

THE NEXT GREAT TRANSFORMATION

PPAI
Las Vegas, NV
January 15, 2024





“Change is avalanching upon our heads
and most people are grotesquely
unprepared to cope with it.”

ALVIN TOFFLER

INDUSTRIAL REVOLUTIONS



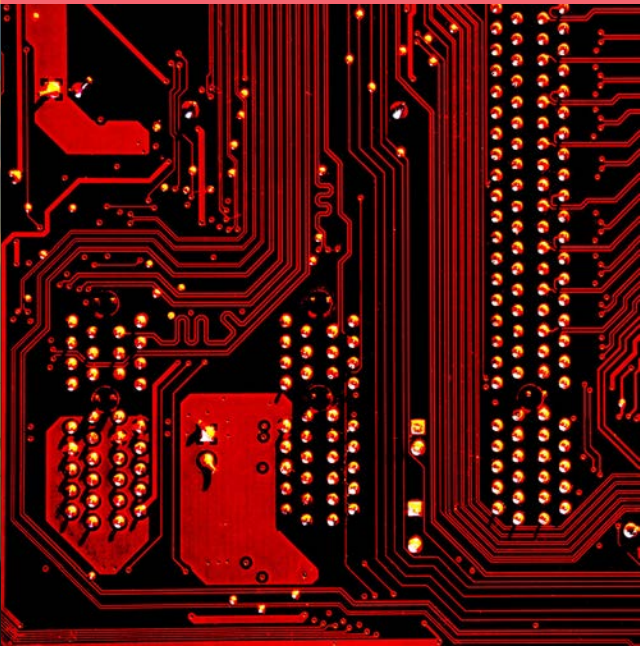
1784

1. Steam



1870

2. Electricity



1969

3. Computing



TODAY

4. Intelligence

INTERNET



```
graph TD; Internet[INTERNET] --> Mobile[MOBILE]; Mobile --> Cloud[CLOUD]; Cloud --> AI[AI];
```

MOBILE

CLOUD

AI



“We can’t see the future, but we
can get pretty close if we’re
watching for the signals.”

MIKE YATES



CHANGE #1

TECHNOLOGY ADOPTION



“The future is already here—
it’s just unevenly distributed.”

WILLIAM GIBSON

THE INTERNET

The background of the image is a collage of vintage computer monitors and a globe. The monitors are of various sizes and are arranged in a way that suggests a dense, interconnected network. The globe is positioned on the right side of the image, showing a portion of the Earth. The overall color scheme is a mix of teal, blue, and black, giving it a retro, technological feel.

2023: 5.65 billion people (over 60% of world)

2030: 90% of global population



SMARTPHONES

2007: iPhone launches

2022: 6.4 billion phone subscriptions

2028: 7.7 billion (projected)

SOCIAL MEDIA

2004: 0 users

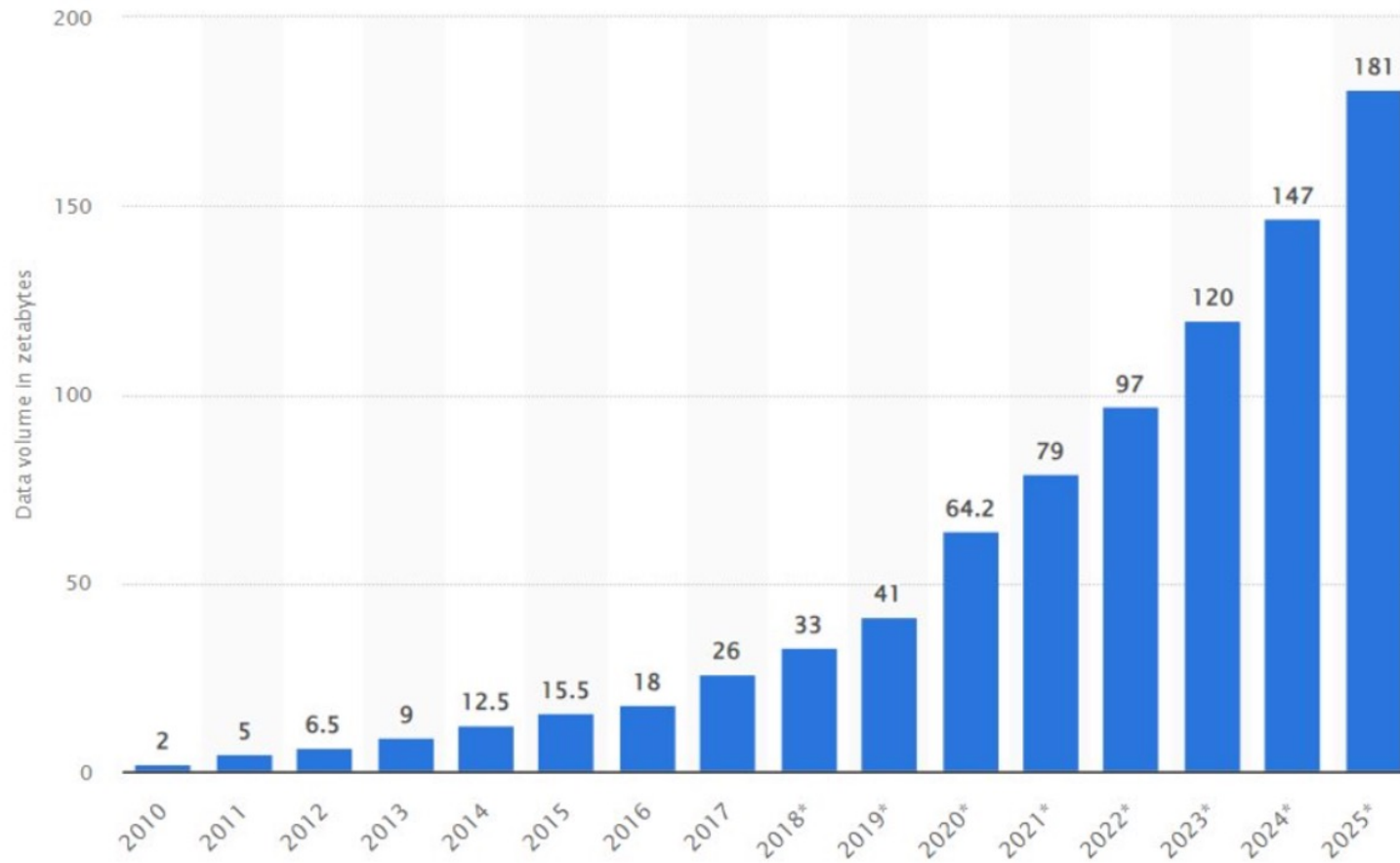
2023: 4.9 billion users

2027: 5.85 billion users (projected)

GLOBAL DATA GENERATION

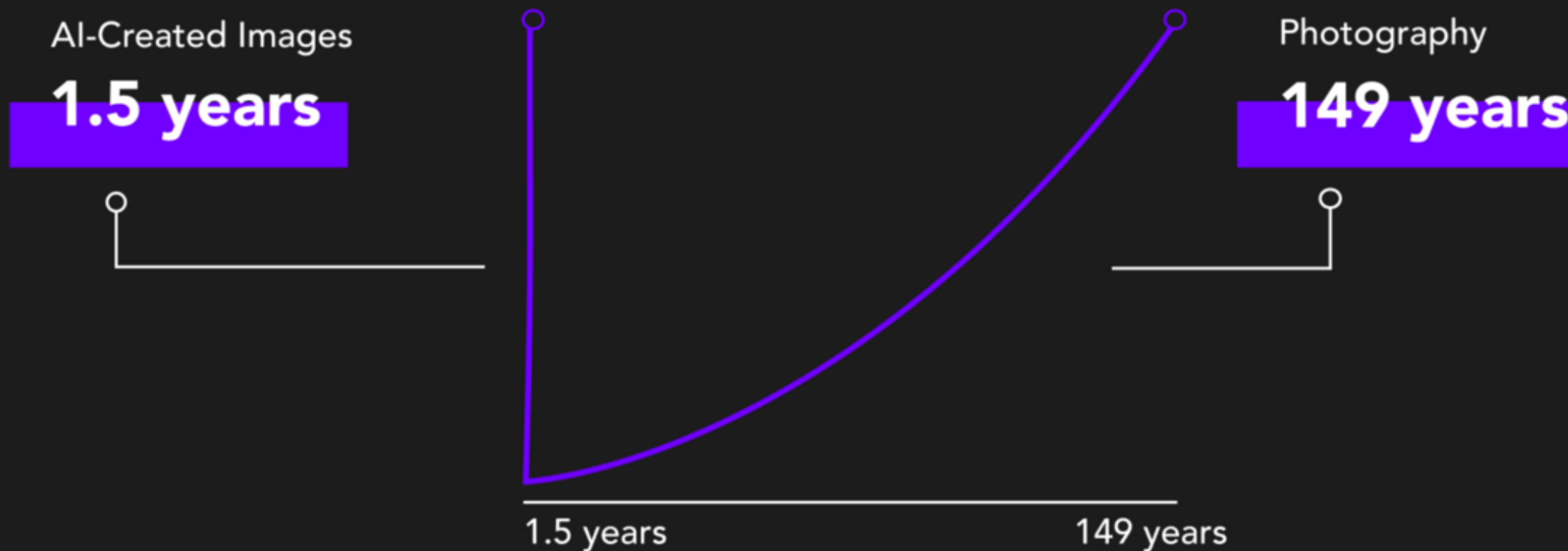
2010: 2 zettabytes

2025: 180 zettabytes



Time It Took to Reach 15 Billion

EVERYPIXEL



Sources: 1000 Memories;
our estimates, based on Photutorial, OpenAI, Adobe, Civitai

