 

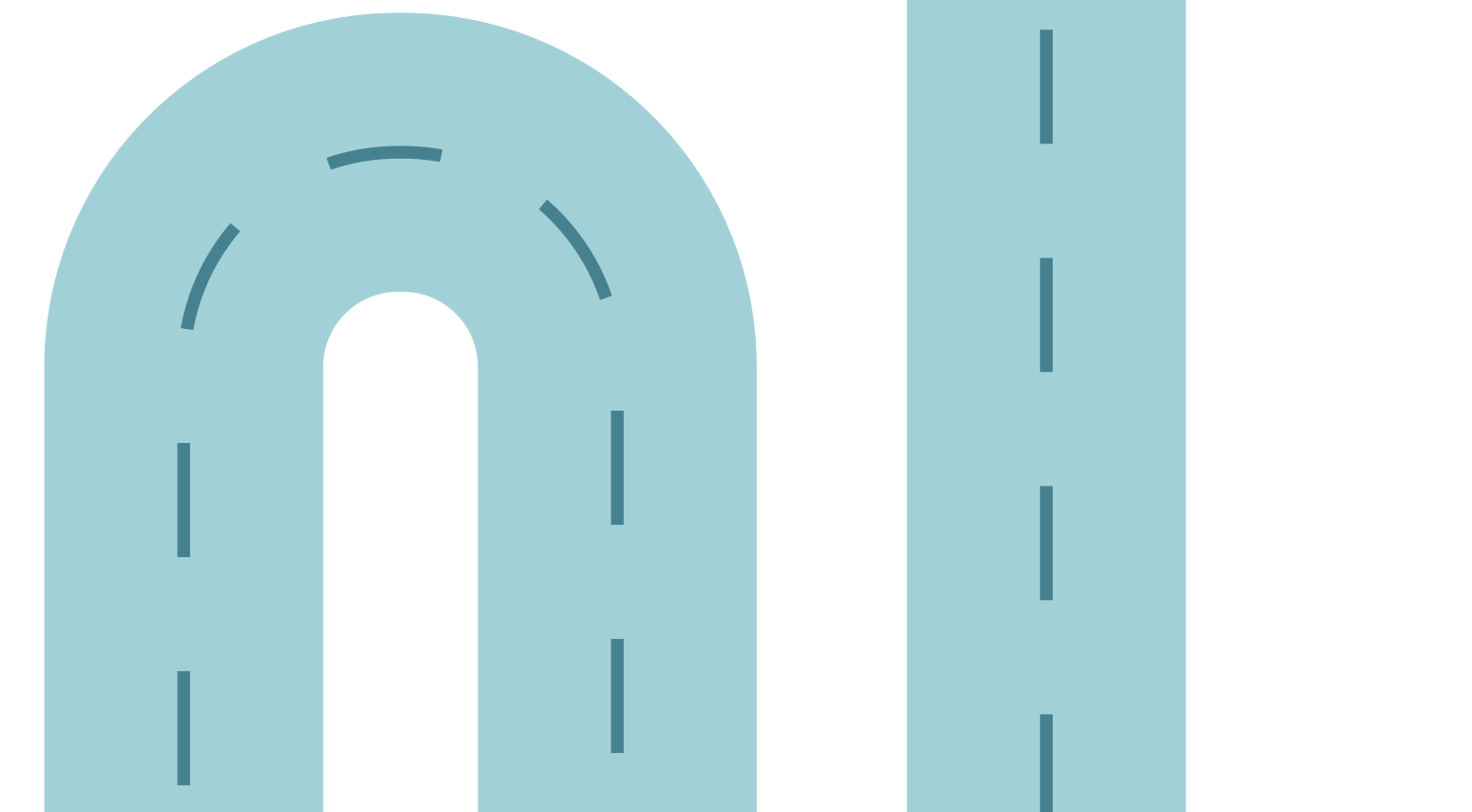
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MACRO-EVENTS

