

Part 3: Farewell to...

The marketing buzzwords that we should bid farewell in 2020.

Zero Party Data

Unnecessary buzzword

Kevin Joyner,
Director of Planning & Insight



Personalisation at scale

Anthony Macro,
Head of Social Advertising

Driverless cars

In the robotic, AI-powered way in which they are discussed. There's too much risk

Alexandra Stamp,
Marketing Manager



Hyperlocal

Maciej Wronski,
PPC Strategist

Authenticity

Nothing is truly authentic when a brand is trying to sell you stuff!

Sebastien Clement
Vice President of Business Development

Voice search

That it will finally become a reality! It's been thrown around for so long already.

Chris Lindsey,
Business Development Manager

Facebook News

Emma Woolley,
SEO Account Director



Virtual reality

Rae Sturm,
Digital Content Manager

AI taking everyone's jobs

New jobs will come of AI.

Lana Hodgkinson,
Content Executive

Augmented Reality (AR) in every vertical

Gipi Gopinath,
Director of Search, Australia

VR headsets for consumers

Holly Gilmartin,
Commercial & Business Director



AI

What we're developing is not AI, and I hope the buzzword will die off.

Adam Clemence,
SEO Associate Director

Personalization

In the sense of true one-to-one marketing. Logistically it's incredibly difficult, and made even harder by data protection laws.

Kris Tait,
Managing Director - US

Cryptocurrencies

Thuong Le Phong,
Data Scientist