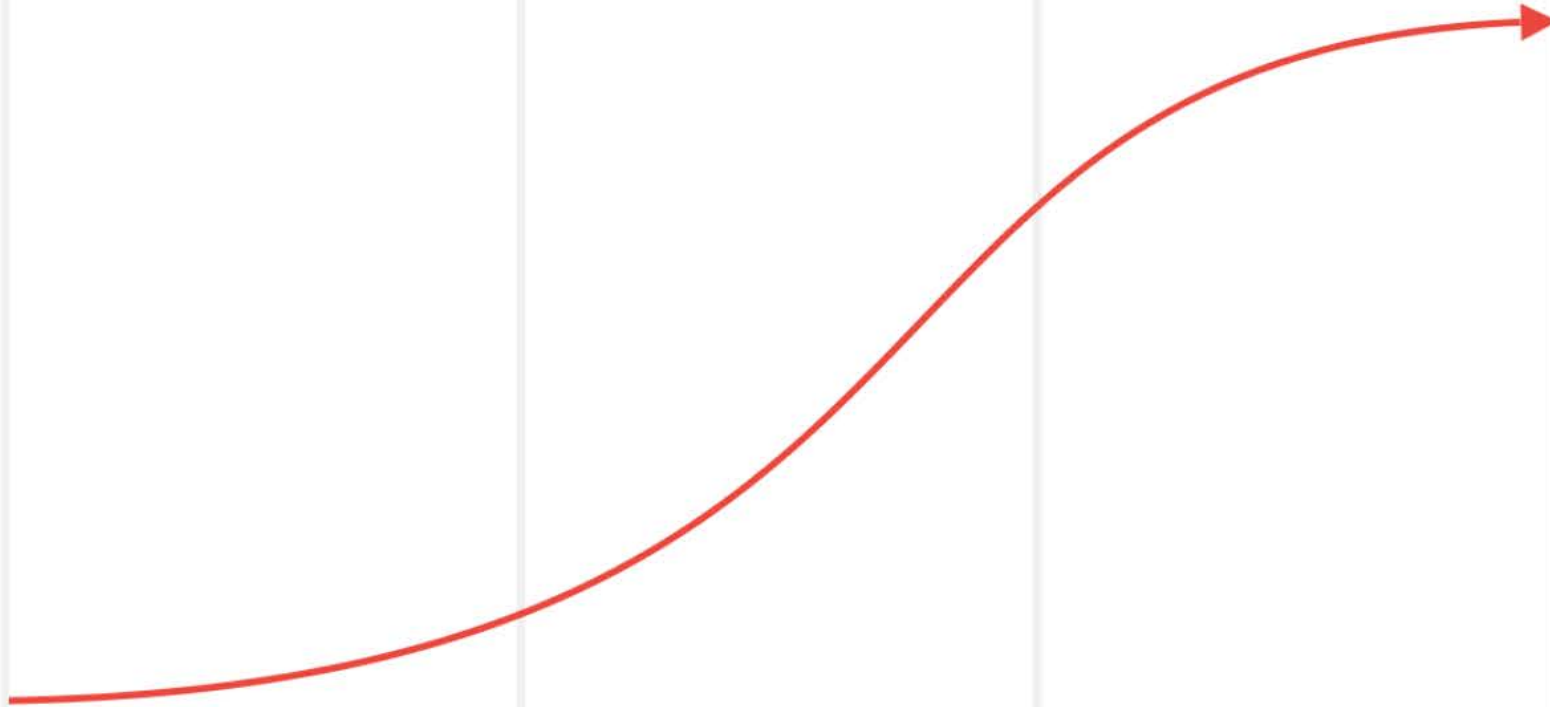
New technologies come in S Curves

New tech generally goes from stupid to exciting to boring

Why is this useful?


Exciting!

Boring



AI



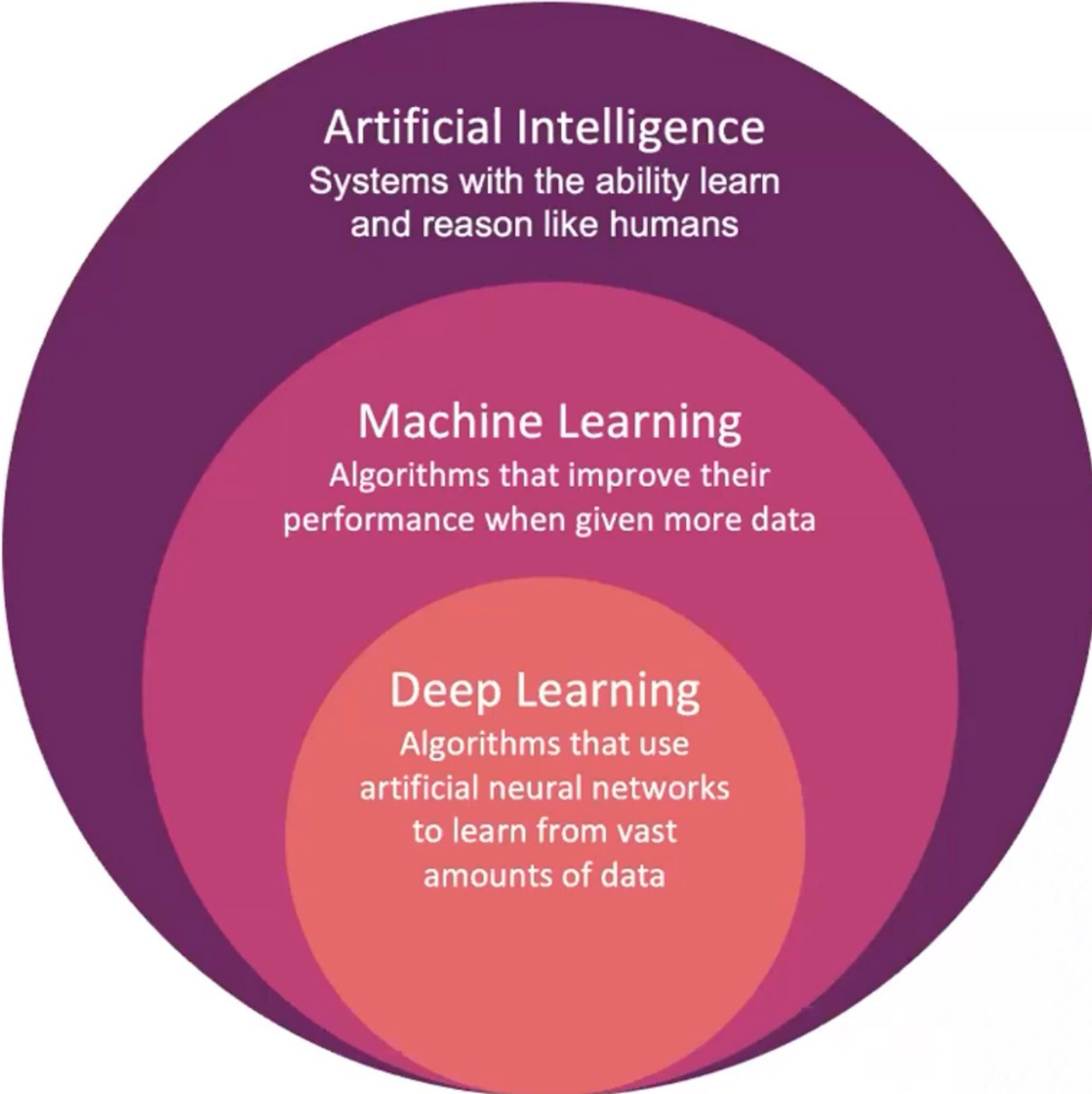
The background is a complex, abstract network of thin, light blue lines radiating from a central point, creating a starburst or web-like pattern. Interspersed along these lines and throughout the background are numerous small, translucent spheres. These spheres are multi-colored, showing iridescent hues of blue, green, purple, and pink, giving them a crystalline or bubble-like appearance. The overall color palette is dominated by cool blues, with the vibrant colors of the spheres providing contrast.

“AI is a force multiplier on technological progress because it is an enabler of other technologies and powers the evolution of business, government, and society.”

FUTURE TODAY INSTITUTE

AI MYTHS

1. AI is a recent development
2. AI can understand things and think like humans
3. AI will replace all jobs
4. AI will soon have human-level intelligence
5. AI will wipe out humanity



The diagram consists of three concentric circles. The outermost circle is dark purple and contains the text 'Artificial Intelligence' and 'Systems with the ability learn and reason like humans'. The middle circle is a medium purple and contains the text 'Machine Learning' and 'Algorithms that improve their performance when given more data'. The innermost circle is a reddish-pink and contains the text 'Deep Learning' and 'Algorithms that use artificial neural networks to learn from vast amounts of data'. The circles are nested, indicating that Deep Learning is a subset of Machine Learning, which is a subset of Artificial Intelligence.

Artificial Intelligence
Systems with the ability learn
and reason like humans

Machine Learning
Algorithms that improve their
performance when given more data

Deep Learning
Algorithms that use
artificial neural networks
to learn from vast
amounts of data

WHY NOW?

1. Computation/Hardware
2. Data
3. Open source software
4. Algorithmic advances



Traditional AI can:

Identify patterns

Make decisions

Analyze data

Detect fraud

Generative AI creates:

Chat responses

Images

Diagrams/Charts

Synthetic data

Deep fakes

GPT (Generative Pre-trained Transformer) is a type of LLM (Large Language Model) that can perform various natural language tasks.