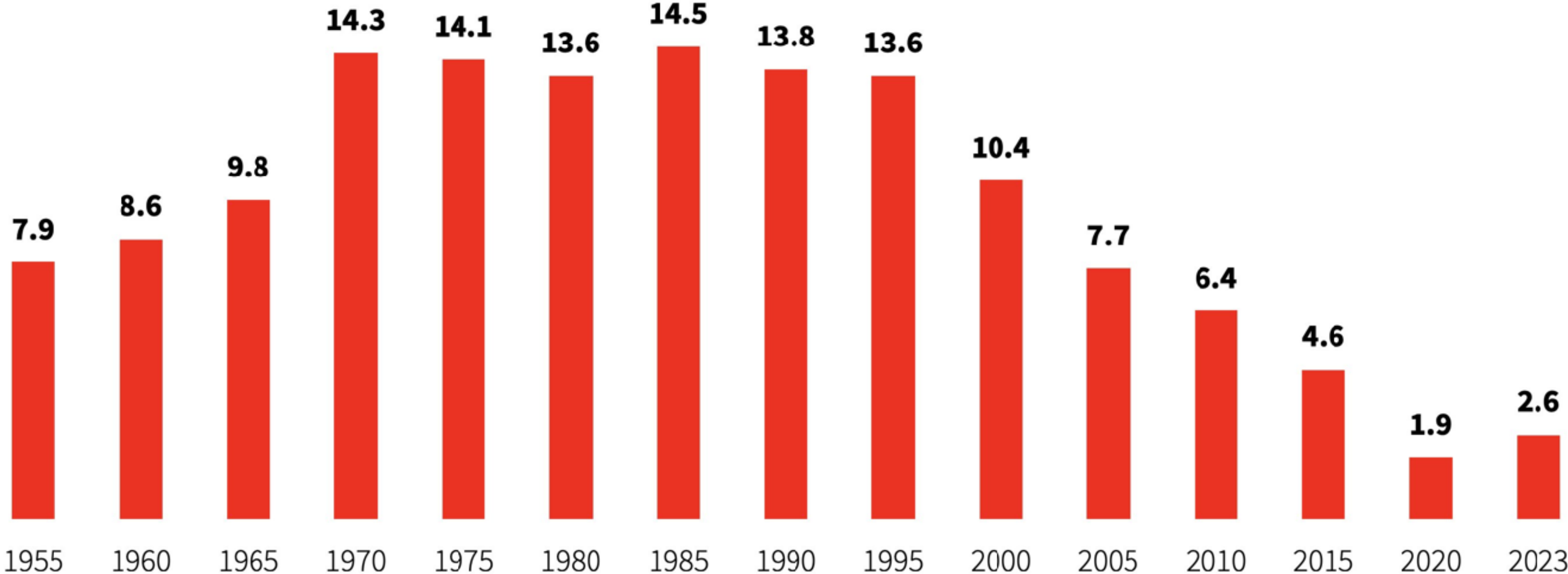
- TWO MAJOR REGIONAL WARS
 - '24 SUMMER OLYMPICS
 - \$11B 2024 U.S. ELECTIONS
- PROJECTED SPEND

