VOICE

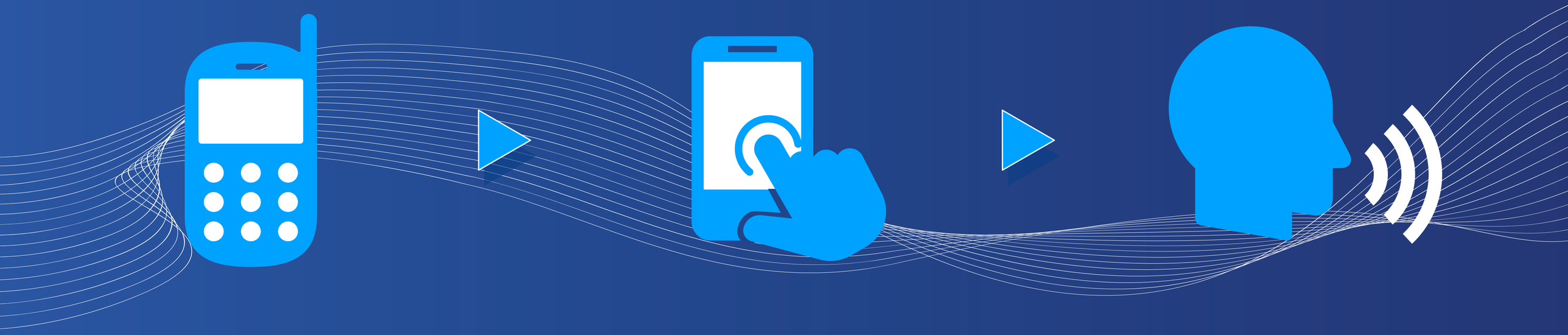
A NEW ERA IN MARKETING

THE BASIS OF THIS (R)EVOLUTION:

THE HUMAN VOICE!