TIME IT TOOK TO REACH 100 MILLION MONTHLY USERS

Google Translate 78 months

Uber 7 months

Pinterest 41 months

Instagram 30 months

TikTok 9 months

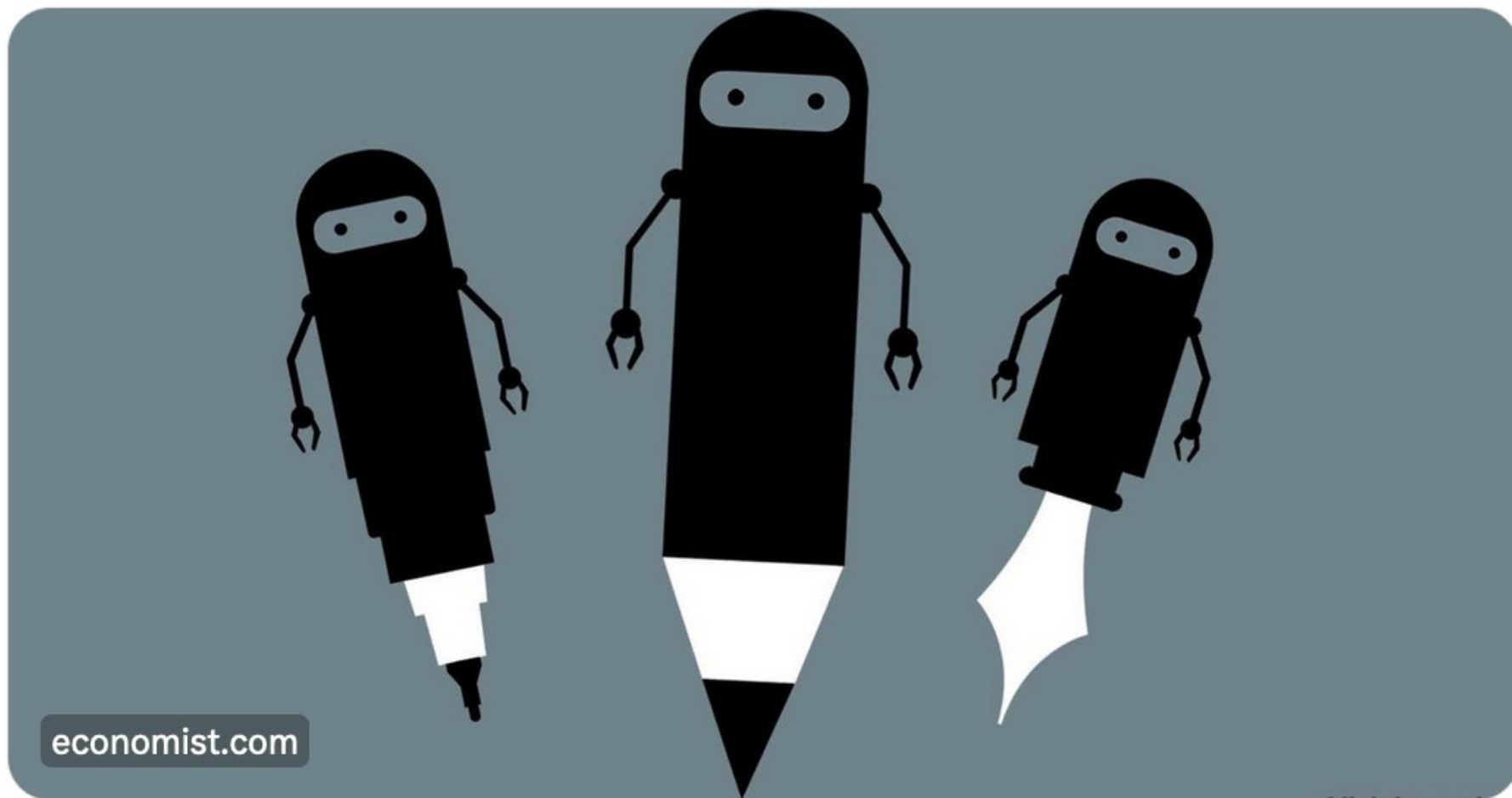
ChatGPT 2 months



The Economist ✓
@TheEconomist



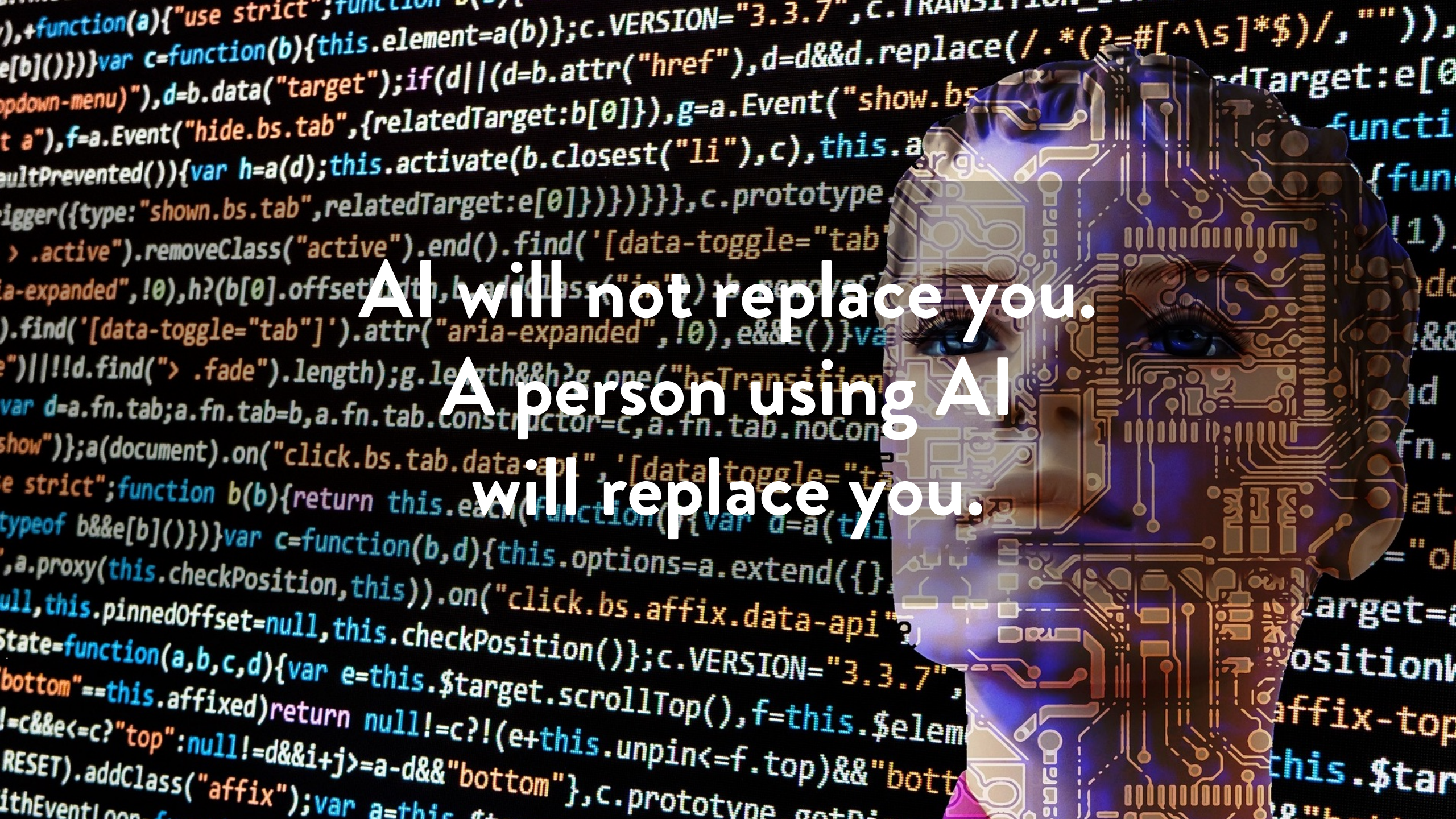
The word of the year for 2023 is ChatGPT



9:03 PM · Dec 11, 2023 · **69.4K** Views

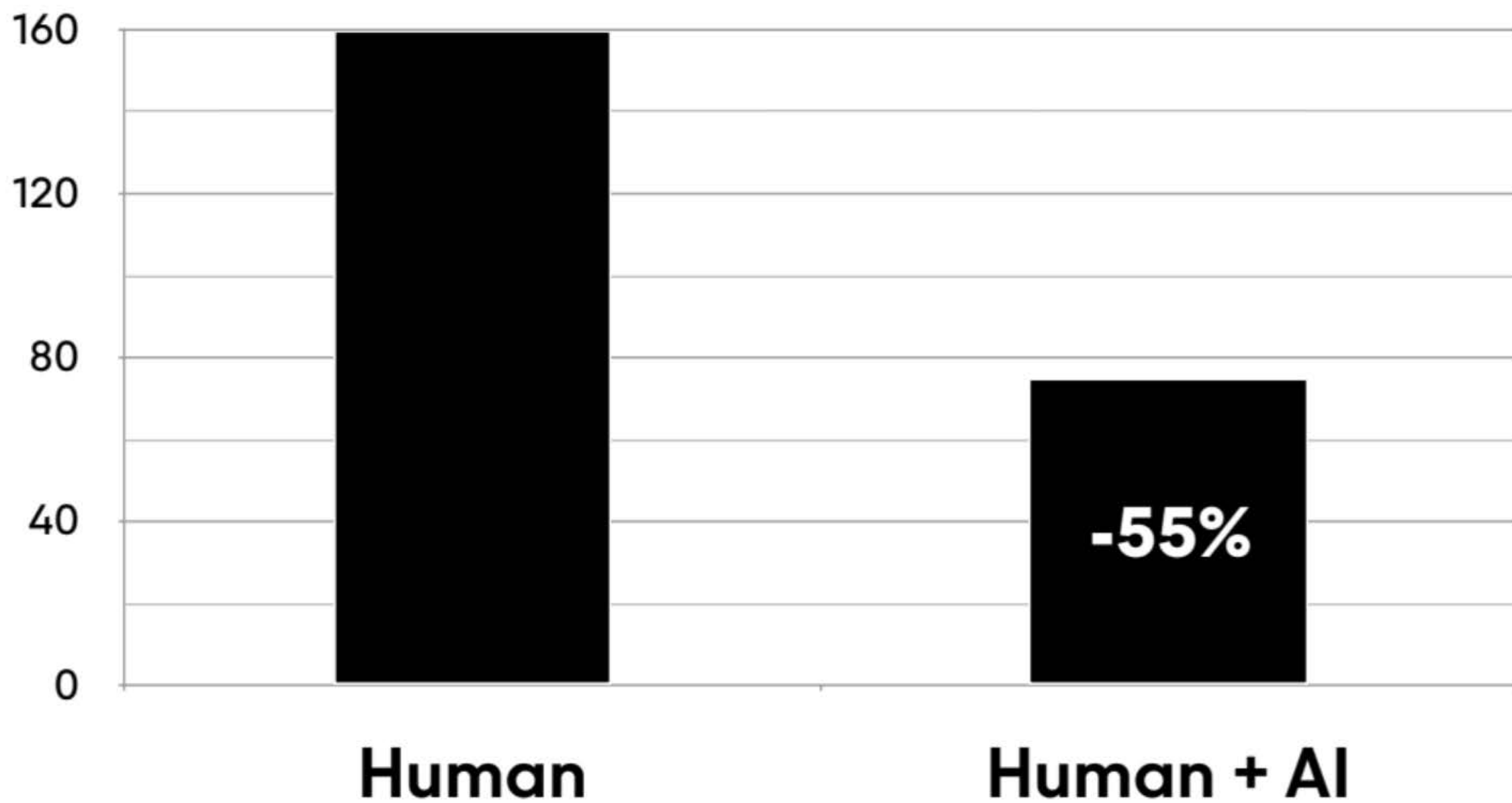
GENERATIVE AI MODELS

- ChatGPT (Open AI)
- Bard (Google)
- Bing/Copilot (Microsoft)
- Claude (Anthropic)
- Perplexity
- Pi

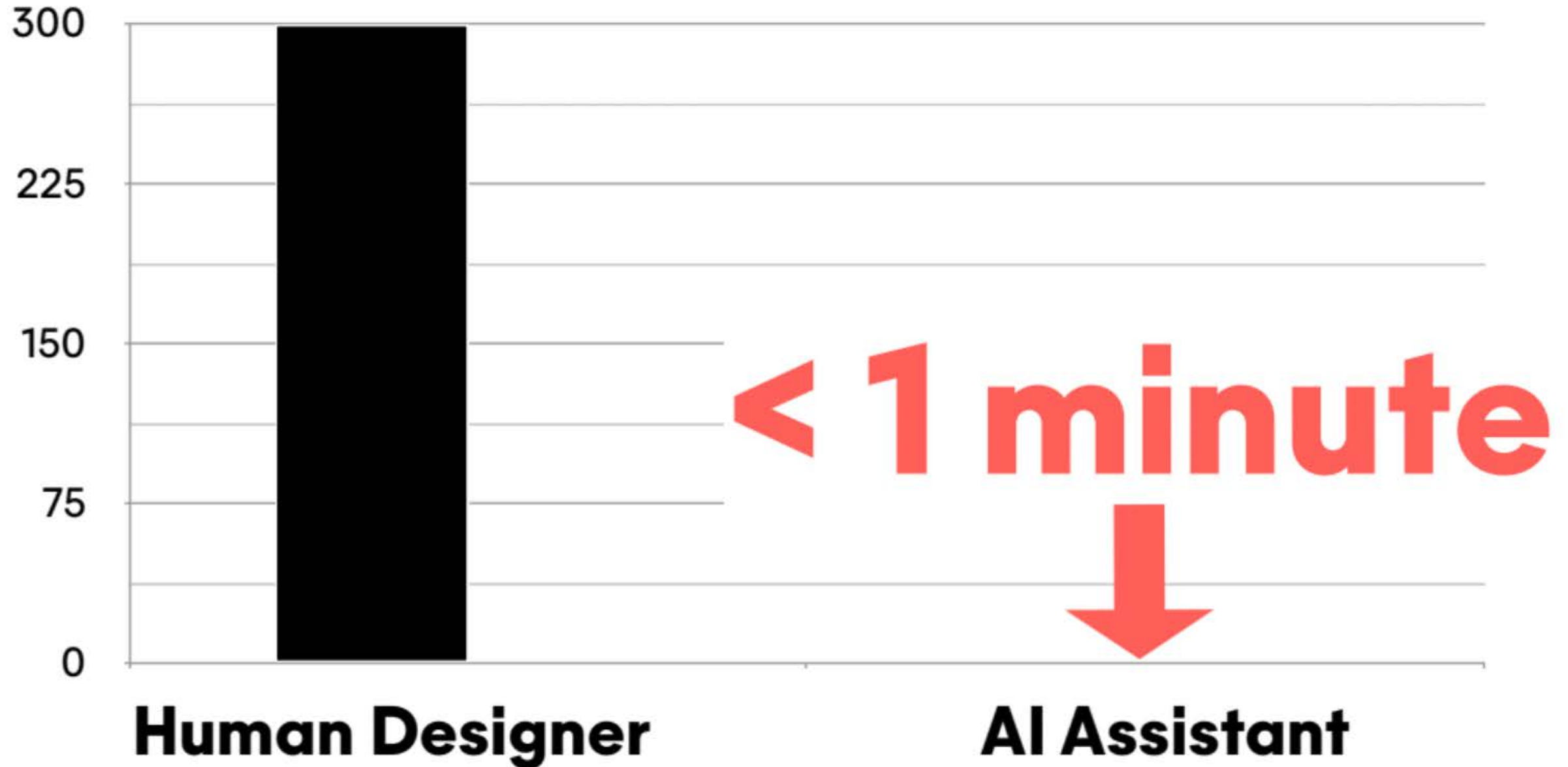


AI will not replace you.
A person using AI
will replace you.

