



# Top 11 Trends

of Marketing  
in Asia 2021

## 1. Green Technology

Green solutions for future Living. Smarter homes. Healthier lifestyles. Reduced energy usage, enhanced well-being and better profit margins.

By 2050, 68% of the world's population is projected to live in urban areas. The gradual shift from rural to urban living areas that resulted in mega cities living and lifestyle demand greener solutions to ensure more energy efficient and a more liveability of cities advocating healthier lifestyle, more efficient means of transport connecting interstates and hyper speed 5G connectivity that promotes people-to-people communications with less physical travel.

Creating co-living space where like minded people gather to live, socialise, exercise and work with aim of saving on housing costs and to recycle more prudently so that mega cities remain liveable. Green buildings goes beyond economics and the environment. It has a positive impact on the health and wellbeing of people working in green co-spaces or living in green homes. Many researches have suggested that green buildings support a healthier, happier and more productive lives

## 2. Pervasive Internet Connectivity & Ubiquitous Devices

Digital divide narrows resulting in wider customer base where it drives creativity to achieve greater efficiencies and effectiveness.

The positive outcome of the COVID 19 pandemic is that the global workforce was compelled to be untethered, and are required to work from home. Such decisions not only saved the employee on an average of 1.5hours of travelling time a day, it was received with enthusiasm. Hence, this has resulted getting more work done faster. Therefore the more pervasive hyper speed connectivity is available to the workforce, more expertise can participate and collaborate to get things done. The power of collective intelligence emerges from collaboration using technology like Trello and frequent discussions on Microsoft Teams and Cisco Webex are far more effective and achieve greater efficiencies.

## 3. GIG Economy

GIG economy disrupts. But collaborative intelligence and wealth spread to enrich the human kind.

The emergence of the GIG economy has opened up a new spectrum of inclinations towards freedom, skill-based work, flexibility and additional income further empowering the economy of the future and progressively eradicates poverty. GIG economy pushes technological development on overdrive. Tech platforms connecting like minded 'gigsters" with common passion, drive and the same level of entrepreneurial spirit. Work life balance is progressively on the rise where people are beginning to better identify, understand and deploy their talent to maximum benefits.

## 4. eCommerce

Cashless is King — COVID-19 pandemic provide impetus to the relevance of ecommerce.

The advent in facial and finger print technology and possibly identity technology in wearables, hearable and implantable makes physical cash and coins a thing of fast past. The cashless future is within our reach. The discerning consumers are getting comfortable to paying for groceries, food and transport with the ever popular tap-card technology and smartphone payment apps. The new cliché is, "Tap and Go". Even business entities are going cashless and are far more comfortable with digital payment, then to wait for the check to clear in three working day's time. Corporate clients more often opt for interbank transfer or immediate fund transfer via your mobile phones. Going cashless means getting more products and services sold more comfortably. Additional privacy law, fintech security has lowered customer pain points, lower costs of transaction and drove efficiency. Going cashless means targeted group of audience may be sieved out of certain purchase like prohibiting a person under 18 to purchase alcohol. Such benefit is something that cash could not achieve.

## 5. LiveStreaming Marketing

We are the expert talking, so listen well. We know who you are, what you like, when you buy, how much you like it. We are not amateurs anymore.

Once gimmicky and amateurish, Livestreaming marketing is now the heart and soul for brands, retailers and even in corporate training and new product launches. LiveStreaming marketing has the power to demonstrate new products and services, educate and even to present ideas in a live broadcast that is engaging and interactive to look alike audiences who share the same level of commitment, passion and goals.

The proliferation of hyper speed 5G internet access and mobile devices disrupts traditional retail experience, brand presentation and corporate training. COVID-19 pandemic drove social video and online shopping on hyperdrive. Brands sought the power of social media platform, leveraging on influencers creating unique content. Live streaming simply harness the prowess of all these components together to cost effectively deliver content to look alike audiences globally, and across time zones. Cloud based livestreaming technology is affordable and accessible to everyone where information and entertainment amalgamates into one engaging presentation.

## 6. Data Science

Be afraid...be very afraid. Personalisation, chat bots, AI driven recommendations. We know so much about you that you are convinced we are here to sell you what you wanted. Whatever happen to data privacy?

By early 2025, close to 75% of business entities will have embraced AI incorporate into their business operations. Human talent and technology is now even more main stream, thanks to the COVID-19 pandemic.

