

MLW

**McCANN
WORLDGROUP**

What's New and Next in
Luxury Marketing and
Technology

January 17, 2024

McCann Worldgroup Truth Central



MW Truth Central

Truth
About
Work

MW Truth Central

Truth
About
Beauty

MW Truth Central

Truth
About
Gen-Z

MW Truth Central

Truth
About
Global
Brands

MW Truth Central

Truth
About
Diversity

MW Truth Central

Truth
About
America

MW Truth Central

Truth
About
Sustainability

MW Truth Central

Truth
About
Commerce

Truth Central is McCann Worldgroup's
Global Intelligence Group

human sciences trends
integrated data research
thought-leadership truth

A decade of luxury research



Tastemakers
Council



Futures Safaris



Luxury hacks

Underpinned by robust proprietary global data

25+

Published
Truth Studies

50+

Research in Over
50 Markets

470K+

Interview
Respondents

45M+

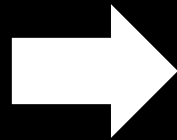
More Than 45 Million
Proprietary Data Points

Today, the culture of luxury is
unrecognizable from 10 years ago

NEW LUXURY TRANSFORMATION

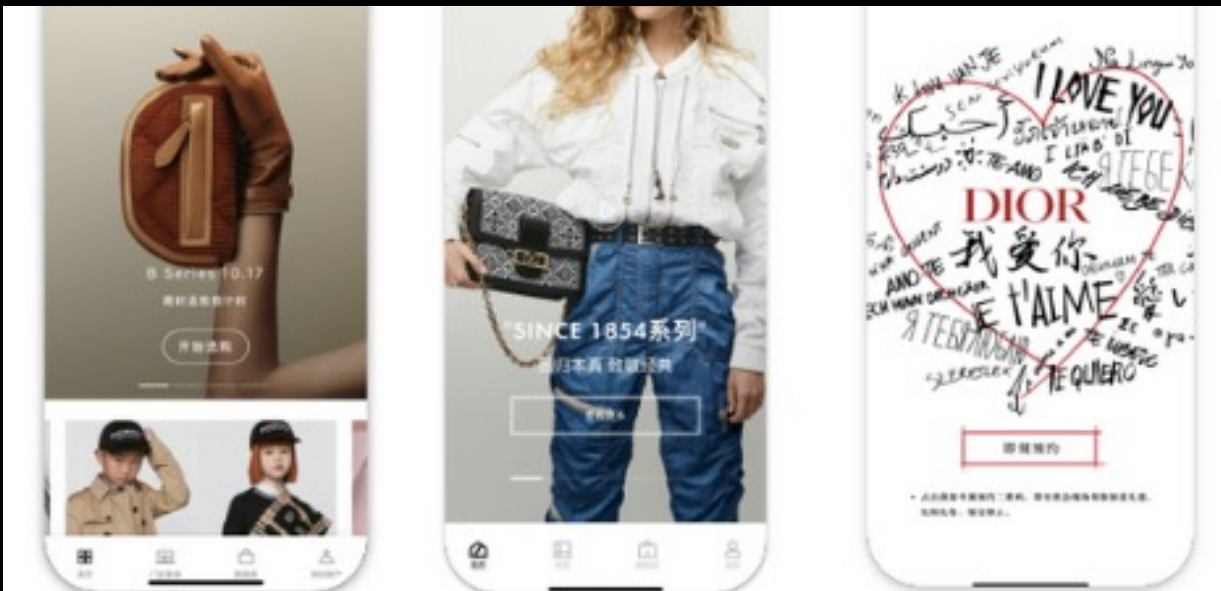


**Luxury brands
used to set the
image to what
people aspired**



**People are
defining the
culture of luxury
for themselves**

Technology has perhaps played
the most potent role.



TECHNOLOGY

AI and Technological Sophistication in Luxury Companies

GEN Z REDEFINING THE LUXURY MARKET—WHY TIKTOK AND IRL EXPERIENCES SHOULD BE EMBRACED BY LEGACY BRANDS

FORBES > INNOVATION

Threads Of Innovation: Top Tech Trends In The World Of Luxury Fashion Retail

How can luxury harness technology to craft a more sustainable future?

ChatGPT and luxury marketing: How to leverage AI tools for premium brands

AI Co-Pilots May Be The Future of Membership-Only Luxury Travel

Can luxury use AI without losing its luster?