Minutes to complete coding task with/ without AI



Average minutes to create a new graphic design

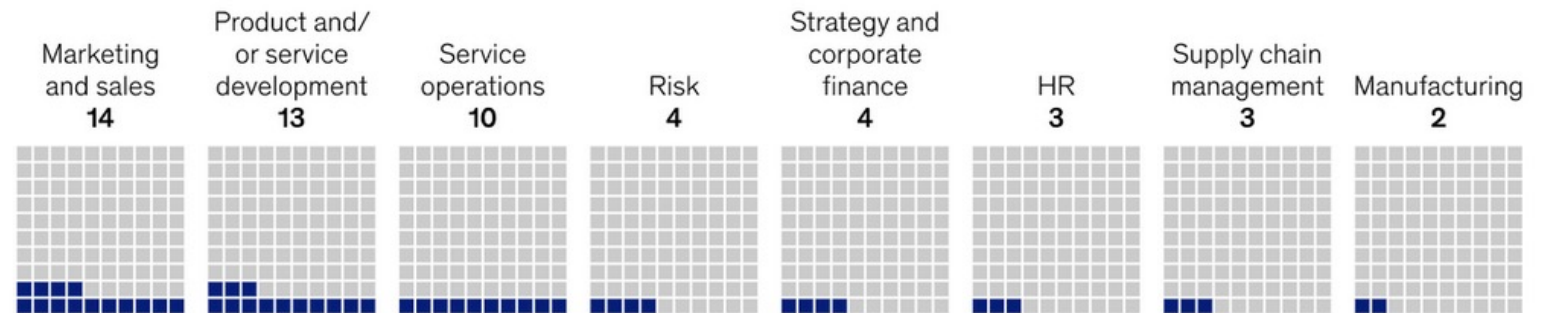


MOST COMMON USES OF GEN AI

McKinsey 2023 Generative AI Survey

The most commonly reported uses of generative AI tools are in marketing and sales, product and service development, and service operations.

Share of respondents reporting that their organization is regularly using generative AI in given function, %¹



Most regularly reported generative AI use cases within function, % of respondents

Marketing and sales

Crafting first drafts of text documents

9

Personalized marketing

8

Summarizing text documents

8

Product and/or service development

Identifying trends in customer needs

7

Drafting technical documents

5

Creating new product designs

4

Service operations

Use of chatbots (eg, for customer service)

6

Forecasting service trends or anomalies

5

Creating first drafts of documents

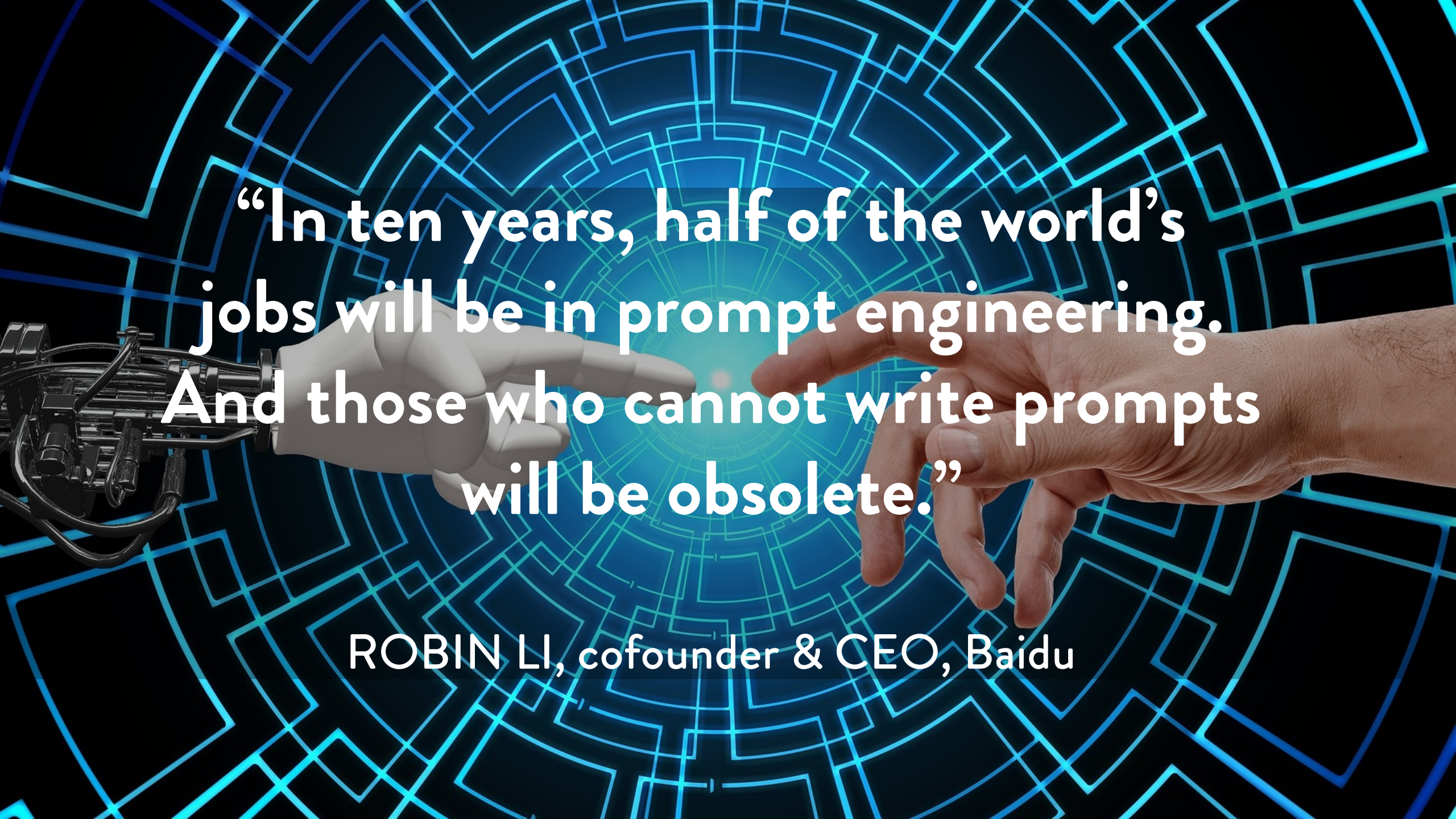
5



It's Wednesday at 4 pm. Can I park at this spot right now? Tell me in 1 line.



Yes, you can park for up to 1 hour starting at 4 pm.

The image features a robotic hand on the left and a human hand on the right, both reaching towards the center. The background is a dark blue field filled with a complex, glowing cyan geometric pattern of concentric squares and lines. The text is overlaid in the center in a white, sans-serif font.

“In ten years, half of the world’s
jobs will be in prompt engineering.
And those who cannot write prompts
will be obsolete.”

ROBIN LI, cofounder & CEO, Baidu



"AI is whatever hasn't been done yet."

LARRY TESLER

AR







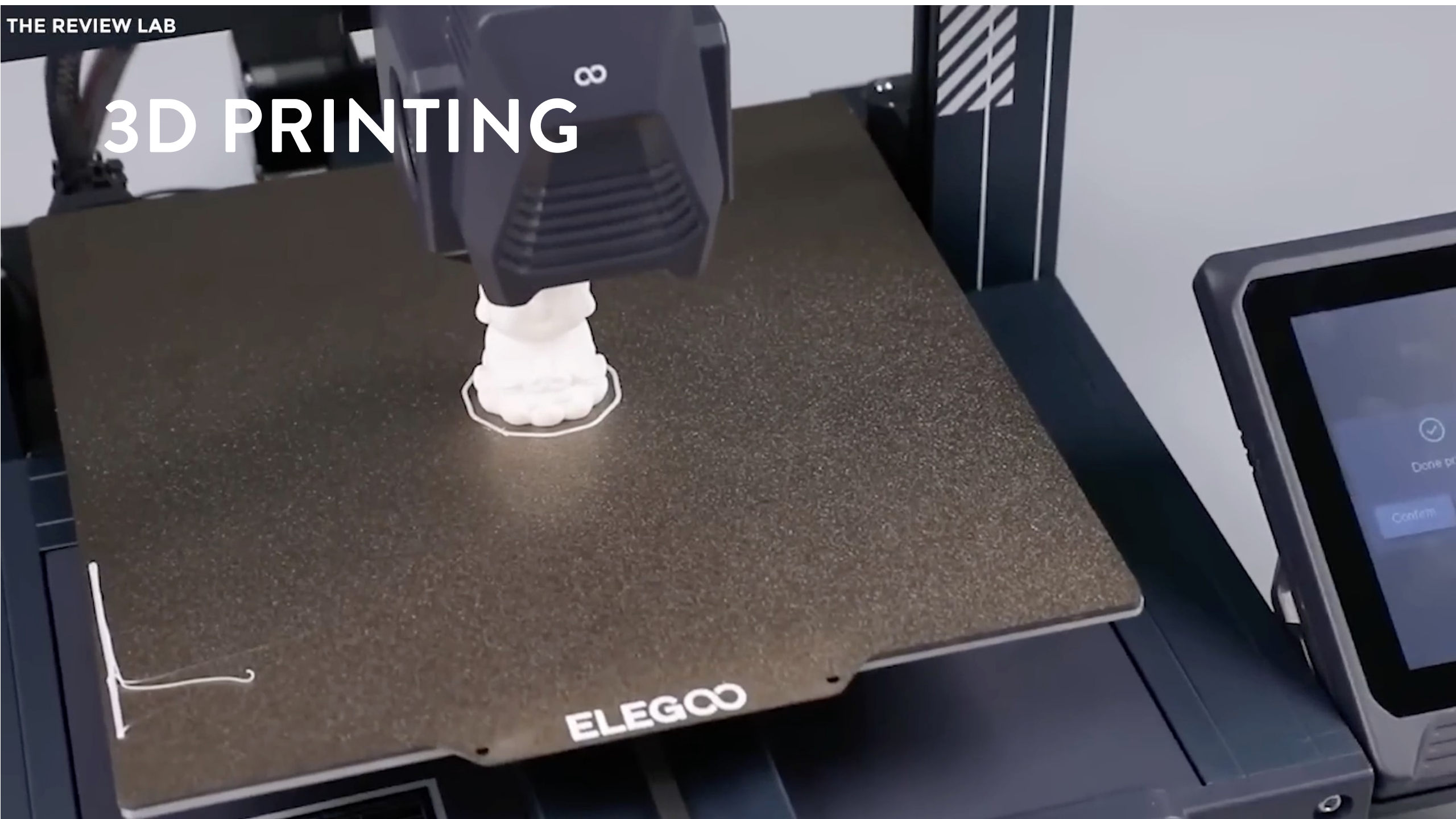
VR



METaverse



3D PRINTING



A woman with blonde hair, wearing a bright orange jumpsuit, is shown in profile, looking upwards with a thoughtful expression. Her hand is near her chin. The background is a complex, futuristic mechanical structure with glowing blue and green lights, resembling a high-tech environment or a space station interior.