FACTS

EVOLUTION OF COMMAND



TYPING **TOUCHING** **TALKING**

VARIETY

SMART SPEAKER

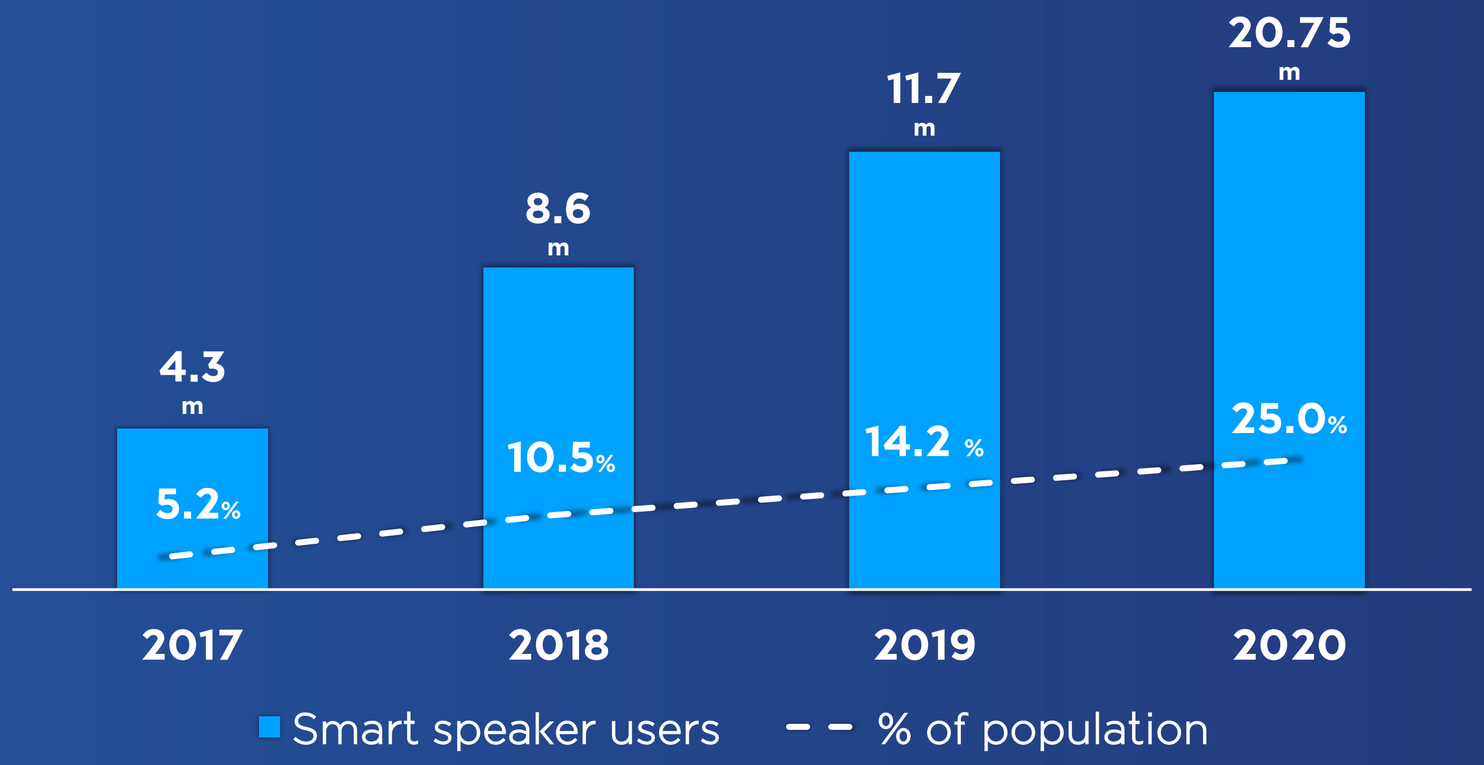
MOBILES & WEARABLES

INTEGRATION

MULTIMODAL

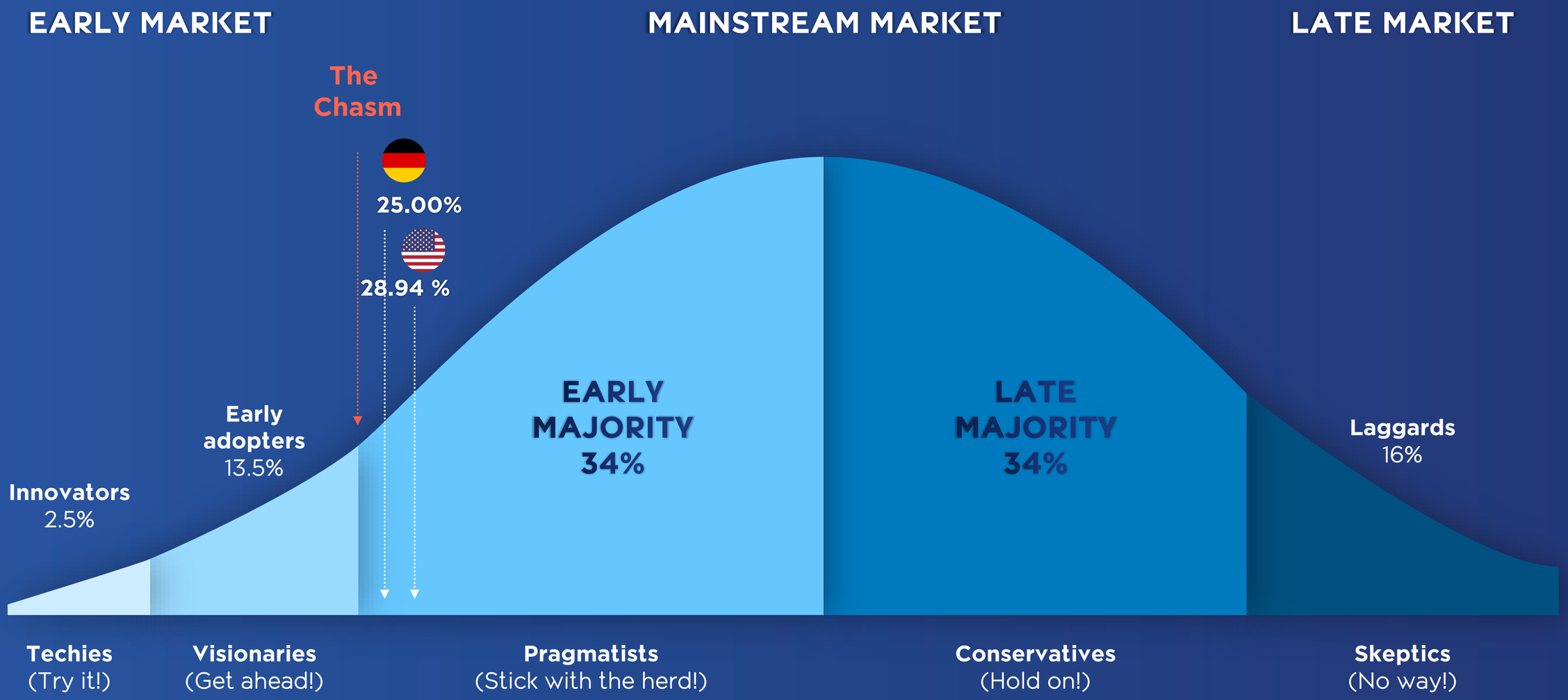
USER GERMANY

SMART SPEAKER USERS IN GERMANY



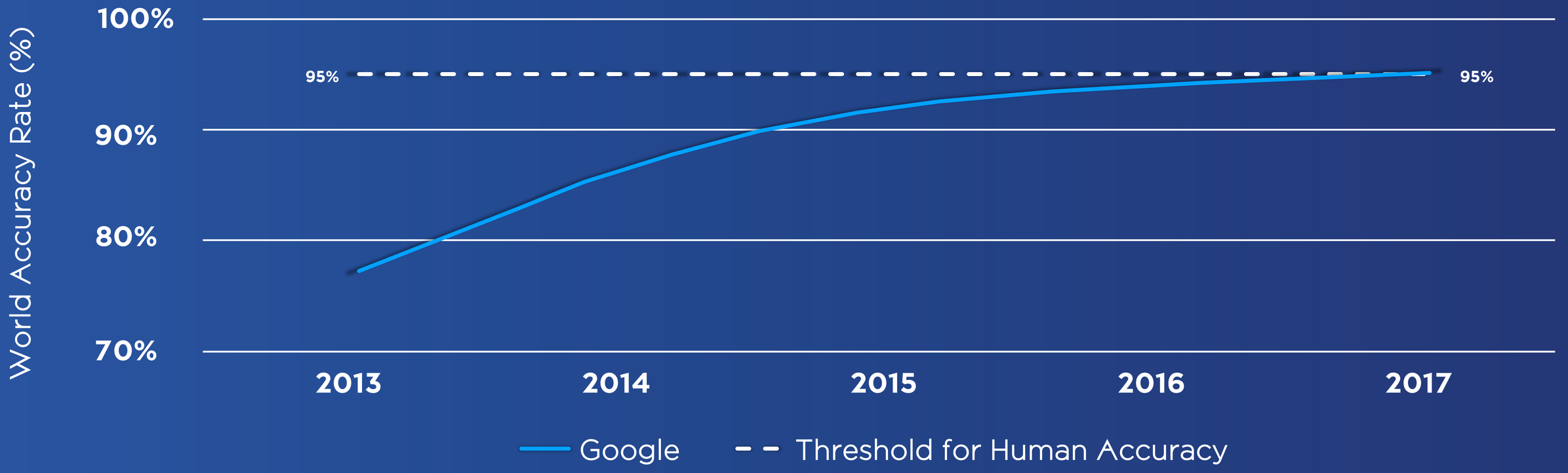
Soure: eMarketer,2020

GOING MAINSTREAM



VOICE RECOGNITION ACCURACY

GOOGLE MACHINE LEARNING
ACHIEVING HIGHER ACCURACY



Soure: Google (5/17) | Accuracy refers to English language
Note: Data as 5/17/17 and refers to recognition accuracy for English language. Word error rate is evaluated using real world search data which is extremely diverse and more error prone than typical human dialogue.

ALEXA,
WHERE CAN I GO
SHOPPING
CONTACTLESS WITH
FRIENDS?”

TRENDING NOW

STARBUCKS

VIRTUAL BARISTA VOICE

DIAGEO

THE BAR

DIAGEO

Over 75 curated recipes to fit your taste.

We collaborated with award-winning mixologist Rob Poulter to create a database of cocktail recipes with custom content. Like a real bartender, the skill takes you through a set of questions to advice the perfect cocktail for you.

'Alexa Let's make an Espresso Martini.'

'I got a great recipe for a Espresso Martini. This is how double o seven would drink his coffee.'

