

MEGAN PIECZONKA

ROTTEN APPLE

Personal Project Presentation

PRESENTATION OUTLINE

- What Subjects I Researched pg 3
- My Deliverable Format pg 4
- Who I Interviewed pg 5
- Key Findings From My Analysis pg 6
- My Predictions for the Future pg 7
- References pg 9

PERSONAL PROJECT
PRESENTATION | MAR 2023

WHAT SUBJECTS I RESEARCHED

Personalization and Customization

I focused on how ads will become hyper-personalized in the coming years. Researching this also brought me down a rabbit hole of AI, as it is closely related to customization.

Podcasting and Vlogging

I looked at these two topics through a social media lens. I was particularly interested in how these are being influenced by the rise in short-form content on social media.

The Changing Social Media Landscape

My research on this influenced the core of my project because social media is very closely tied to personalization, podcasting, and vlogging. Some topics that I focused on were the future of influencers and emerging social platforms.

MY DELIVERABLE FORMAT

A One-Act Play

I wrote a short play as my deliverable, titled "Rotten Apple."

Inspiration for the Script

The script was inspired by "Twelve Angry Men," as in, the characters are stuck in a confined environment filled with tension that brings on inevitable disagreements. I set the play in the conference room of an ad agency and created palpable tension between the characters expressing their differing opinions.

Plot of the Script

The plot follows a handful of characters who have been chosen to share their predictions of the future of advertising in order to save their agency, which is in turmoil.

WHO I INTERVIEWED



Faren Karimkhan Ph.D.

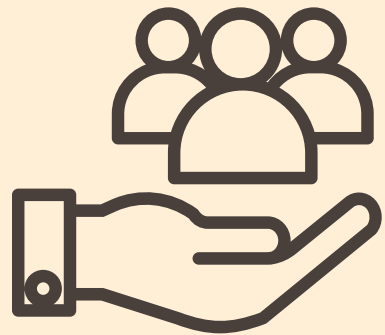
An Assistant Professor of Advertising at Newhouse. Her focus is in social media influencers & multi-cultural marketing.



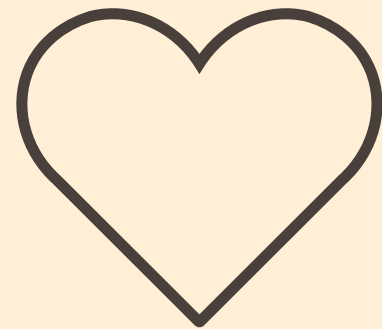
Matt Read

A Professor of Practice teaching advertising at Le Moyne College. He has also worked professionally in advertising and is a content creator.

KEY FINDINGS FROM MY ANALYSIS



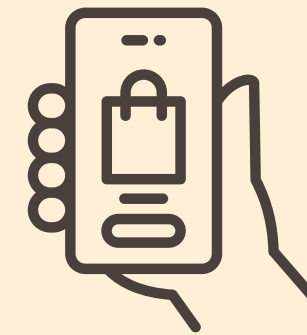
People want & expect their ads to be fully personalized.



Influencer marketing is shifting as people look for authentic content.



Ad-free social platforms will still have advertising, just not in the traditional way.



Social commerce will increase, as brands make it more convenient to shop directly on social apps.

MY PREDICTIONS FOR THE FUTURE

Fully Customized Ads

Ads, especially on social media, will be created using ChatGPT and generative AI so that they are completely unique to the person they're made for.

Personalized Podcasts

Short-form branded podcasts that are generated with ChatGPT and are tailored to someone's interests will become the next big advertising thing. Short podcasts will also be the base of the next viral social platform.

Increase in AI Influencers

Brands will begin using virtual influencers more frequently so they can create an even more personalized experience on social media.

Full-blown Social Media

Brands will use a full-blown strategy by creating separate customer service accounts and finding ways to post honest reviews on socials. This will help with authenticity and humanizing the brand, while also increasing e-commerce.

THANK YOU!