**"We won't experience 100 years of progress
in the 21st century—it will be more like
20,000 years of progress (at today's rate)."**

RAY KURZWEIL



CHANGE #2

EMPOWERED CONSUMERS

An aerial, high-angle photograph of a very busy pedestrian crossing. The crossing is marked with wide, white diagonal stripes on a dark asphalt surface. Hundreds of people of various ages and ethnicities are walking across the street in different directions. Long, dark shadows are cast across the pavement, indicating it is either early morning or late afternoon. The overall scene conveys a sense of a large, active population. Overlaid in the center of the image is the text "consumers IN CONTROL" in a white, sans-serif font. The word "consumers" is in a smaller font size than "IN CONTROL", which is in all caps and larger.

consumers
IN CONTROL



FRICTIONLESS experiences

SEASONAL
MENU
ARNOLD PALMER 10
LAVENDER LATTE 5
BLUE JASMINE MATCHA 6

COFFEE

DRIP	3.50
ESPRESSO	3.50
AMERICANO	3.50
MACCHIATO	4
CORTADO	4.25
CAPPUCCINO	4.75
LATTE	5.5
MOCHA	5.25
RAF	4
COLD BREW ESPRESSO TONIC	5

ICED TEA
HOT CHOCOLATE
MATCHA LATTE
CHAI LATTE
STEAMER
LEMONADE

ADD-ON

EXTRA SHOT
FLAVOR

- VANILLA
- CHOCOLATE
- CINNAMON & CLOVE
- CARAMEL

ALTERNATIVE MILK

- ALMOND
- OHF
- MACADAMIA
- COCONUT

A woman with long, wavy hair is standing on a beach at sunset. She is holding two smartphones; one in her right hand, held up as if taking a photo or video, and another in her left hand, which she is looking at. The background shows the ocean with waves and a sky with soft, colorful light from the setting sun. A semi-transparent dark band across the middle of the image contains the text.

ON DEMAND lifestyle

SOCIAL everything

You

LIKE



com.com.com





A person wearing a light-colored hoodie and pants is sitting in a folding chair on a rocky, gravelly mountain slope. They are holding a small white mug. The background features rugged, snow-capped mountains under a cloudy sky. The text "EXPERIENCES over things" is overlaid in white, with "EXPERIENCES" in a larger, bold font and "over things" in a smaller, lowercase font.

EXPERIENCES
over things

A person with long red hair, wearing a dark jacket, sits on a grassy bank next to a large, fluffy dog with brown and white fur. They are both facing away from the camera, looking out over a calm lake towards a sunset. The sky is filled with soft, orange and pink clouds, and the sun is low on the horizon, creating a warm, golden glow. The water reflects the light from the sky. The overall mood is peaceful and contemplative.

LOYALTY



COMMUNITY





Women Own This Summer. The Economy Proves It.

By turning out in groups, women created a multiplier effect and propelled watershed success for the 'Barbie' movie, Beyoncé and Taylor Swift.



TRUST



CHANGE #3

THE NEW WORKFORCE

DISTRIBUTED WORK



A woman with long brown hair, wearing a red top, is sitting in front of a large window. She is holding a blue smartphone in her right hand and looking at it. To her right is a silver laptop with the Apple logo. In the foreground, there is a black coffee cup. The background shows a modern building with many windows.

40% of Americans still work at home at least one day a week.

FIVE GENERATIONS AT WORK

TRADITIONALISTS AND SILENTS

Born 1925-1946

KEY TRAITS

Hard-working
Practical
Loyal

BABY BOOMERS

Born 1946-1964

KEY TRAITS

Competitive
Focused
Goal-oriented

GEN X

Born 1965-1981

KEY TRAITS

Thrive on
work-life
balance and
challenges

MILLENNIALS

Born 1982-1996

KEY TRAITS

Ambitious
Resilient
Adaptable to
change

GEN Z

Born mid 90s – mid 00's

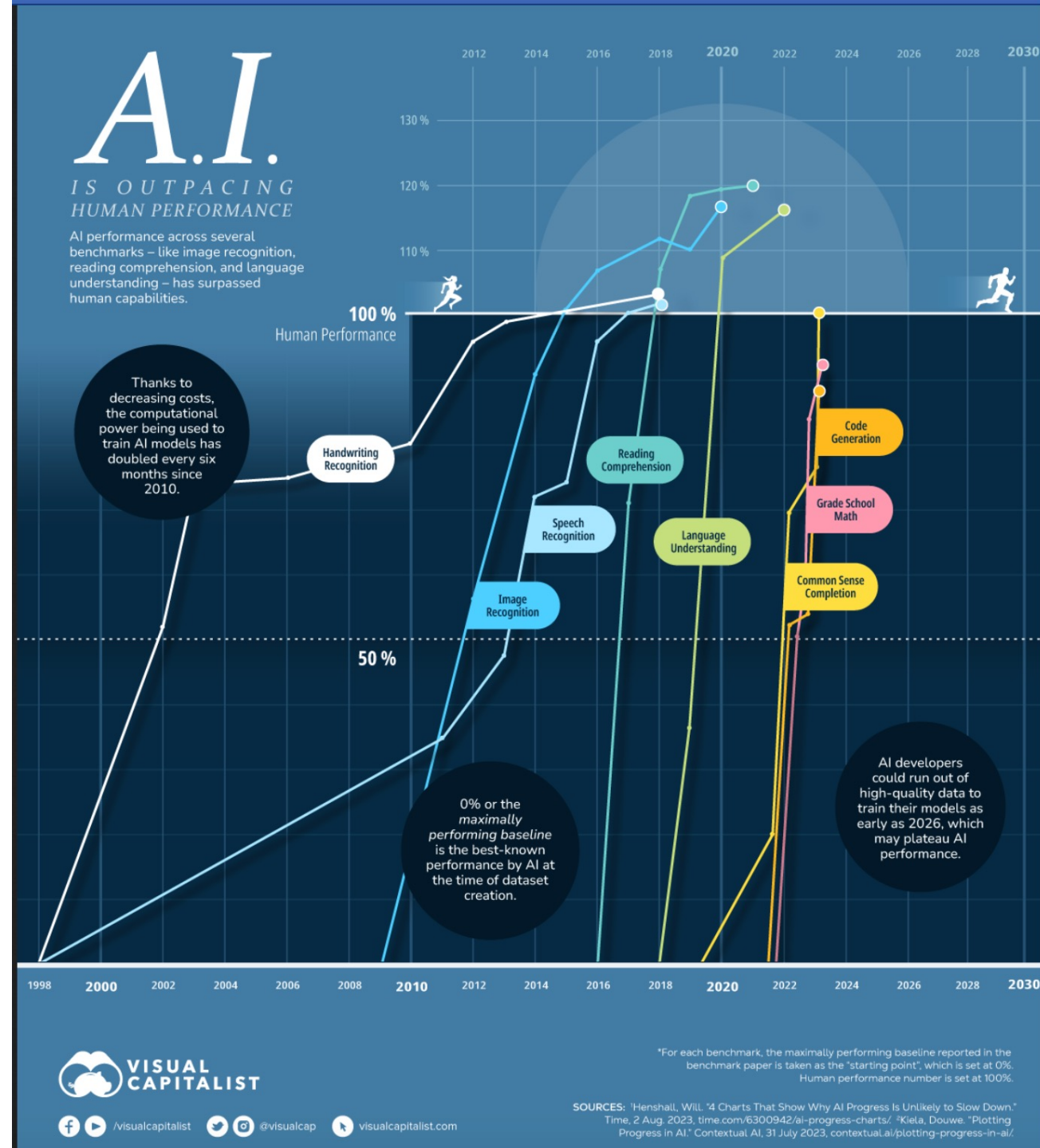
KEY TRAITS

Tech savvy
Independent
Entrepreneurial



By 2030, **MILLENNIALS** will represent
75% of the global workforce.

AI vs. Humans: Which Performs Certain Skills Better?



The background of the image features four coiled Slinky toys. One is red in the top right, one is white in the center, and two are yellow in the bottom left and bottom right. They are all coiled into a similar shape, with the coils fanning out at the top. The text is overlaid in the center of the image.

