

MEDIA OPPORTUNITY IN 2025



ARTIFICIAL INTELLIGENCE

AI will fundamentally alter the consumer-media relationship, with brands leveraging tailored interactions and predictive tools to optimize engagement and ROI.

Key Trends:

- **AI's Mainstream Integration:** Generative AI shifts from novelty to essential, embedding into daily tools and services.
- **Augmented Media Toolkit:** AI reshapes media planning, improving efficiency and effectiveness across campaigns.
- **Micro-Moments:** AI-driven personalization creates targeted interactions that build deeper consumer relationships.

Actionable Insights:

- **Explore AI Tools:** Adopt platforms offering dynamic scenario planning and predictive insights.
- **Focus on Personalization:** Utilize AI for crafting micro-moment strategies, ensuring content relevancy.
- **Invest in Sustainability:** Address AI's environmental toll by prioritizing energy-efficient solutions and transparent AI usage.



STORIES

Storytelling remains central to brand impact, with opportunities to connect deeply via niche interests and algorithmic precision.

Key Trends:

- **Power in Niches:** Growth in creator economies and niche communities offer authentic engagement opportunities.
- **Connected Television:** Expanding ad-supported tiers and live sports bolster CTV's scalability for storytelling.
- **Algorithm Planning:** Advanced AI-driven systems streamline targeting and creative optimization.

Actionable Insights:

- **Engage Niche Audiences:** Leverage niche fandoms and specialized content to break through crowded media spaces.
- **Maximize CTV Investments:** Plan for ad-supported tiers and integrated content placements, particularly in live sports.
- **Optimize Creatives with AI:** Invest in pre-market optimization and adaptive assets to enhance media reach and efficiency.



THE QUEST FOR QUALITY

Quality media planning hinges on collaboration, transparency, and leveraging first-party data to drive impactful results.

Key Trends:

- **Retail Reshaping Media:** Retailers dominate with shopper data and closed-loop attribution capabilities.
- **Supply Chain Transparency:** Emphasis on better metrics and sustainable, fraud-free advertising environments.
- **Partnership Opportunities:** Collaborations between content creators and platforms drive growth and high-quality engagement.

Actionable Insights:

- **Partner with Retailers:** Use their shopper insights for more accurate targeting and campaign attribution.
- **Enhance Sustainability Metrics:** Invest in tools that measure carbon impact and prioritize minority-owned platforms
- **Build Strategic Partnerships:** Align with media & tech platforms to secure premium inventory and trusted environments.

UNEVENLY DISTRIBUTED

Brands must adopt nuanced, locally-informed strategies to address disparities in tech access and consumer capabilities.

Key Trends:

- **Technology Gaps:** AI and tech features remain accessible only to select markets and high-end users.
- **Global vs. Local Dynamics:** Regional differences in access, regulation, and digital literacy create a fragmented ecosystem

Actionable Insights:

- **Localize Strategies:** Partner with local experts to tailor campaigns to regional needs and behaviors.
- **Support Accessibility:** Explore sponsorships or advertising-funded content to bridge digital divides.
- **Prioritize Regulation Awareness:** Stay updated on local laws impacting consumer data and AI integration.