



PRESENTS

**2024**  
**TOP 10**  
**TECH AND**  
**MARKETING**  
**TRENDS**

# 1. ADVANCING AI: FRAUD DETECTION, GOVERNANCE, AND TRANSPARENCY



SINGAPORE

The progression of AI technologies is paramount, particularly in areas such as fraud detection, governance, and transparency. AI systems are being further developed and refined to enhance their capabilities in identifying fraudulent activities, ensuring robust governance, and fostering transparency in various domains. These advancements are crucial for bolstering trust, efficiency, and accountability across industries by deploying sophisticated AI tools to detect and prevent fraudulent behavior, establish robust governance frameworks, and promote clear transparency practices.

# 2. BLOCKCHAIN-ENABLED CARBON TOKEN INCENTIVES



SINGAPORE

The utilization of blockchain technology facilitates the issuance of personal carbon tokens, serving as incentives for individuals to actively diminish their carbon footprints. This innovative approach fosters a system that is transparent, secure, and highly efficient for trading carbon credits. Its ultimate goal is to significantly reduce greenhouse gas emissions through incentivizing and empowering individuals to partake in environmentally responsible actions.

## 3. REVOLUTIONIZING REPRODUCTION: LAB-GROWN BABIES AND ARTIFICIAL WOMB ADVANCEMENTS



SINGAPORE

Transforming Reproduction: Advancements in Lab-Created Babies and Artificial Wombs aim to address low fertility rates, expensive medical procedures, and genetic issues on a global scale. These breakthroughs offer hope by creating babies in labs and developing artificial womb technology. The goal is to help more people become parents, reduce medical expenses, and decrease genetic problems during childbirth.

## 4. THE RISE OF ANSWER ENGINE OPTIMIZATION (AEO)



THAILAND

One of the emerging trends poised to reshape the marketing landscape in 2024 is the ascendancy of Answer Engine Optimization (AEO). While Search Engine Optimization (SEO) has long been a cornerstone of online marketing strategies, the paradigm is shifting towards a new focus – optimizing for answer engines. AEO involves tailoring your online content to provide clear, structured answers to user queries. It goes beyond the traditional keyword-centric approach of SEO, focusing instead on creating content that is easily extracted and presented in answer boxes, featured snippets, and voice assistant responses.

## 5. PERSONALIZED MARKETING



Harnesses AI to tailor marketing strategies to individual preferences and behaviors, offering highly relevant and targeted content to consumers for enhanced engagement and effectiveness.

## 6. AI-POWERED MARKETING



AI-powered marketing leverages sophisticated algorithms to analyze data and personalize interactions with customers, optimizing campaigns for unprecedented efficiency and engagement in real-time. It represents a paradigm shift in targeting and customer experience.

## 7. METAVERSE, VIRTUAL ENGAGEMENT AND AUGMENTED REALITY ARCHITECTURAL



Mix of Augmented Reality (AR) and Virtual Reality (VR) now brings distant environments, products and experience right to you. Mixed reality (MR) offers a new, realistic way to experience and interact with products and places. The integration of the metaverse, virtual engagement, and augmented reality is still in its early stages, but its potential to revolutionize the field of architecture is undeniable. These technologies offer architects new ways to design, collaborate, and engage with clients, opening doors for more creative, efficient, and immersive experiences. As the metaverse and related technologies continue to evolve, we can expect to see even more innovative applications emerge in the world of architecture. This is an exciting time to be an architect, and the future of the profession looks bright indeed.

## 8. IMMORTALITY



Achieving Immortality: Perpetually Preserving Consciousness Digitally and Defying the Aging Process. The use of AI (Artificial Intelligence) and ML (Machine Learning) involves continuously learning and improving through predictive analytics, aiming to immortalize consciousness digitally while overcoming physical aging. This cutting-edge technology aims to preserve one's essence digitally, allowing constant learning and enhancement to defy the limitations of aging through predictive.

# 9. **BIOPRINTING AND TISSUE ENGINEERING**



SINGAPORE

Bioprinting involves the use of 3D printing technology to create biological tissues or organs using living cells. This innovation holds promise in addressing organ shortages for transplantation. Scientists and researchers are working on refining techniques to bioprint tissues and organs that are compatible with the recipient's body, potentially improving transplant success rates and reducing the wait time for organ donors.

# 10. **GENETIC MASTERY: REPRODUCTIVE CLONING**



SINGAPORE

This concept delves into the realm of genetic technology, allowing for the creation of offspring with improved genetic traits. Reproductive cloning involves creating an organism that is genetically identical to the donor. It has the potential to enhance desirable traits like intelligence, physical abilities, and other characteristics by manipulating DNA. However, this technology raises significant ethical and moral considerations and is a subject of ongoing debate and research in the scientific community.