FLEXIBILITY is “the ability
to bend easily without breaking”

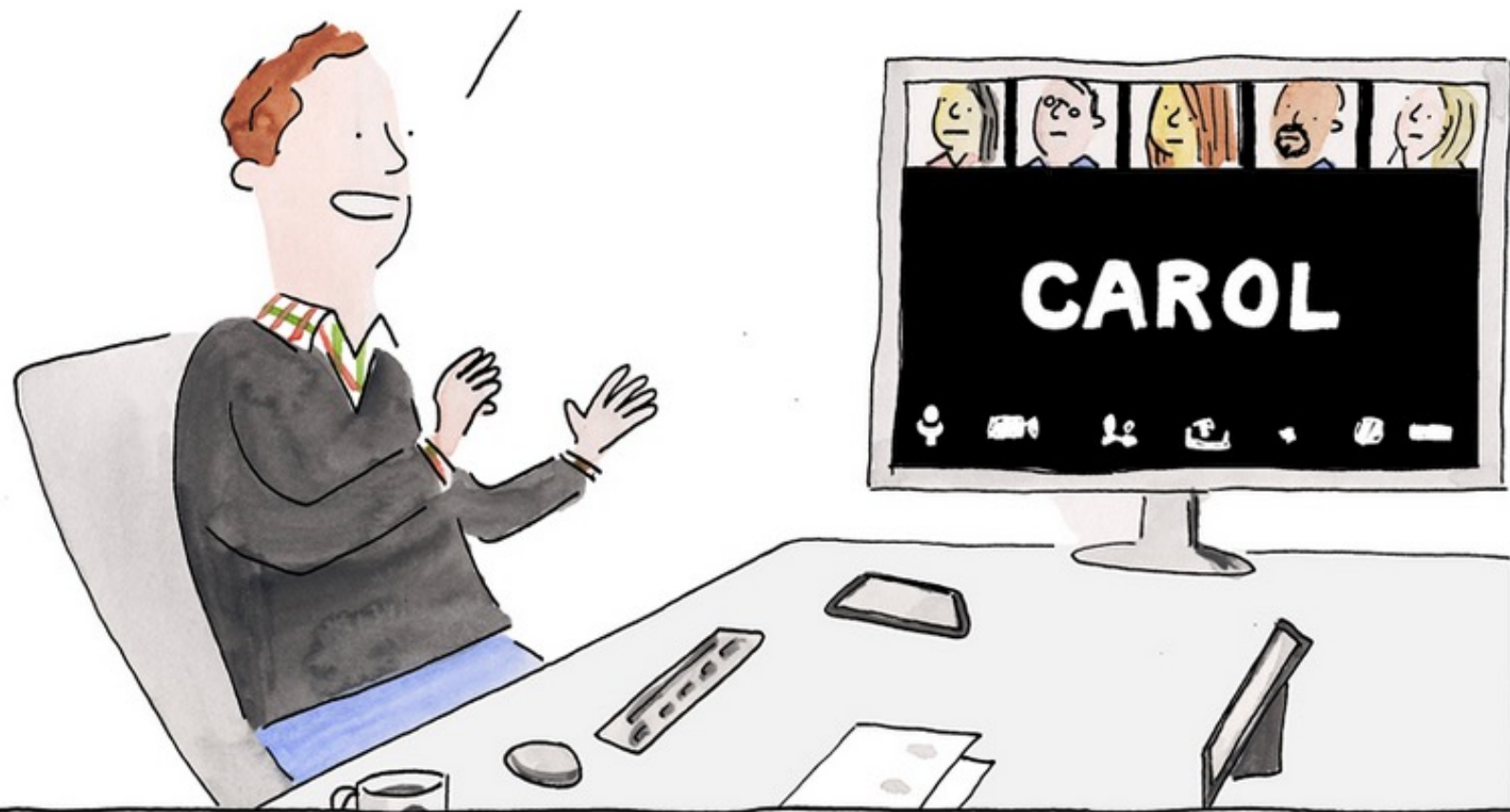
40% of global workforce need to be reskilled in next 3 years due to AI, IBM study finds





The FUTURE OF WORK
is AI-human collaboration

I CALLED THIS MEETING TO TALK
ABOUT HOW AI COULD HANDLE THINGS
THAT WASTE OUR TIME AT WORK.
CAROL, ANY IDEAS TO START?



hello, I am
an AI large
language
model that
Carol asked
to handle
this meeting
for her...