AGILITY
IS
KEY

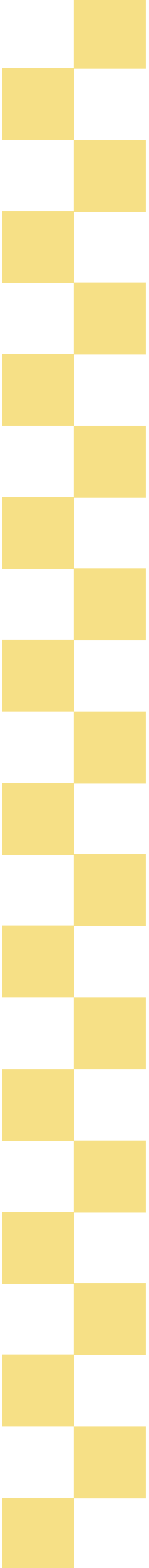


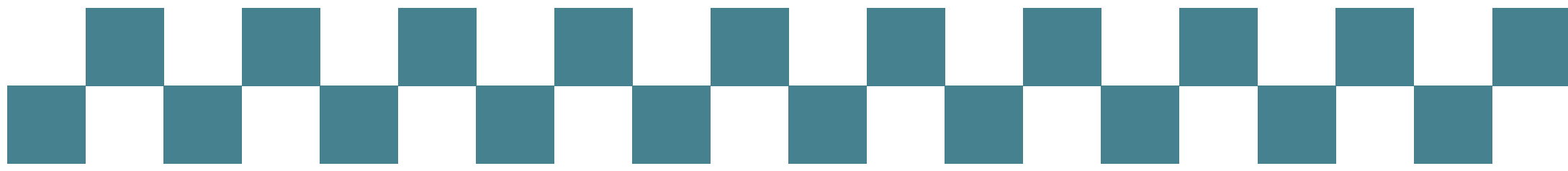
SHIFTING CONSUMER TRENDS

US department store share of total US retail sales
Percentage for each year

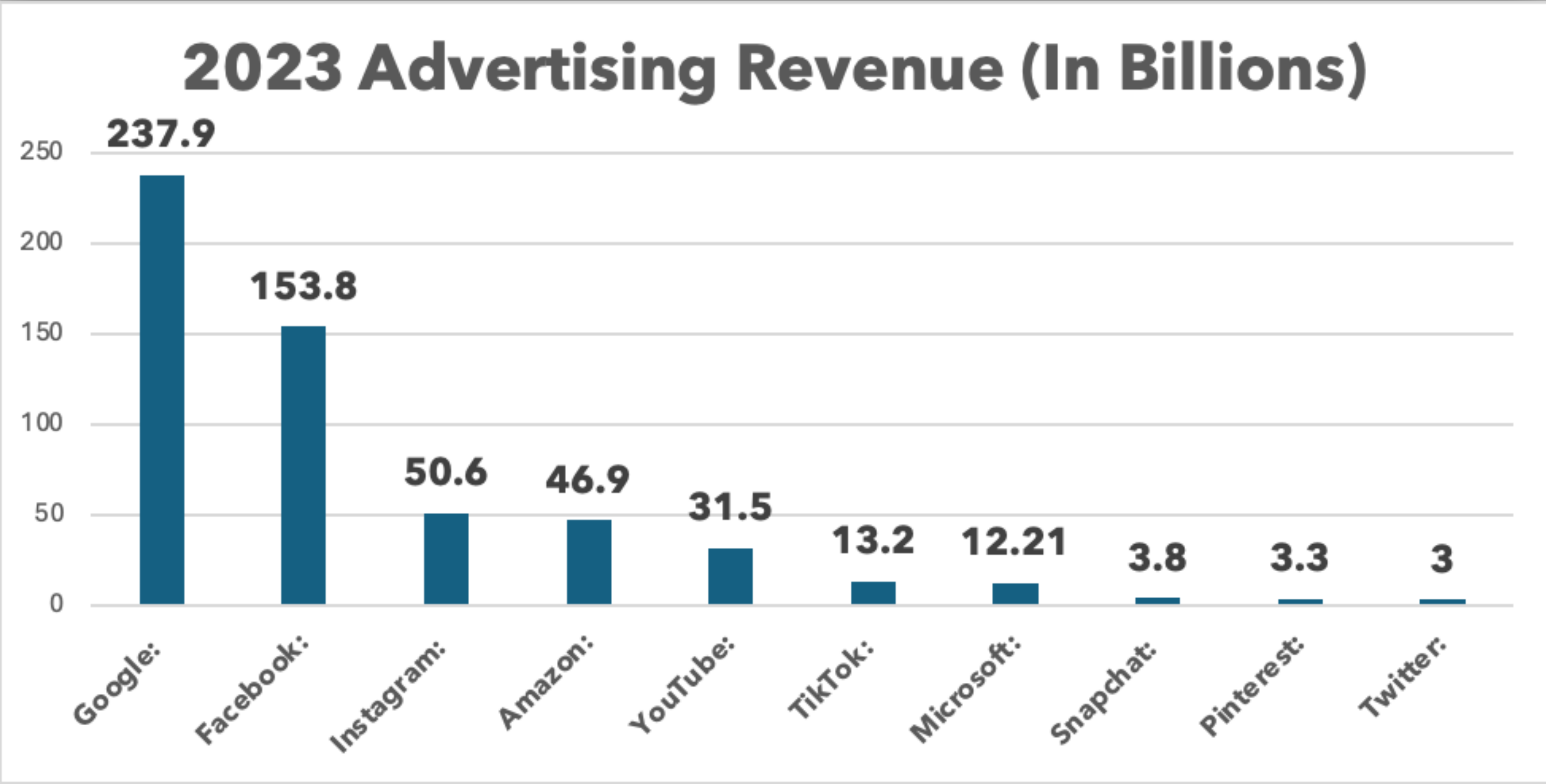


Source: GlobalData analysis
US retail sales is core sales so excludes gasoline, automotive and foodservice






ADVERTISING REVENUE BY PLATFORM





DISRUPTION IN CONSUMER BEHAVIOR

 Yahoo Finance

Google misses on ad revenue. Will AI continue that trend?

