

2019 Tech Trends

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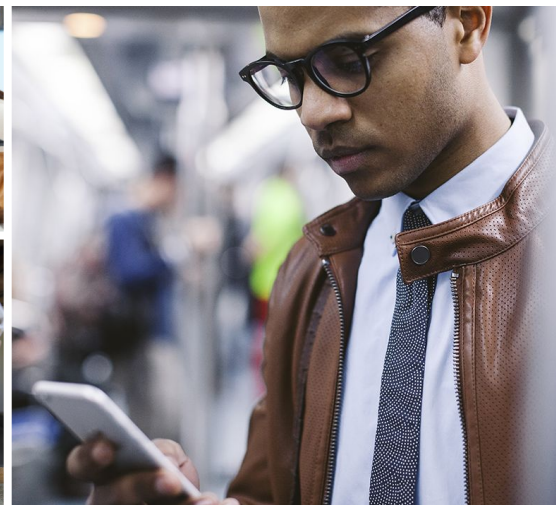
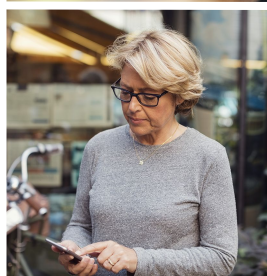
CPG & Pharma Industry Head, Google Russia



ДЕНЬ
БРЕНДА



Mobile completely changed our life



3 Big Trends



The Age of
Assistance



Immersive
Technology &
Advertising



Machine Learning
for everyone

Assistance



The Age of
Assistance



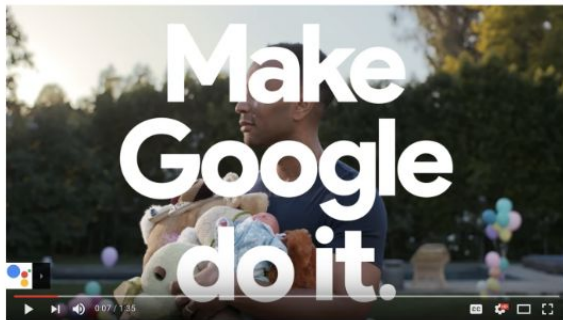
Immersive
Technology &
Advertising



Machine Learning
for everyone



Discover what your
Assistant can do.



**Make
Google
play
it.**



Hey Google, play my
morning playlist"

[Learn more](#)

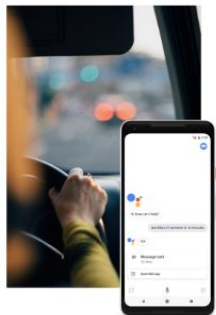
**Make
Google
dim
it.**



Hey Google, dim the
bedroom lights"

[Learn more](#)

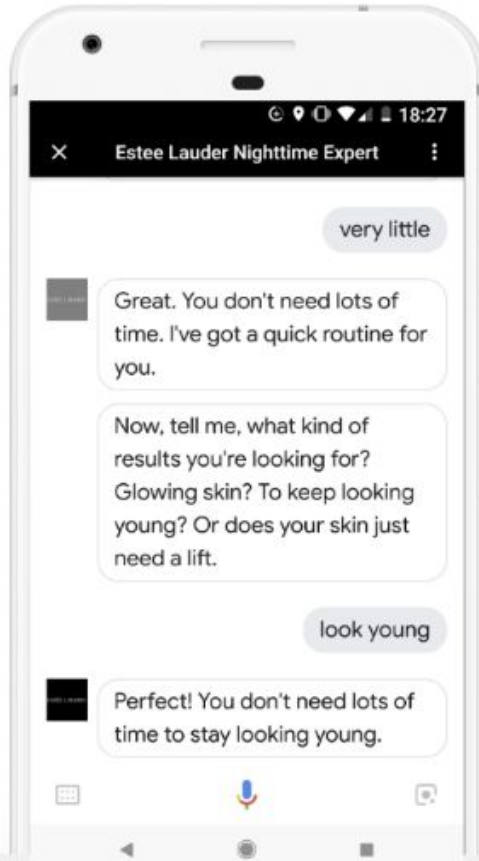
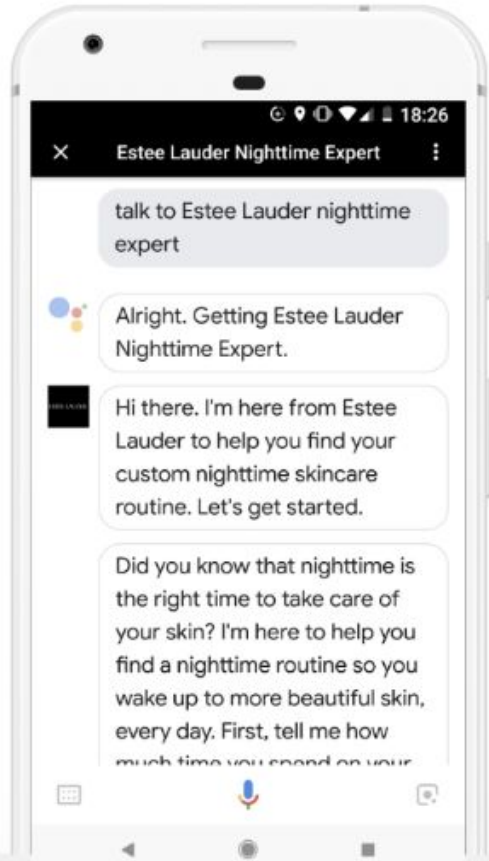
**Make
Google
text
it.**