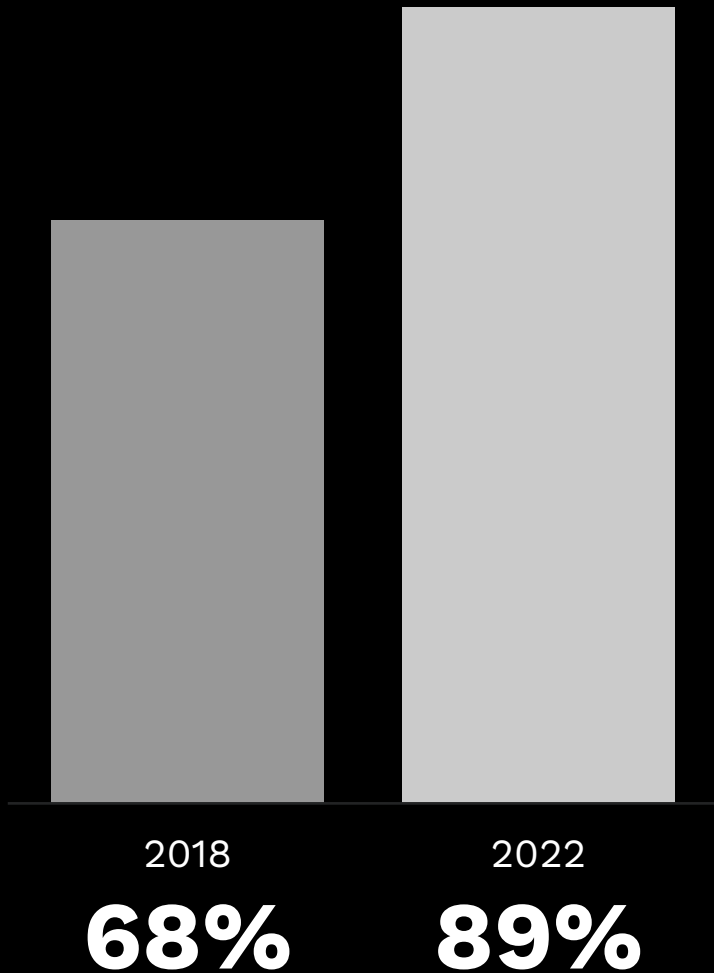
MARKETING

How Luxury Finally Cracked TikTok

Report

Luxury and Technology: Toward the Boutique of the Future

And yet...



89%

of people globally believe the internet is developing faster than the ability to keep it safe.

In 2018 it was 68%.

Luxury is an enduring force,
and a necessary antidote to
societal ills.

Mass Production → Craft Production

Ephemeral → Lasting Legacy

Superficial → Purpose

Info Overload → Caring

Wasteful → Thoughtfulness

“For hundreds of years, the people we’ve admired haven’t been good with numbers, they’ve been good with ideas. Those people take us to places we could never have imagined. If we just measure everything, we lose the most important thing.”

- Tastemakers Council Member



*"To uncover hidden growth opportunities, it's time to look beyond products and services and look instead to the **experiences** that make up your customer's journey."*

Sara Beckman, PhD

Haas School of Business

THE ELEVATED EXPERIENCES THEMES

ELEVATED
EMOTIONS

ELEVATED
EXPERIMENTATION

ELEVATED
PARTNERSHIPS

ELEVATED
CONNECTIONS

ELEVATED
VOICES

ELEVATED
CONVERSATIONS

ELEVATED
PEOPLE

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Elevated Partnerships



As people become more fluid
and multi-dimensional,
they want brands to reflect
who they are.

TRUTH

**People don't live in a world of categories;
they live in a world. Brands that deeply
understand the eco-system of their
customers can best navigate partnership
and expansion opportunities.**