REFERENCES

Ad Age Studio 30. “The Marketer's Guide to Great Customer Relationships: Data + Privacy + Personalization.” Ad Age, Salesforce, 13 Oct. 2022, <https://adage.com/article/data-driven-marketing/marketers-guide-great-customer-relationships-data-privacy-personalization/2422706>.

Ceci, L. “Vlog: Global Audience Reach by Age and Gender 2022.” Statista, 6 Feb. 2023, <https://www.statista.com/statistics/1254829/age-gender-reach-worldwide-watching-vlogs/#:~:text=Vlogs%20are%20an%20online%20video,the%20third%20quarter%20of%202022>.

Deczynski, Rebecca. “These 3 Social-Commerce Strategies Are Ramping Up Sales.” Inc.com, 23 Jan. 2023, <https://www.inc.com/rebecca-deczynski/3-social-commerce-strategies-ramping-up-sales.html>.

Dillon, Hannah. “Social Commerce: Mobile's New Opportunity?” ExchangeWire.com, 16 Feb. 2023, <https://www.exchangewire.com/blog/2023/02/16/social-commerce-mobiles-new-opportunity/>.

Diorio, Stephen. “Waking Up to the ‘Art of the Possible’ in Artificial Intelligence.” Forbes, Forbes Magazine, 16 Feb. 2023, <https://www.forbes.com/sites/stephendiorio/2023/02/15/waking-up-to-the-art-of-the-possible-in-artificial-intelligence/?sh=5a1625d22f55>.

“Faren Karimkhan.” Newhouse School at Syracuse University, <https://newhouse.syr.edu/people/faren-karimkhan>.

Follett, Gillian. “How Brands Should Navigate the Creator Economy.” Ad Age, 21 Sept. 2022, <https://adage.com/article/marketing-news-strategy/how-brands-should-navigate-creator-economy/2429691>.

Karimkhan, Faren. Interview. Conducted by Megan Pieczonka. 23 Feb. 2023.

Matt Read.” Le Moyne College, <https://www.lemoyne.edu/Academics/Our-Faculty/Communication-Film-Studies/Matt-Read>.

O'Donnell, Fiona. “ Social Media Influencers - US - 2022.” Mintel.com, <https://reports-mintel-com.libezproxy2.syr.edu/display/1100339/?fromSearch=%3Ffreetext%3Dsocial%2520media%26resultPosition%3D1>.

Poelking, John. “Social Media Trends - US - May 2021.” Mintel.com, <https://reports-mintel-com.libezproxy2.syr.edu/display/1047475/?fromSearch=%3Ffreetext%3Dsocial%2520media%26resultPosition%3D2>.

Potrel, Victor. “Council Post: Four Social Media Trends Set To Dominate 2023.” Forbes, Forbes Magazine, 16 Feb. 2023, <https://www.forbes.com/sites/forbescommunicationscouncil/2023/02/15/four-social-media-trends-set-to-dominate-2023/?sh=5b6c64e21a1a>.

Power, Rhett. “Effective Ways to Personalize Your Customer Touch Points Even More in 2023.” Forbes, Forbes Magazine, 30 Jan. 2023, <https://www.forbes.com/sites/rhettpower/2023/01/29/effective-ways-to-personalize-your-customer-touch-points-even-more-in-2023/?sh=248e9ab234c4>.

Read, Matt. Interview. Conducted by Megan Pieczonka. 27 Feb. 2023.

Townsend, Stewart. “What Is the Future of Podcasting in 2023.” Podcast Hawk, 12 Dec. 2022, <https://podcasthawk.com/what-is-the-future-of-podcasting-in-2023/>.

Wang, Xintian Tina. “5 Emerging Social Media Platforms to Watch in 2023.” Inc.com, 8 Feb. 2023, <https://www.inc.com/xintian-tina-wang/5-emerging-social-media-platforms-to-watch-in-2023.html>.

Williamson, Debra Aho. “Four Ways the Worldwide Social Media Landscape Will Change in 2023.” Insider Intelligence, 10 Feb. 2023, <https://www.insiderintelligence.com/content/four-ways-worldwide-social-media-landscape-will-change-2023>.