SOCIAL NETWORKS

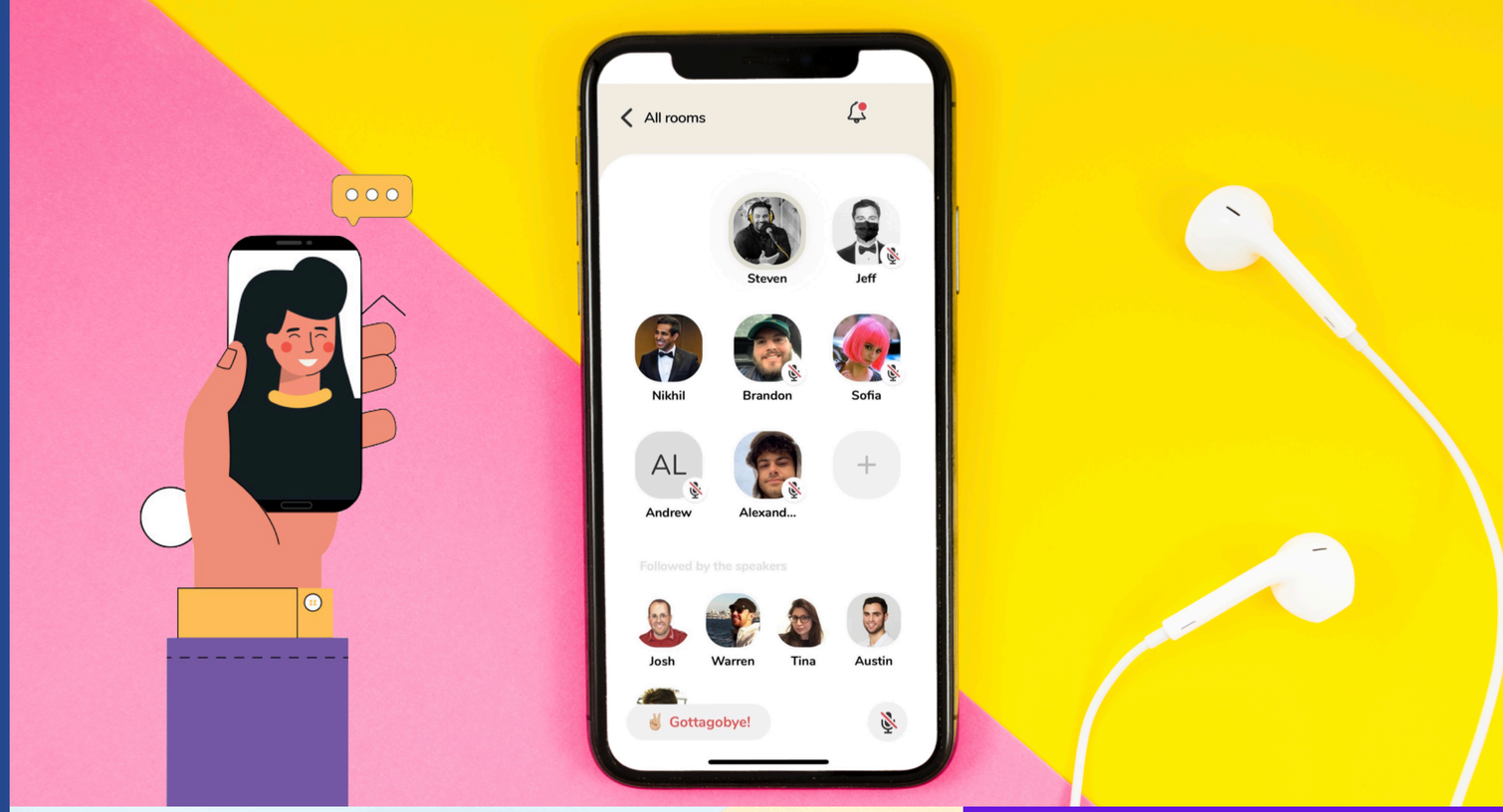
The voice as the new interface between human beings and machines

Is this the beginning of a new era of voice-based networks?

THE FUTURE IS NOW: SOCIAL & VOICE

Clubhouse

AUDIO-BASED SOCIAL NETWORK: CLUBHOUSE LETS USERS CONNECT VIA VOICE CHAT



Jägermeister

"HEY, THIS IS SNOOP DOGG.
ARE YOU HOME?"

WHAT SHOULD MARKETEERS **DO NOW?**

1.

Do not ignore,
listen

2.

Rethink product names

Learn to think like Alexa

3.

Give your brand a voice:

A new level of conversation is key

How to act?

Do not ignore

Listen

Reduction of brands?

Content

Product names

Rebranding

Conversation

Give your brand a voice

Short-term

Midterm

Long-term

LET´S BE PART
OF THE
(R)EVOLUTION AND
ACT NOW

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