

Marketing Insight 2030: Navigating the Future of Connection and Creativity

Exploring the revolutionary transformation of marketing in the next decade,
where technology meets human emotion.



The Marketing Revolution: Why 2030 Will Look Nothing Like Today

AI-Driven Personalization

Machine learning algorithms will craft unique experiences for every individual consumer interaction

Immersive Sensory Experiences

Marketing campaigns will engage all five senses through advanced AR and VR technologies

Seamless Tech-Human Integration

Technology will anticipate needs before they arise, creating frictionless consumer journeys

Consumer expectations will demand hyper-personalized, frictionless journeys where products feel like services anticipating needs before they arise.





The Internet of Senses: Marketing Beyond Sight and Sound

Ericsson's Bold Prediction

By 2030, digital experiences will engage all human senses—touch, taste, smell, and even thought communication.

Revolutionary Marketing Possibilities

Consumers will taste products virtually or feel textures through AR glasses, creating unprecedented emotional engagement and brand connection.

AI and Automation: The New Creative Partners



Automated Routine Tasks

Machine learning handles data processing, campaign optimization, and performance tracking



Human Creative Focus

Marketers concentrate on divergent idea generation and emotional storytelling



Perfect Collaboration

Data insights blend seamlessly with human creativity for powerful brand connections

Brands like Nike exemplify this balance, combining data insights with emotional storytelling to build deep connections.



Consumer Behavior in 2030

The Rise of Hyper-Personalization

75%

Global Population

Will own smartphones or wearable AR devices

40%

Engagement Increase

Through predictive analytics and AI personalization

60%

Friction Reduction

In shopping journeys with AI-powered assistance

Predictive analytics and AI chatbots will create seamless, personalized shopping journeys, reducing friction and boosting loyalty through real-time, context-aware content delivery.





Marketing Leadership: The CMO's New Role

01

Technology Orchestration

Managing AI systems, automation platforms, and emerging tech integration

02

Creative Direction

Guiding human-centered storytelling and emotional brand experiences

03

Data Science Leadership

Interpreting complex analytics to drive strategic decisions

04

Ethical AI Governance

Ensuring responsible use of consumer data and AI technologies

- ❏ The Institute for Real Growth's Marketing2030 initiative highlights the need for adaptive leadership to drive sustained growth in a complex landscape.

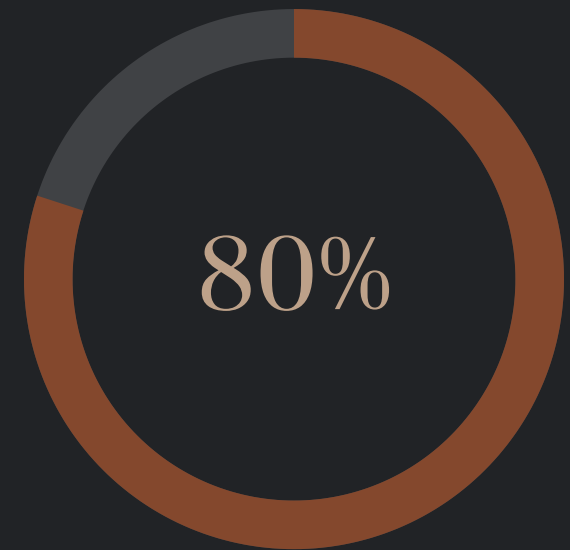
Industry Disruption: Winners and Losers by 2030

The Precedent Set

Just as Amazon and Alibaba reshaped retail in the 2010s, marketing leaders must anticipate rapid shifts driven by emerging tech and changing consumer values.