Hey Google, text Mom
I'll be there in 10
minutes"

[Learn more](#)

Estee Lauder case



What's different now?

- Human computer interaction has become more intuitive.
- Computers and devices are getting very good at understanding language (spoken and written) and images
- Voice is becoming the norm; voice input is now faster and more accurate than typing

Why care?

A new breed of customer that expects exactly what they want... instantly. They are curious, demanding, and impatient.

What to do?

Be Mobile-first and connect the data dots.

Immersive Tech & Ads



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Level of immersive



YouTube 360°



Cardboard



Daydream / Gear VR



Tango



Tilt Brush
Vive/Oculus

Massive
Less immersive

Less massive
More immersive

Pepsi - Back to the future campaign



Ikea - AR experience

Proprietary + Confidential



What's different now?

- AR/VR will start to go mainstream in the next few years
- New generation of phones are able to understand the space around you, and inject virtual objects into it
- AR development kits, which allow developers to build AR-based apps - Android (AR Core)

Why care?

- A new medium to connect with customers and tell stories to drive brand love & loyalty
- New product experiences: AR will open up new possibilities for how people experience products, enabling more life-like, three-dimensional interactions.

What to do?

Time to experiment. Create new brand experiences.

Machine Learning



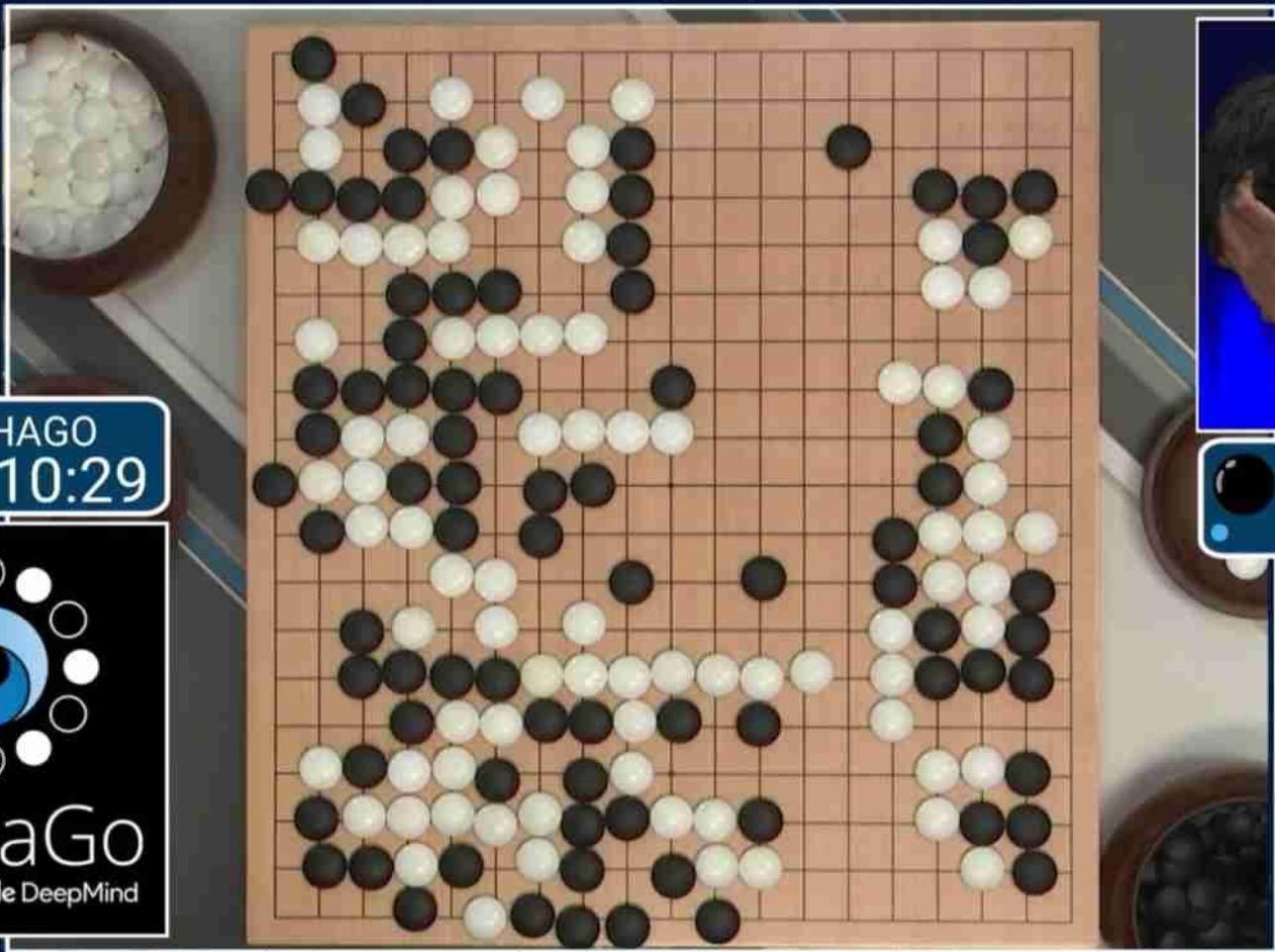
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● ALPHAGO
00:10:29