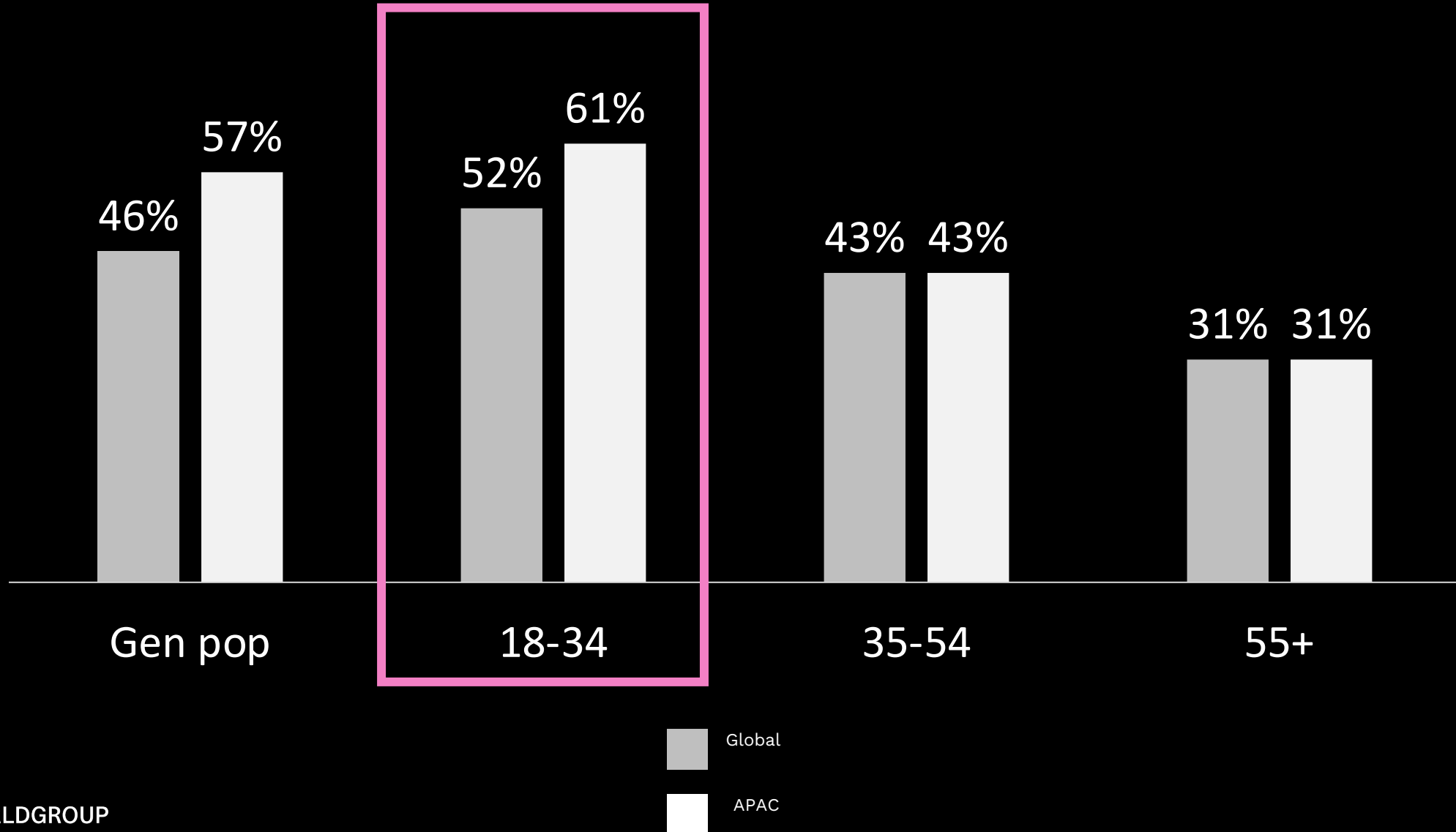
PROVOCATION

**How could we elevate our brand role
and bring our innovations to life through
elevated partnerships?**

Elevated Experimentation



“Today, failure is seen as a positive thing.”



PERSONAL FINANCE · MILLENNIALS

Moving back in with your parents is so common now that it's nearly lost its stigma

Innovate or fade: Why constant experimentation is vital to attract Gen Z and Gen Alpha consumers –

The Rise Of Young Entrepreneurs: How Millennials And Gen-Z Are Shaping The Business Landscape

WORK

50% of Gen Z wants to ditch corporate jobs and run their own businesses, according to new research

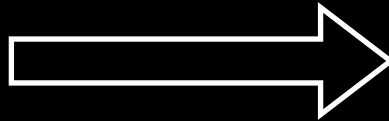
TRUTH

Elevated experimentation provides lower-risk ways for brands to learn about and immerse themselves in the lives of their customers. This reveals new opportunities and creating a halo effect of innovation.

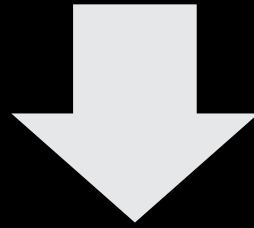
PROVOCATION

**How could this experimental environment
push us to take risks by placing more
control in the hands of our customers?**

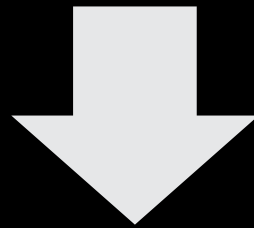
Elevated Conversations



“I’M GOING SHOPPING”



“I’M ALWAYS SHOPPING”



“DID I JUST BUY SOMETHING?”

BRAND



YOUR
AUDIENCE



THEIR
AUDIENCE



How to spark a cultural conversation?

Shift the norm

TRUTH

In a world where shopping has become as easy as 1-2-3, there is an opportunity for brands to re-establish the art of shopping by pushing forward new cultural conversations.

PROVOCATION

How could we facilitate important cultural conversations with our customers through technology?

Please contact
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for any questions.