# TREND FORECAST 2024

BY

**ASIA MARKETING  
FEDERATION  
ASSOCIATIONS**



# CHINA

## CHINA COUNCIL

FOR THE PROMOTION OF INTERNATIONAL TRADE  
COMMERCIAL SUB-COUNCIL

1. **Continued Emphasis on Digital Marketing:** The shift towards digital marketing channels, including social media, e-commerce, and online advertising, is expected to persist.
2. **Social Commerce and Live Streaming:** The integration of e-commerce with social media platforms and the popularity of live streaming for product promotion and sales are likely to continue growing.
3. **Short-Video Content:** Short-form video content, especially on platforms like Douyin (TikTok), is expected to remain a dominant trend in engaging consumers.
4. **E-commerce Innovation:** Ongoing advancements and innovations in the e-commerce sector, including new payment methods, AI-driven personalized shopping experiences, and virtual try-on technologies.
5. **Big Data and AI Integration:** The use of big data and artificial intelligence for data analytics, personalized marketing, and customer relationship management is likely to expand.
6. **Sustainability and Green Marketing:** Increasing consumer awareness and concern about sustainability are expected to drive more brands to adopt green marketing strategies.
7. **Localization and Cultural Relevance:** Brands will likely continue to focus on creating culturally relevant and localized content to resonate with the diverse Chinese consumer base.
8. **Omnichannel Marketing:** The seamless integration of online and offline channels to provide a unified brand experience for consumers is likely to gain more importance.
9. **Influencer Marketing Evolution:** Influencer marketing will continue evolving, with a focus on authenticity, genuine connections, and long-term partnerships rather than one-off collaborations.
10. **Technological Advancements:** Continued adoption and integration of emerging technologies such as 5G, augmented reality (AR), virtual reality (VR), and blockchain for marketing purposes.

Contributed by : China Council for the Promotion of  
International Trade Commercial Sub-Council



# INDONESIA

## INDONESIA MARKETING ASSOCIATION

### 1. Enhancement of Entrepreneurial Marketing:

In 2024, there will be a significant emphasis on entrepreneurial marketing strategies, especially in small businesses, fostering innovation and technology among businesses. Small Businesses will increasingly adopt a startup mentality, focusing on creativity, operational excellence, and quick decision-making while adopting new technology to stay ahead in the dynamic Indonesian market.

### 2. More than Integration of Offline (Human) and Online (Machine):

The convergence of physical and digital experiences will deepen, creating a seamless and integrated marketing ecosystem. Brands will leverage human interaction for offline touchpoints and marketing technology stack for online channels to enhance customer journeys, ensuring a consistent and personalized experience across various touchpoints, in-store or online.

### 3. Introduction of Immersive and Interactive Marketing:

Engaging consumers through immersive and interactive experiences will be a top priority. As we anticipate the cost reduction and increased accessibility of Augmented Reality (AR) and Virtual Reality (VR) technologies for a wider audience, the dawn of the immersive era has prompted companies to integrate offline experiences into online channels and vice versa. For instance, customers can now order and pay for their food through mobile apps before arriving at the restaurant.

### 4. AI-powered Marketing:

Artificial Intelligence (AI) will play a pivotal role in marketing strategies. AI has already revolutionized marketing activities such as designing marketing plans, content marketing, or e-mail marketing. In 2024, AI will be more powerful, like helping create an image or video for advertising or business purposes.

### 5. Video Marketing Dominance:

Video content will continue to dominate marketing strategies. Short-form videos, live streams, and interactive video formats will be key tools for brands looking to capture the attention of the Indonesian audience. Platforms like TikTok, YouTube, and Instagram will be at the forefront of this trend.

### 6. The Emergence of Virtual Influencers in Social Media:

Virtual influencers, computer-generated characters with distinct personalities, will become integral to social media marketing. These digital avatars will be used to connect with tech-savvy

audiences, providing a unique and engaging way for brands to communicate their messages.

### 7. Affiliate Marketing:

Affiliate marketing will surge in popularity as a powerful growth marketing channel. Businesses will collaborate with influencers and affiliates to expand their reach and drive sales, creating mutually beneficial partnerships that capitalize on the trust established by influencers within their communities.

### 8. Community Marketing:

Building and nurturing communities around brands will be a key focus in 2024. Brands will invest in creating genuine connections with their audience, fostering a sense of belonging and loyalty. Online forums, social media groups, and exclusive communities will serve as platforms for community engagement.

### 9. Live Commerce:

Live commerce, integrating live streaming and e-commerce, will become a mainstream marketing strategy. Brands will leverage live broadcasts to showcase products in real-time, allowing consumers to interact, ask questions, and make purchases seamlessly during the live sessions. E-commerce sites like Tokopedia, Shopee, and Lazada, or social media sites like TikTok, Meta, and X (Twitter) will enhance live commerce features and experiences to attract Indonesia.