Primarily enterprise are fast adopting advanced analytics, machine learning and AI with the primarily aim of cutting costs, to increasing revenue, to accelerate innovations and improving competitiveness in the market. The COVID-19 crisis drove opportunities. Business forecast based on previous years of historical trend in no longer valid. Newer AI algorithm quickly suggest solution that it learns and interpret quickly as of the current scenarios. Augmented analytics techniques results in data stories and not dashboards anymore. Data stories suggest insight without human intervention. Enterprises would rely heavily on decision intelligence tools to make informed decisions. These rule-based approaches enables manager without technical skill to alter decision logic without involving programmers.

## 7. Ai & MI Assisted Solution

Collaborative Intelligence is augmenting leadership, teamwork, creativity and social skill with speed, scalability and quantitative capability.

AI and machine learning are hot buzzwords. Its disruptive, it's everywhere and in everything from advanced quantum computing systems to smart consumer electronics like your fridge at home. Users may like to spend more time speaking with AI assisted systems than their loved one, digital workers, robots and AI driven process in the work space substitutes human efforts, thus driving business operations into overdrive more cost effectively. Routine are automated, and gets smarter as it engages more customers. AI is tried and tested combating pandemics. Global datasets sniff out outbreaks faster and more accurately, track infected people and network faster, and accurately predicting how the virus evolved over time to develop more effective and lasting vaccinations.

## 8. Remote Working

New normal. Who needs to go the office anymore? Work from home, study at home. Livestreaming Marketing to reaching your audience is the future.

The year 2020 is fondly remember as the year of the new normal. Remote working, online learning, spike in uses of e-commerce are probably the best memories during the COVID-19 pandemic. Remote work, co-working spaces were astronomically accelerated and imposed almost across all companies of all types and industries globally. Collaborative tools, internet and mobile connectivity on ubiquitous devices mitigated these challenges. Virtual meeting and cloud base solutions become routine working spaces amongst colleagues. Exponential sales in laptops, computing devices, wifi dongles are just the glaring evidents that remote working are here to stay and flourish.

While the initial notion was disruption. Remote working has evolved and accepted and is now proven to be providing more balance in terms of social and work-time, more productive and more efficient overall. Organisations are beginning to realise that operations saving are achievable without the need of traditional office space where similar level of productivity can be achieved with the appropriate remote home working HR policies and procedures.

## 9. Elderly Care

Healthy ageing starts with last mile elderly care using 5G connectivity, AI and AR assisted solutions. It's telemedicine on steroid.

Telemedicine has its roots back to the 1950s however, the integration of hyper speed internet connectivity, AI process and ML enabled devices make possible the delivery of affordable healthcare to the masses. Ownership of wearables with health and fitness tracking apps makes possible applications limitless. Nutrition and medication intake down to the micro measured doses are dispensed and monitored religiously without human intervention by ML and deep learning. Innovations in the field of preventive medicine like digital safety tracking vastly improves lives of geriatric patients both at home and health institutions. Digital medicine has come of age to answer the aged old question that, "Prevention is more cost effective, and better than cure".

## 10. Cashless Payment

Cashless is disruptive where transactions that we were not convenient of possible is now possible.

The aggressive upsurge in cashless transactions since 2013 is not slowing down by any measures. It comes in many forms. Digital payment apps, tap-on cards, contactless NFC smart mobile payments are just some of the more popular payment tools in used today. High speed internet and secure biometric authentication technology buck the trend and provided impetus to cashless payment modes. Gen Z is fast surpassing the total population of Millennials by early 2020s, grew up with social platform, are tech savvy and understood digital more than any other generations before them. Businesses and the banks went into a revolutionary mode to be competitive by offering mobile point-of-sales (mPOS). mPOS totally liberates brick and mortar businesses which was traditionally defined by geographical location. However, the concept of cashless payment is totally disruptive and fit for use especially by gigster in the new GIG economy. Secure AI, machine learning and deep learning are silently eKYCing users in the background to identify legitimate users that further drive more compelling use of cashless payment.

## 11. Blockchain and Distributed Ledger

Reshapes industry by enabling trust, providing transparency and enabling value exchange across businesses at much lower transaction costs and in shorter settlement times.

Blockchain or distributed ledgers will be used for vertically specific business-driven initiatives such as smart contracts. Smart contracts reduces the reliance on middlemen such as brokers and lawyers when establishing transactions, thus lowering transaction costs and barriers to entry. Even more so in the field of the Internet of Things to secure data and devices. There is an estimated 26 billion devices deployed in millions of networks that needs to be protected. Blockchain technology makes it possible to offer and track investments in a while range of asset classes that traditionally have been the private domain of institutional investors and the wealthy.

Content courtesy of



Creative Design by



Powered by