TOM
FISH
BURNE



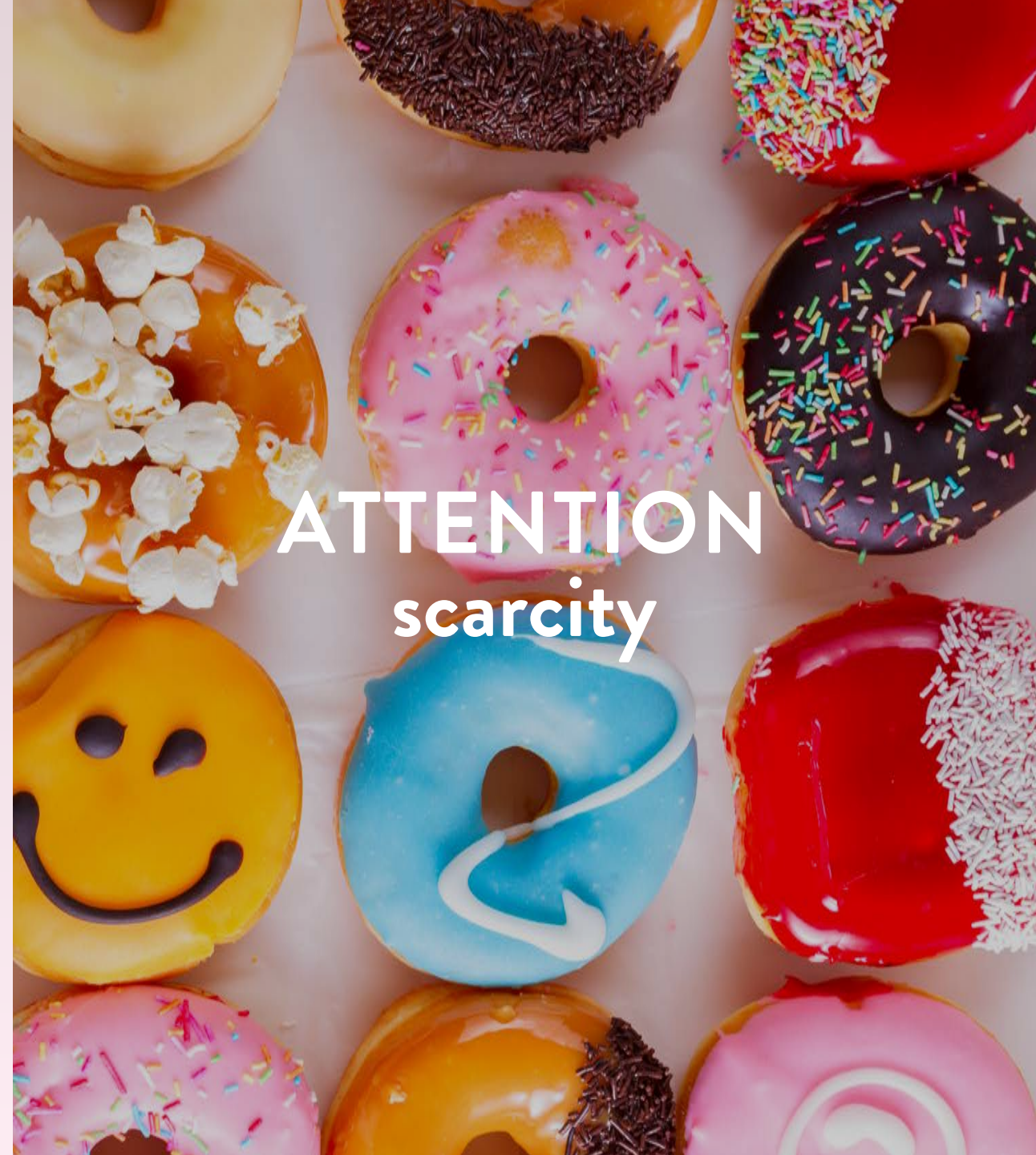
CHANGE #4

THE BATTLE FOR ATTENTION

INFORMATION
scarcity



ATTENTION
scarcity



**THE AVERAGE PERSON CHECKS
THEIR EMAIL 77 TIMES A DAY**



THE INTERNET IN 2023 EVERY MINUTE



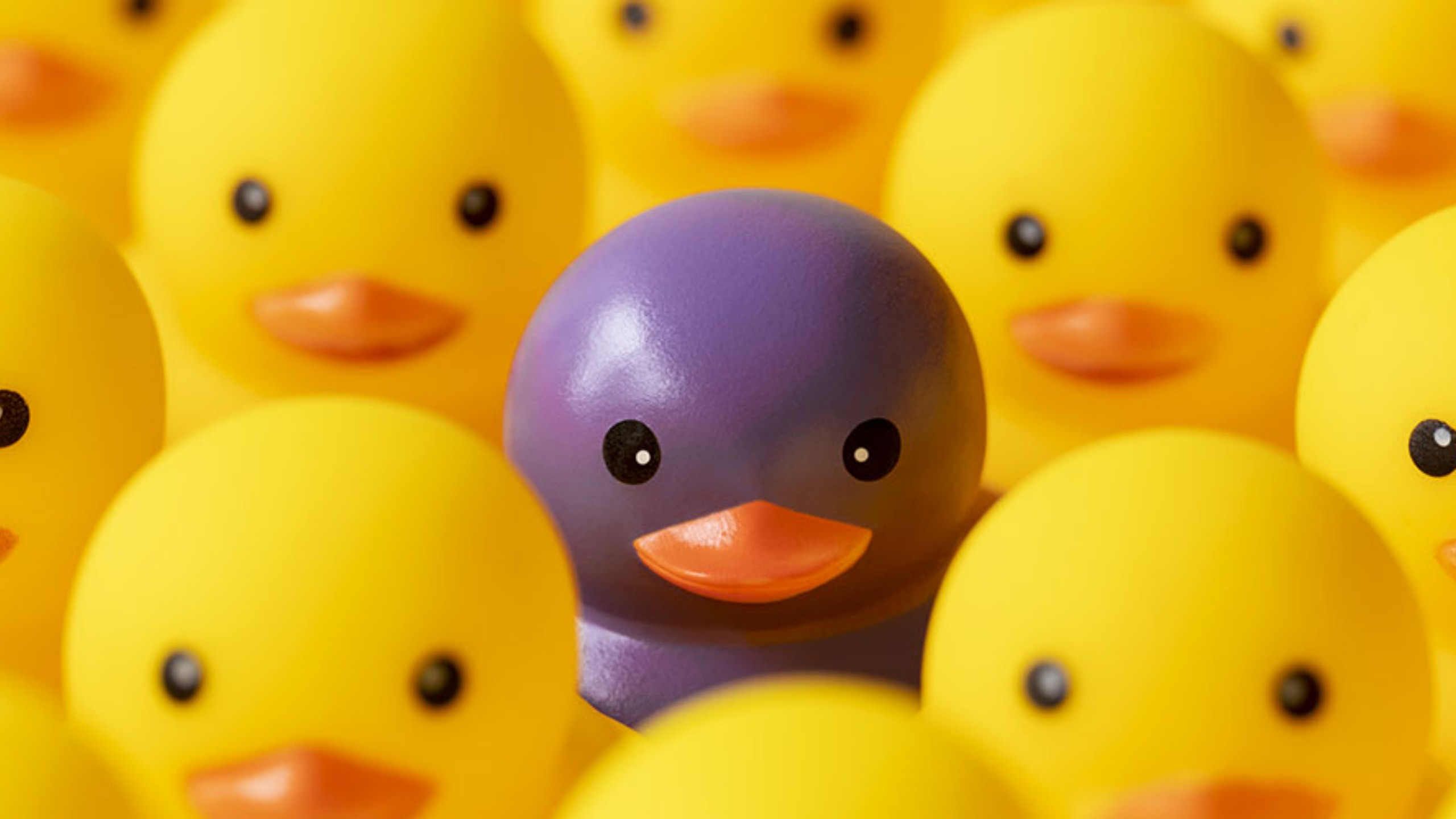
Created by: eDiscovery Today & LTMG

PER DAY, USERS SPEND ON AVERAGE

7 hours online

2.5 hours on social media

1.5 hours on TikTok





ATTENTION
is our new currency



CHANGE #5

DISRUPTION EVERYWHERE







EVOLUTION OF CUSTOMER EXPERIENCE

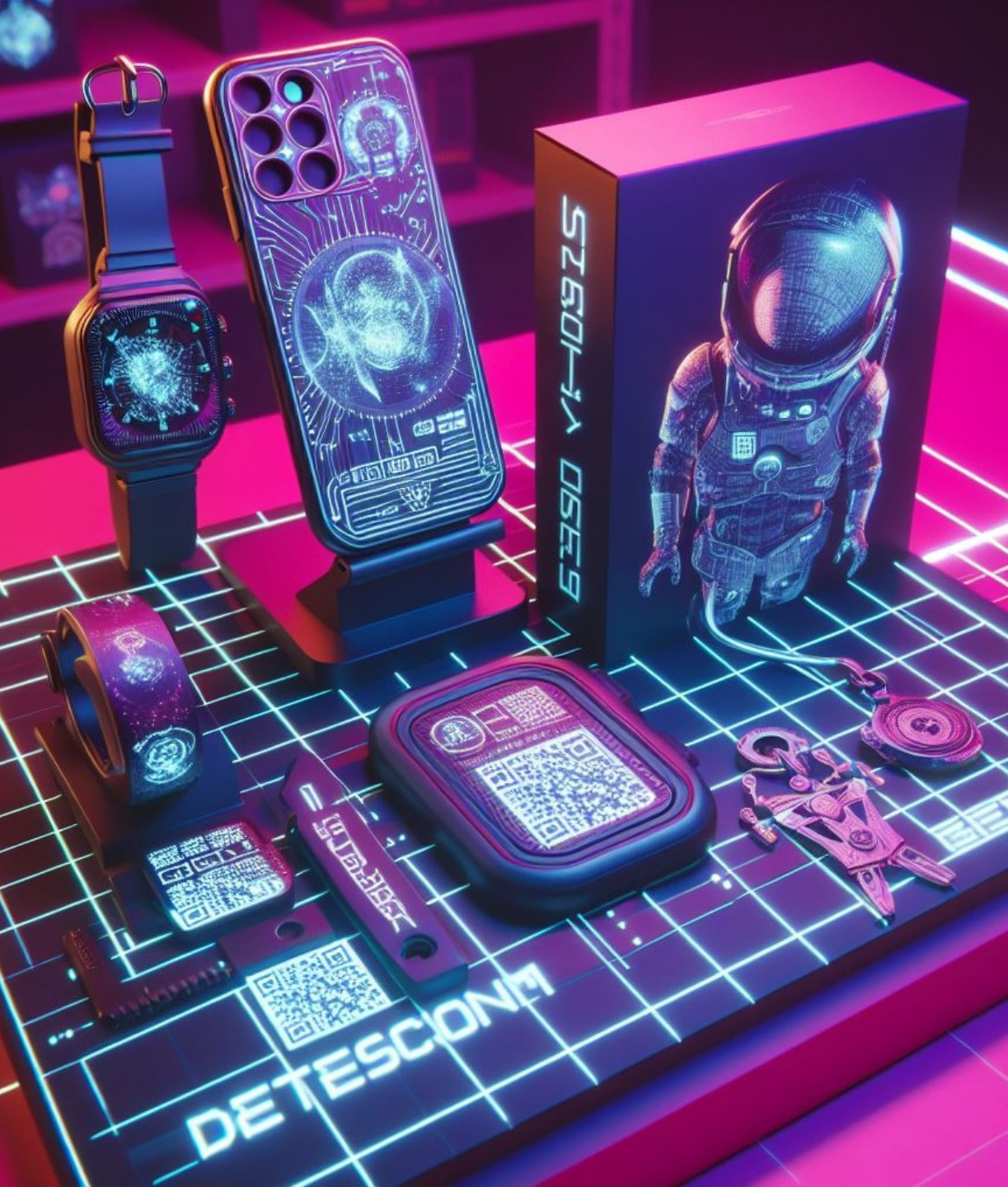
Smart technology: Consumers don't use digital, they are digital

Immersive technology: Bridging the customer experience divide

Digital Trust: The evolving nature of trust

Loyalty in the digital age: Be a loyalty company, not a loyalty program

Agility and automation: Better engagement through technology



what are the biggest trends for promotional products for 2024

Here are some of the biggest predicted trends for promotional products in 2024:

1. Sustainable and eco-friendly products. Items made from recycled materials, carbon-neutral manufacturing, biodegradable items like plantable seed paper, and reusable water bottles and bags should be popular. Brands want to show commitment to sustainability.
2. Tech accessories and gadgets. Things like phone chargers, wireless earbuds, power banks, and tech organization items often make useful and desirable promos. With technology always advancing, new charging and connectivity products will emerge.
3. Wellness and self-care products. Calm and mindfulness-related gifts like candles, journals, meditation cushions could attract interest as people aim for mental balance lifestyles. Customized water bottles, fitness gear, organic skin care also fit the trend.
4. Local and small business partnerships. Supporting local providers and minority-owned enterprises helps companies make a social impact. It also enables uniqueness with area-specific food and craft gifts.
5. Virtual hybrid experiences. Gifting virtual experiences, digital items, and combining physical + digital promo elements will increase as the metaverse evolves marketing. QR codes on products can unlock virtual content.

The key is matching promotional products to recipient demographics, company values, and budget while prioritizing usefulness. Personalization also makes gifts more meaningful and memorable.

AI

Copy Retry



shift + ↵ to add a new line, ⌘K to create a new c

Message Claude...





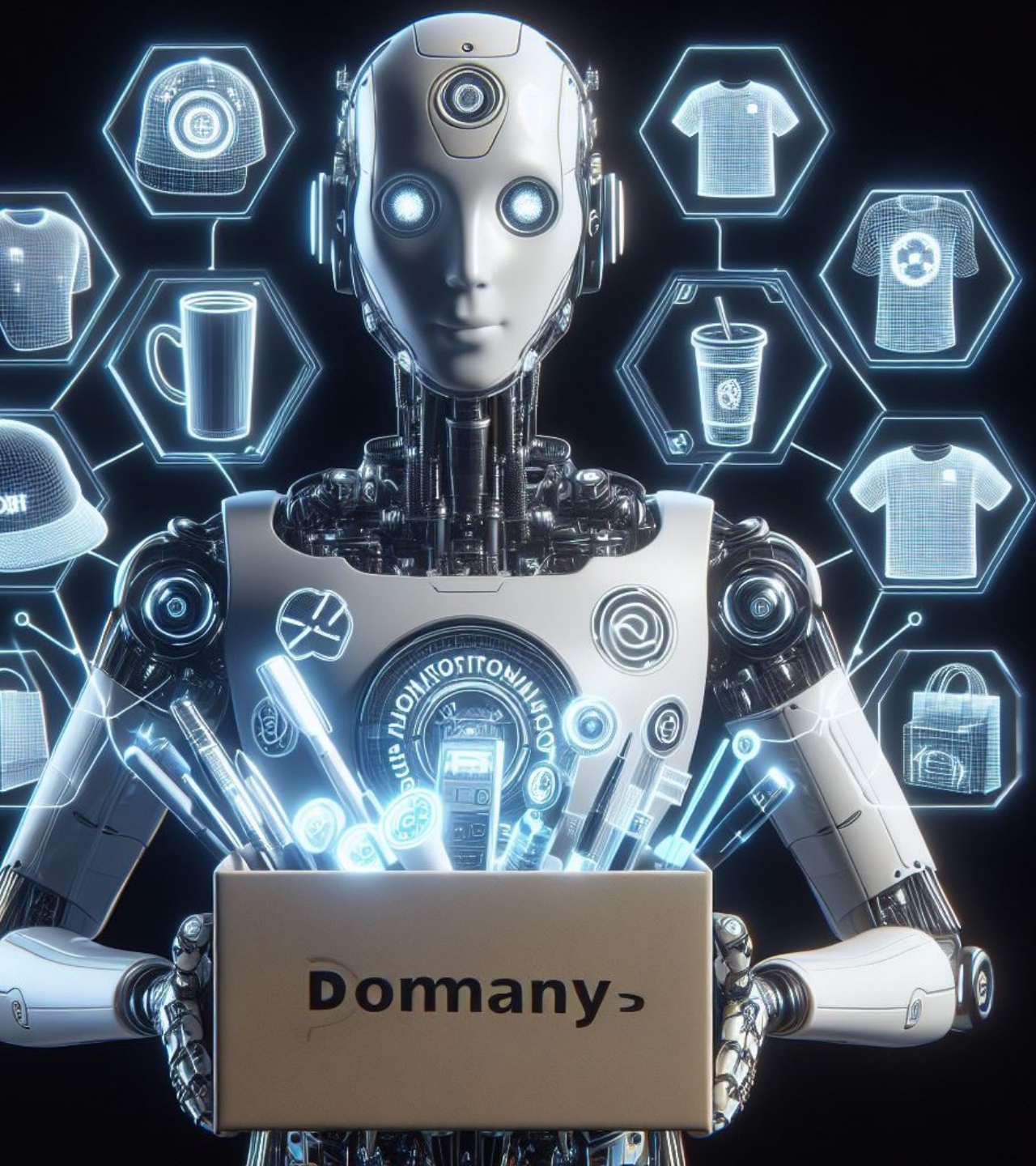
ChatGPT

The future of promotional products is likely to be shaped by several key trends and technological advancements:

1. **Technology Integration:** Promotional products are expected to increasingly incorporate technology. This could include smart gadgets, wearable tech, or items with integrated AR/VR capabilities. Imagine a t-shirt with a QR code that launches an interactive brand experience when scanned, or a pen that doubles as a USB drive.
2. **Personalization and Customization:** Advances in manufacturing technology, like 3D printing, could allow for highly personalized promotional items. Companies might offer products that are tailored to individual preferences or designed to reflect specific interactions with a brand.
3. **Sustainability and Eco-Friendliness:** As awareness of environmental issues grows, there will likely be a greater demand for eco-friendly promotional products. This could mean items made from recycled or biodegradable materials, or products that promote sustainable practices, like reusable water bottles or solar-powered gadgets.
4. **Interactive and Immersive Experiences:** Promotional products might become more than just physical items, offering immersive brand experiences. For example, a company might use VR headsets to transport potential customers to a virtual world that showcases their products or services.
5. **Digital and Virtual Products:** With the rise of digital media and virtual environments, promotional items could also become virtual. Brands might offer digital goods or experiences as promotional items, such as exclusive in-game content, digital art, or virtual event tickets.
6. **Data-Driven Customization:** Leveraging data analytics, companies can create promotional products that are more relevant and appealing to their target audience. This might involve analyzing customer data to determine what types of products would be most effective for a particular demographic.
7. **Integration with Internet of Things (IoT):** Promotional items could be part of the IoT ecosystem, with items like smart mugs or wearables that interact with other devices and provide users with a unique and customized experience.

In summary, the future of promotional products lies in their ability to offer more personalized, interactive, and technology-driven experiences, while also being mindful of sustainability and environmental impact.