### 10. Responsible Marketing Initiatives:

Made from recycled materials is a trend that will put sustainability at the center stage in marketing efforts, with a growing emphasis on eco-friendly practices. Brands will highlight products made from recycled materials, aligning with the environmentally conscious values of Indonesian consumers. Marketing campaigns will emphasize corporate responsibility and the positive impact of choosing sustainable options.

Contributed by : Indonesia Marketing Association



# JAPAN | JAPAN MARKETING ASSOCIATION

## 1. Sleep Tech Market Expansion:

Japan's lowest sleep duration globally, recorded at 442 minutes (7.3 hours) in 2021, fuels rapid growth in the Sleep Tech market. Valued at 1.62 trillion yen in 2021, the sleep-related market is projected to reach 460 billion yen (28% of the total). Key players like Yakult 1000, Daikin, and Panasonic introduce innovative products. Collaborations, like Daikin and Kyocera's research, aim to improve wake-up systems. Initiatives include Panasonic's "Aeolia Sleeve" air conditioner and Nishikawa's "Good Sleep Environment Support Service" with a sensor-equipped SI 8. 8.8. mattress. NTT Data Corporation plans to open a capsule hotel specializing in sleep analysis in July 2024.

## 2. Utilization of Generation AI:

Growing momentum in leveraging generated AI for business operations includes dialogue-based discussions, document searches, and usage log analysis. Benefits include customizing AI for projects, simplified implementation, and efficient data processing without fixed working hours. AI's proficiency in tasks like identification and prediction provides advantages over humans. AI deployment for repetitive tasks frees up human resources for creative work, contributing to work style reform.

## 3. Developing Time-Altering Products and Services:

Various products and services are in development to alter the quality of time. Convenience store gyms like Chocozap capitalize on free time, and platforms like TVer enable flexible TV viewing. Products like "neglected home appliances" and "earphones that don't block ears" facilitate multitasking. The concept of "time performance consumption" gains popularity, driving continuous development of time-efficient products and services.

## 4. Revitalizing the Nighttime Economy with Inbound Tourism Focus:

Japan actively revitalizes the nighttime economy, focusing on

inbound tourism. The 2016 amendment to the Entertainment Business Act legalized dance and entertainment businesses after midnight. The nighttime economy, between 6:00 PM and 6:00 AM, is expected to stimulate economic effects through increased nighttime consumption activities. JTB predicts a record high of 33.1 million foreign visitors in 2024, contributing significantly to a vibrant nighttime economy.

## 5. Changes in Transportation Services due to the Opening of Ride-Sharing Services:

Starting April 2024, a partial lifting of the ban on "ride-sharing" in Japan allows ordinary drivers to transport others for a fee. Discussions address transportation challenges, integrating services within the taxi business framework. Japan's approach integrates transportation services within the taxi business framework, managed by taxi companies. The creation of an environment allowing non-taxi companies to enter the market is under consideration, heralding major changes in Japan's transportation network.

## 6. Full-scale Launch of Personal Delivery Service using Unmanned Automatic Delivery Robots:

With the enforcement of the "Act for Partial Amendment of the Road Traffic Act" on April 1, 2023, robots meeting specific size and structure requirements can run on public roads, marking the earnest implementation of automatic delivery robots. The demand for automated delivery robots is expected to rise due to the chronic understaffing in the logistics industry. Detailed route information is crucial for the safe operation of these robots. The Ministry of Land, Infrastructure, Transport, and Tourism actively promotes the creation of open data for "pedestrian spatial network data" to ensure the safe operation of autonomous delivery robots.

## 7. The Rise of Facial Recognition Payment Systems:

Facial recognition payment systems make progress overseas, offering a cashless alternative beyond smartphone payments. This system applies facial recognition as a biometric authentication method. Although not yet widespread in Japan, facial recognition payments are being considered across various



# JAPAN | JAPAN MARKETING ASSOCIATION

## 7. The Rise of Facial Recognition Payment Systems:

Facial recognition payment systems make progress overseas, offering a cashless alternative beyond smartphone payments. This system applies facial recognition as a biometric authentication method. Although not yet widespread in Japan, facial recognition payments are being considered across various industries. Users can complete payments by pointing their face towards the camera, eliminating the need for cash or credit cards and reducing transaction time, leading to improved user satisfaction.

## 8. Delivering Experiential Value through Connectivity and Personalization:

In today's technologically advanced world, people seek personalized and seamless digital solutions for their travel experiences. For instance, 80% of travelers in Japan consider making all travel reservations online important. In 2024, SpaceX, led by Elon Musk, will launch "Direct to Cell," a service enabling satellite communications directly from existing smartphones. This partnership with mobile phone companies across six countries is expected to drive the development of more personalized and seamless digital solutions, including enhanced travel experiences in Japan.