● LEE SEDOL
00:01:00

Machine learning is already improving many of our products



Search

Search ranking
Speech recognition



Android

Keyboard &
speech input



Play

App recommendations
Game developer experience



Gmail

Smart reply
Spam classification



Chrome

Search by image



Drive

Intelligence in Apps



YouTube

Video recommendations
Better thumbnails



Photos

Photos search



Maps

Parsing local search



Cardboard

Smart stitching



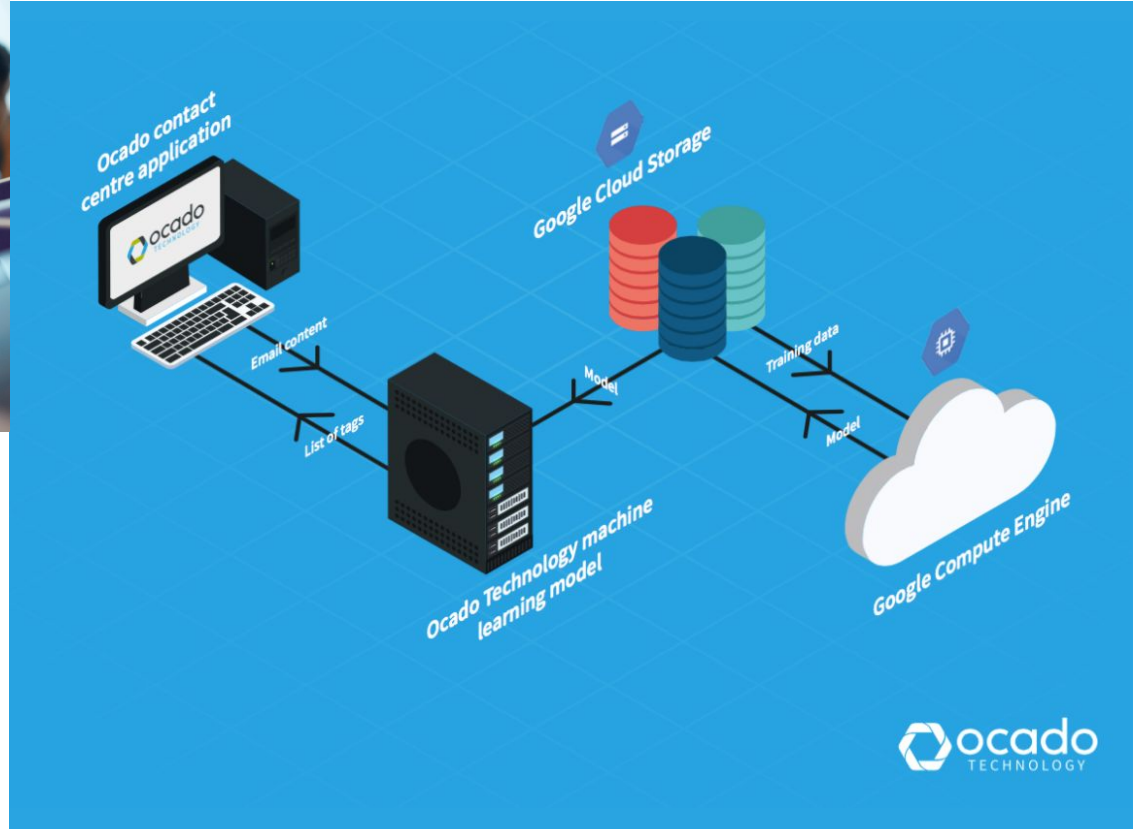
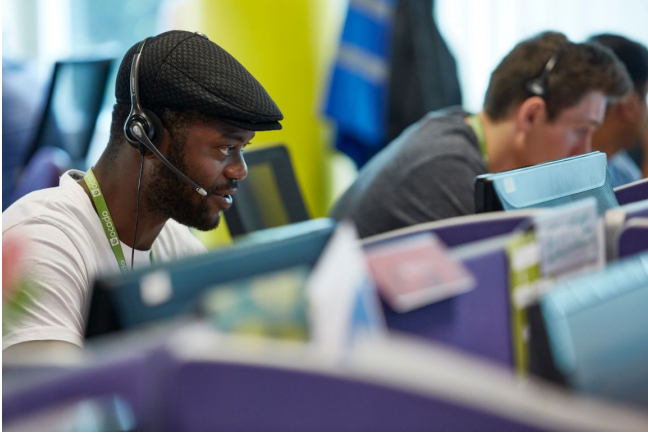
Translate

Text, graphic and
speech translation



Streetview

Imaging



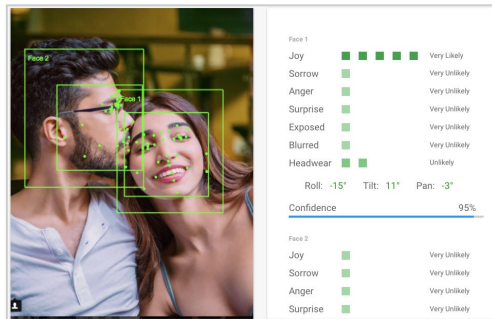
Airbnb - predictive pricing model



Unilever - first ML-powered Ad Campaign

11am: Analyzing Trends

UL used monitoring tool
Brandwatch to extract
trending images



Emotion

Joy was one of the top "emotion" labels; There was a correlation with joy and other labels "movie theatres"; parks" & "dessert"

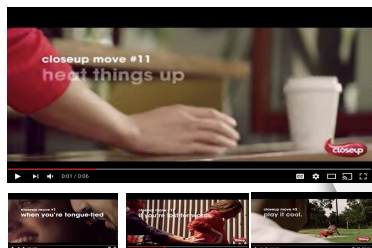


Google Cloud



Google

4pm: Vagon ads built & live



4
base
videos



64
Vogon
videos

What's different now?

Machine learning is becoming democratized and solving complex challenges

Why care?

ML is now widely available to help decision-making and creativity

What to do?

Invest in ML now and build a consolidated data platform.

3 Big Trends



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Thank You