Gauge labels (left to right):
DIGITAL HEALTH · OVER THE TOP · WEARABLES · CONVERSATIONAL INTERFACE · CULTURE POPS · RETAIL TRANSFORMATION · PODCASTING · CONNECTED HOME · INFLUENCER MARKETING · EMERGING OOH · CONSUMER PRIVACY · VIRTUAL REALITY · AUGMENTED REALITY · LIVE VIDEO · SUPER BUNDLES · CONNECTED CARS · SOCIAL COMMERCE · THE METAVERSE · NEXT-GEN NETWORKS · AUTOMATION · CONNECTED COMMUNITIES · GAMING · DIGITAL FINANCE · MACHINE LEARNING · VISUAL SEARCH · BLOCKCHAIN · CROSS-SCREEN MEASUREMENT

INNOVATION VELOCITY GAUGE

CONTENT

GAMING
Advertising or sponsorship of gaming and content and esports events

SUPER BUNDLES
Bundling together multiple types of media and services to keep consumers within your ecosystem, a la Amazon Prime

AUGMENTED REALITY
Leveraging AR to activate unqiue brand experiences and deliver ultility features to engage consumers on mobile and, soon, on AR headsets

VIRTUAL REALITY
Creating VR experiences or advertising within apps, games & services

INFLUENCER MARKETING
Working with social media influencers to reach audiences online and offline

PODCASTING
Advertising within podcasts (streaming & downloaded)

CULTURE POPS
Proactive media planning and brand activations against the appearance of cultural moments as they break into the mainstream

PLATFORMS

BLOCKCHAIN
Making use of disruptive concepts enabled by blockchain (such as NFTs, cryptocurrencies, and DAOs) to reach new audiences and optimize the ad ecosystem

VISUAL SEARCH
Using cameras for search or unlocking brand experiences via images

DIGITAL FINANCE
Reaching customers via digital wallets and other digital banking services (digital-wallets, automated payments, and tap-and-pay compatible devices)

CONNECTED COMMUNITIES
Emerging social platforms and crowdsourced knowledge forums are creating new places for brands to reach targeted audiences

NEXT-GEN NETWORKS
Leveraging next-gen networks, including 5G, mesh networks (such as Amazon Sidewalk), and Wifi 6, for new brand activations

THE METAVERSE
Virtual environments in gaming as the new frontier for brands to reach consumers via branded virtual goods & modes

CONNECTED CARS
Reaching consumers through in-vehicle digital media (eg. dashboard apps, after-market devices, etc.)

CONNECTED HOME
Reaching consumers through connected home devices such as smart home appliances

RETAIL TRANSFORMATION
Accelerated shift towards omnichannel retail with new technologies and services, including new payment methods, on-demand delivery, and D2C strategies

CONVERSATIONAL INTERFACE
Building brand applications and services for conversational interfaces, both voice-based or text-based, across platforms

WEARABLES
New brand opportunities to reach and engage with customers on wearable devices, including smartwatches, fitness trackers, hearables, etc.

OVER THE TOP
Reaching the streaming audiences via ads or branded content

FORMATS

MACHINE LEARNING
Exploring how machine learning can supercharge marketing, esp. in programmatic advertising

SOCIAL COMMERCE
Using social advertising or social media to sell products and deliver retail experiences

LIVE VIDEO
Leveraging the live video format to add real-time interactivity to digital video and events to engage with consumers

EMERGING OOH
Using emerging out-of-home ad units to activate unique experiences (AR content, dynamic messaging, location-based audiences)

DATA & MEASUREMENT

CROSS-SCREEN MEASUREMENT
Consolidated measurement between devices to address total reach and frequency challenges

AUTOMATION
The application of AI and machine learning to automate parts of the ad-buying and measurement process

CONSUMER PRIVACY
The implementation of privacy regulations like the CCPA and GDPR and its effect on privacy practices

DIGITAL HEALTH
Leveraging the explosion of biometric and activity data, as well as accelerated adoption of telehealth solutions, to add value to brand experiences

The Innovation Velocity Gauge aims to clearly showcase how fast key innovation territories are moving toward market maturity. The closer to the right end of the odometer, the faster that territory is currently gaining mainstream applications in brand marketing. Jointly created by IPG Media Lab and MAGNA, the gauge is ranked according to weighted results from social listening data and analysis of news articles, and further informed by proprietary ad spend data from MAGNA and additional expertise from the Lab.

If you wish to learn more about why the territories landed where they are on the chart, please contact richard@ipglab.com.

IPG MEDIA LAB

MAGNA