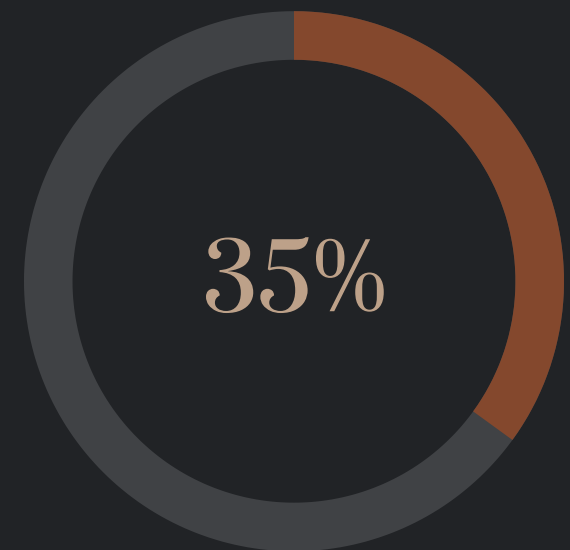
The Stakes Are High

- Brands ignoring immersive tech risk obsolescence
- AI adoption separates leaders from followers
- Early adopters will dominate market share



Market Share

Captured by tech-forward brands



Revenue Growth

For immersive tech adopters

Case Study: From Data to Delight

Nike's Emotional AI Campaigns

1 — 2025 Campaign Launch

Nike deployed AI to tailor motivational stories to individual athletes' journeys

2 — 40% Engagement Boost

Personalized narratives resonated deeply with target audiences

3 — 2030 Vision

Sensory integration will make brand interactions deeply personal and memorable

By 2030, such campaigns will integrate sensory experiences, making brand interactions deeply personal and memorable.





Preparing for 2030: Strategic Imperatives for Marketers Today



Invest in R&D

Pioneer AI and sensory technology to create breakthrough consumer experiences



Build Hybrid Teams

Cultivate talent skilled in both data analytics and emotional storytelling



Embrace Ethics

Develop AI frameworks that build consumer trust in hyper-personalized marketing

The time to prepare is now—tomorrow's marketing leaders are making strategic investments today.

The Future Is Now

Marketing 2030 Is a Human-Tech Symphony

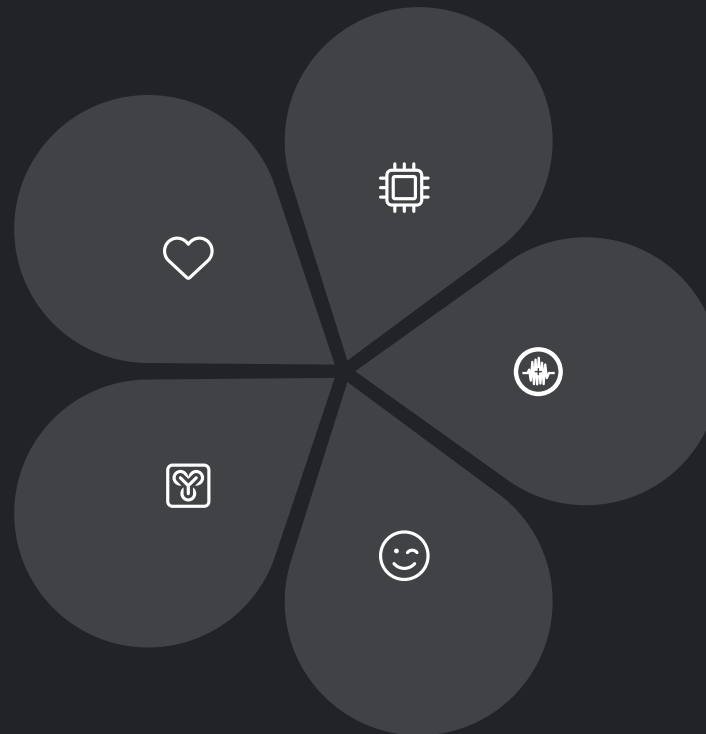
Authentic Human Connection

Cutting-Edge Technology

Perfect Harmony

Market Victory

2030 Success



Success will come to brands that harmonize cutting-edge technology with authentic human connection. The next decade is a call to revolutionize marketing — not just evolve it — to win hearts, minds, and markets in 2030 and beyond.