AI is likely to impact the promotional products industry in a few key ways:

1. **Product design & customization:** AI tools can help to rapidly iterate promotional product designs based on consumer data and trend forecasts. This can speed up the design process to meet the quick turnaround times expected. AI can also facilitate easy mass-customization of products.
2. **Targeting & personalization:** With access to data from CRM systems and digital analytics, AI can help marketers determine the optimum promotional items for micro-targeting specific customer profiles and demographics. It enables personalization at scale for relevance.
3. **Supply chain optimization:** AI has the potential to greatly enhance supply chain efficiency through predicting consumer demand for promo products, optimizing inventory levels, and enabling dynamic order routing and logistics coordination with suppliers globally. This could mean faster fulfillment and reduced costs.
4. **Production forecasting:** By analyzing multiple data sources - economic trends, real-time sales analytics, geospatial data, market reports - AI can create accurate forecasts to predict production volumes months in advance to optimize capacity and inventory planning across promotional supply and manufacturing partners.
5. **Automating routine tasks:** AI could help promotional companies streamline mundane administrative tasks to allow human marketers to focus on more high-value strategic work. This includes automating order processing, billing, reporting, and more.

Overall, AI-driven analytics, personalization at scale, process automation and predictive insights promise to transform the promotional products space to be more efficient and impactful. But human creativity and empathy remains equally vital.

AI

[Copy](#) [Retry](#)

shift + ↵ to add a new line, ⌘K to create a new chat

Message Claude...





You

you own a promotional products company. what can you do to improve your business in 2024



ChatGPT

Improving a promotional products company in 2024 could involve several strategies, considering the evolving market trends and technological advancements. Here are some key areas to focus on:

1. **Embrace E-commerce and Online Marketing:**

- Develop a user-friendly, responsive website with e-commerce capabilities.
- Utilize social media platforms for marketing and brand awareness.
- Invest in SEO and digital marketing to increase online visibility.

2. **Expand Product Range:**

- Stay updated with the latest trends in promotional products.
- Offer eco-friendly and sustainable products, which are increasingly popular.
- Introduce innovative products using new technologies like AR/VR for enhanced customer experience.

3. **Enhance Personalization Options:**

- Invest in technology that allows for advanced customization of products.
- Offer a wide range of personalization options to cater to diverse customer needs.

4. **Improve Customer Service:**

- Implement a robust customer relationship management (CRM) system.
- Offer exceptional after-sales service and support.
- Use customer feedback to continually improve products and services.



Message ChatGPT...

PROMPT:

You own a promotional products company. What can you do to improve your business in 2024?

1. Embrace E-Commerce & Online Marketing

2. Expand Product range

3. Enhance Personalization Options

4. Improve Customer Service

5. **Leverage Data Analytics:**

- Utilize data analytics to understand market trends and customer preferences.
- Make informed decisions based on data-driven insights.

6. **Strengthen Supply Chain Management:**

- Develop strong relationships with reliable suppliers.
- Implement efficient inventory management systems to reduce costs and improve delivery times.

7. **Focus on Corporate Social Responsibility (CSR):**

- Engage in environmentally friendly practices.
- Participate in community service and social initiatives to build a positive brand image.

8. **Networking and Partnerships:**

- Attend industry events and trade shows to network with potential clients and partners.
- Form strategic partnerships with other businesses for cross-promotion opportunities.

9. **Invest in Employee Training and Development:**

- Regular training for employees to stay updated with industry trends and technologies.
- Create a positive workplace culture to boost employee morale and productivity.

5. Leverage Data Analytics

6. Strengthen Supply Chain Management

7. Focus on CSR

8. Networking & Partnerships

9. Invest in Employee Training & Development

10. Innovative Marketing Strategies:

- Use creative and unique marketing campaigns to stand out in the market.
- Collaborate with influencers and leverage user-generated content for broader reach.

11. Diversify Sales Channels:

- Explore different sales channels like online marketplaces, B2B partnerships, and direct sales.

12. Stay Informed and Adaptable:

- Keep abreast of industry changes and be ready to adapt to new challenges and opportunities.

By focusing on these areas, your promotional products company can enhance its competitiveness, increase its market share, and achieve sustainable growth in 2024.

10. Innovative Marketing Strategies

11. Diversify Sales Channels

12. Stay Informed & Adaptable

➤ Enhance
competitiveness

➤ Increase market share

➤ Achieve sustainable
growth



As the owner of a promotional products company, here are some ways you can improve your business in 2024:

Embrace Trends:

- **Eco-friendly options:** Offer sustainable and ethically sourced products like recycled water bottles, bamboo pens, or organic tote bags.
- **Retail brands:** Partner with popular brands to create limited-edition promotional items that customers desire.
- **Customization:** Cater to individual needs by offering extensive customization options like laser engraving, embroidery, or full-color printing.
- **Nostalgia:** Tap into nostalgic trends by reviving classic promotional items with a modern twist, like yo-yos, slap bracelets, or trucker hats.
- **Technology:** Integrate technology into your products, such as wireless charging pads, smart water bottles, or USB speakers, to increase perceived value.

Marketing and Sales:

- **Targeted advertising:** Utilize social media platforms and search engines to reach specific demographics and interests with relevant products.
- **Content marketing:** Create informative and engaging blog posts, infographics, or videos showcasing the benefits of using promotional products.
- **Partnerships:** Collaborate with local businesses or influencer marketing to expand your reach and build brand awareness.
- **Data-driven approach:** Analyze customer data to understand their preferences and optimize your product offerings and marketing strategies.
- **Subscription boxes:** Consider offering curated subscription boxes with themed promotional items for different industries or occasions.

Enhance Customer Experience:

- **User-friendly website:** Invest in a user-friendly website with high-quality product images, easy navigation, and a streamlined ordering process.
- **Exceptional customer service:** Provide prompt and helpful customer service throughout the process, from product selection to order fulfillment.
- **Fast turnaround times:** Aim for fast turnaround times to meet customer deadlines and exceed expectations.
- **Competitive pricing:** Offer competitive pricing without compromising quality to attract new customers and retain existing ones.

Stay Informed and Adaptive:

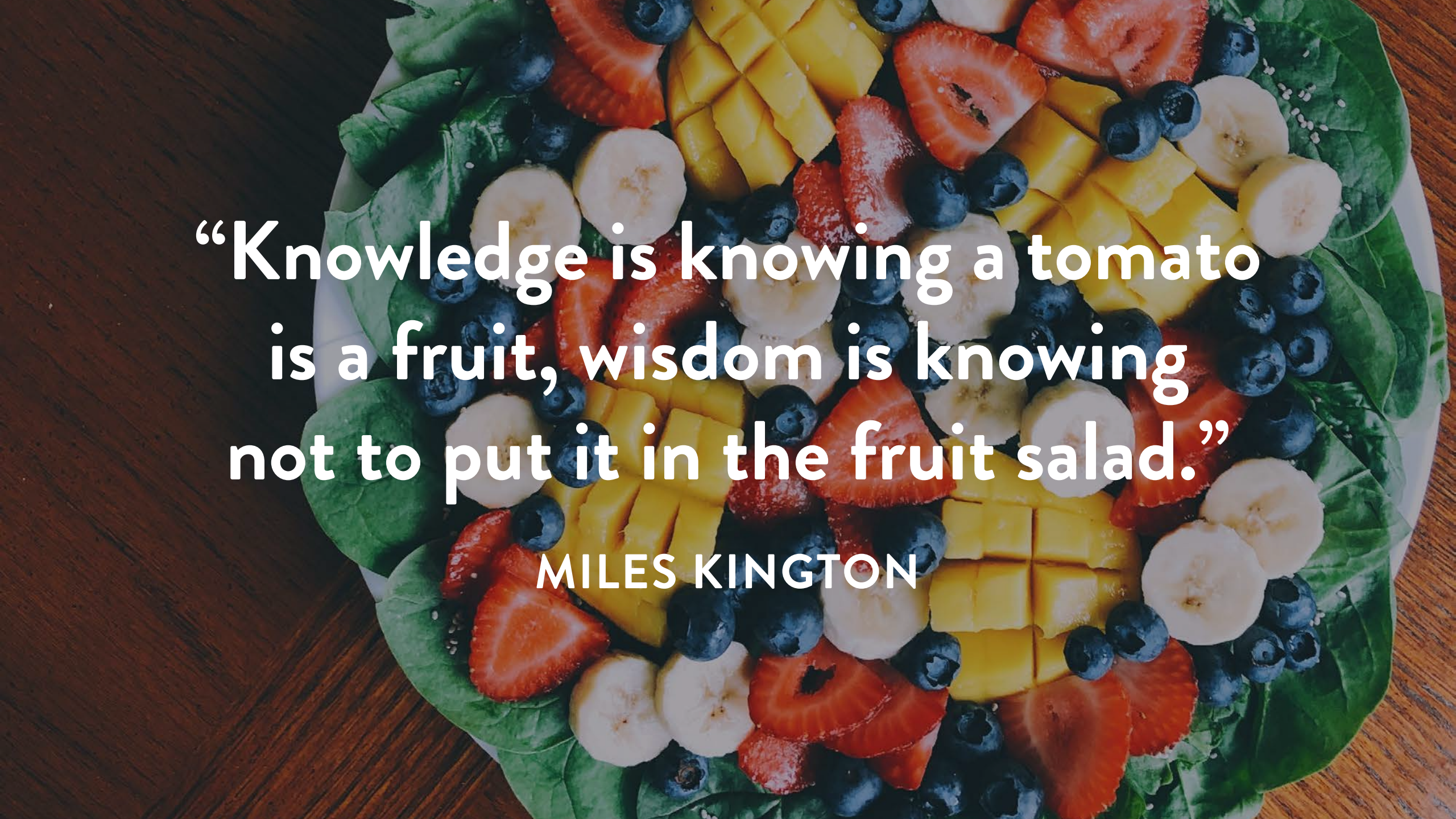
- **Attend industry events:** Network with other professionals, stay updated on trends, and gain insights from industry experts.
- **Research emerging technologies:** Explore new printing, manufacturing, or customization techniques to offer innovative products.
- **Monitor market trends:** Keep track of changing consumer preferences and adjust your offerings accordingly.
- **Be flexible:** Embrace change and adapt your business model to respond to market fluctuations and new opportunities.

By implementing these strategies, you can position your promotional products company for success in 2024 and beyond. Remember, the key is to be innovative, adaptable, and focused on delivering exceptional value to your customers.

I hope this helps! Let me know if you have any other questions.



THE OPPORTUNITY



“Knowledge is knowing a tomato
is a fruit, wisdom is knowing
not to put it in the fruit salad.”

MILES KINGTON

The background is a complex, abstract composition of numerous overlapping triangles in a wide variety of colors, including shades of red, orange, yellow, green, blue, purple, and pink. The triangles vary in size and orientation, creating a dynamic, mosaic-like effect. In the upper left and upper right quadrants, there are two identical black oval shapes. Each oval contains several small, white, star-like dots of varying sizes, resembling a celestial body or a microscopic view. The overall aesthetic is modern and artistic, with a focus on geometric patterns and vibrant colors.

The HARD part
is the HUMAN part

HUMAN + MACHINE



An ostrich stands in a vast, sandy desert under a clear blue sky. The ostrich's head is buried deep in the sand, leaving only its long neck and dark-feathered body visible. The text "Don't let the past get in the way of the future." is overlaid in white, bold, sans-serif font across the middle of the image.

Don't let the past get
in the way of the future.



ANAT BARON

Founder & CEO
StashWall, Inc.

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anatbaron.com

ALUF

FLYING CAR