 Fortune

Alphabet hit with double downgrades on A.I. fears

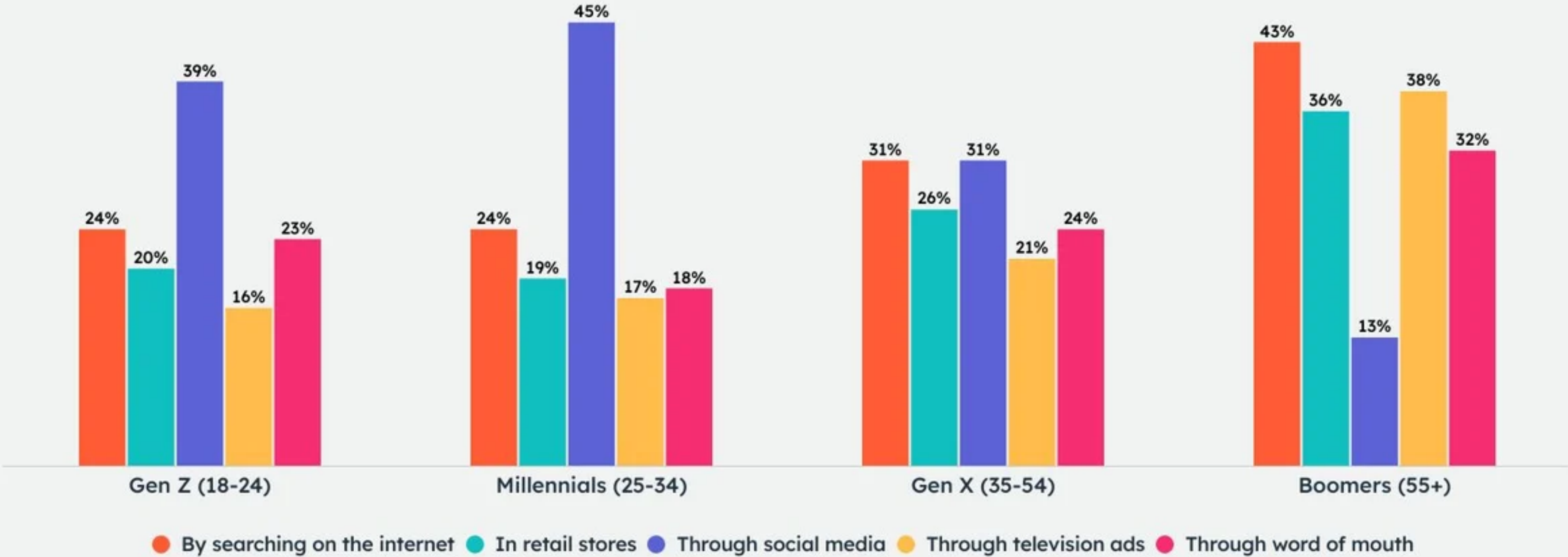
 www.marketplace.org

How AI chat search could disrupt online advertising



SHIFTING CONSUMER TRENDS

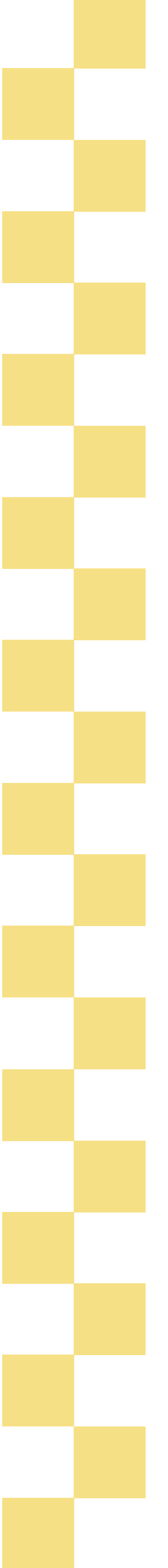
Generational preferences for discovering new products:



SHIFTING CONSUMER TRENDS

- **39% of Gen Z & 45% of Millennial** social media users surveyed in the United States reported learning about products through social media influencers.
- While Television & Retail Stores was a major source of product discovery for **Gen Xers** and **Baby Boomers**, totally 47% & 74% respectively.

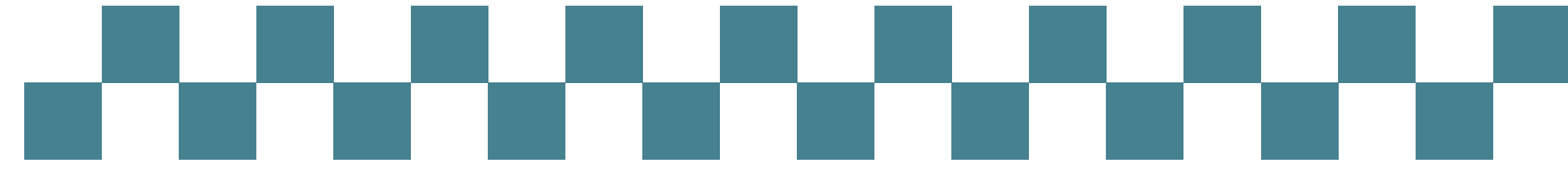
Key Insight: Heavy use of TikTok, Instagram, and Snapchat for discovering new trends and products through influencers and friends for growing segment of wealth.



FOUR TAKEAWAYS

To succeed as a brand in 2024, focus on agility in the following areas:

1. **GENERATIVE AI**
2. **MARKET DYNAMICS**
3. **DATA-DRIVEN DECISION MAKING**
4. **COLLABORATIVE PARTNERSHIPS**



IN THE FAST-PACED WORLD OF ADVERTISING,
STAYING AHEAD MEANS EMBRACING AGILITY.
IT'S NOT JUST ABOUT PREDICTING TRENDS
BUT ABOUT BEING FLEXIBLE ENOUGH TO
ADAPT TO THEM SWIFTLY.



THANK YOU!



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