## 9. The Rise of Climate Tech:

Climate change poses a significant challenge, and "Climate Tech" gains momentum in Japan in 2024. Focusing on countermeasures against climate change, global warming, and greenhouse gases, this technology spans various sectors. Generative AI and data science play a crucial role in addressing climate change challenges, offering accurate predictions and effective countermeasures. These technologies are considered essential for developing new strategies, managing risks, and promoting sustainable development, leading to innovative solutions.

## 10. Acceleration of Digital Products and Services in the Phygital Era:

"Phygital" integration gains prominence, combining physical and digital assets. In a world where Web3, the Metaverse, and generative AI are widespread, the fusion of physical assets with digital assets is becoming inevitable. This integration allows customers to freely utilize both physical and digital aspects, creating immersive experiences. The design of products and services based on the phygital is expected to accelerate in Japan.

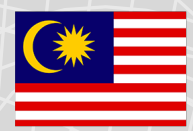
Contributed by : Japan Marketing Association



# KOREA | MARKETERS' SOCIETY OF KOREA

1. The development of AI technology for interactive marketing such as chatbots will enhance real-time communication with customers and provide personalized experiences.
2. Big data and innovative analytics technologies continue to play an important role in hyper-personalizing marketing. This technology provides customized experiences and meets customer's individualized needs.
3. Mixed Reality (MR), a combination of virtual reality (VR) and augmented reality (AR), will provide a new level of experience in marketing. This technology will greatly contribute to allowing customers to experience the product realistically.
4. Short-form content continues to attract consumers' attention by delivering fast and simple message, and introduce AI technology to reduce production costs and manage consumer data more efficiently. (Tiktok, YouTube shorts, Instagram Reels etc.)
5. The proportion of free offering model in the online advertising market will decrease and the spread of paid subscription model will be noticeable. (YouTube premium, Netflix, etc.)
6. Along with the decline in display advertising efficiency, the advancement of retail media will be remarkable in online marketing media.
7. Consumers' interest in ESG keeps increasing, which is an important factor that companies should reflect in their marketing strategies. This will contribute to the close and authentic connection between brands and consumers.

Contributed by : Marketers' Society of Korea



# MALAYSIA | INSTITUTE OF MARKETING MALAYSIA

## 1. VIDEO MARKETING

The use of video material to market company's brand and products to audiences is known as video marketing. Videos can be used by brands in a wide range of digital contexts and platforms, such as social media marketing, programmatic advertising, their own website, and more. As a potent medium for audience interaction, video marketing has cemented its place, and in 2024, this trend is predicted to soar. Video is going to be used more and more by marketers to tell engaging brand stories, highlight products, and build stronger relationships with their target market. The significance of live streaming is expected to rise as marketers conduct live events, product debuts, and behind-the-scenes experiences to provide captivating and immersive content. This will allow for real-time interaction and authenticity.

## 2. DIGITAL MARKETING

Digital marketing is the process of promoting brands online and through other digital media to potential customers. In this constantly changing sector of digital marketing, hiring the best personnel and keeping them up to date with the newest trends and technology is essential for business success. Sustained expansion in digital marketing's application of AI and machine intelligence. Companies who can use these technologies to their full potential will be able to develop more specialized and focused advertising. In 2024, augmented reality (AR) and virtual reality (VR) technologies are expected to proliferate. Through the use of AR and VR, marketers can give customers immersive experiences that let them virtually trial products, browse virtual storefronts, and attend virtual events. This will enable businesses to create unique and memorable experiences that help to build brand loyalty.

## 3. INFLUENCER MARKETING AND E-COMMERCE INTEGRATION

Influencer marketing is a type of advertising that lets companies work with people who have a fan base to get more exposure for their company. In Malaysia, ecommerce and influencer marketing have already grown to be important aspects of social media. With a projected 20 percent surge in spending by 2024, the influencer collaboration space is expected to experience significant expansion. Influencer marketing is still influencing how brands interact with their customers in the dynamic world of marketing. In 2024, influencer marketing will still be a powerful tool for companies looking to connect with their target market. Platforms may include these functionalities even more in the future to provide smooth shopping experiences and boost brand interaction. This would enable companies to develop more relatable and genuine advertising strategies that connect with their target markets.

## 4. SHOPPABLE SOCIAL MEDIA

Social media marketing is now a crucial component of digital business plans for companies. To effectively engage their target audience and spur corporate growth, marketers need to stay abreast of the latest trends in technology. Use Social Media Apps for Marketing. These days, messaging services like WeChat, WhatsApp, and Messenger are used for more than simply private communications. They have developed into effective avenues for marketing. Marketers ought to take advantage of the widespread use of messaging applications in order to send tailored messages, provide customer service, and even streamline transactions. By offering a direct and personal method of customer engagement, these apps strengthen brand loyalty. Interactive Media and Real-Time Broadcasting. In 2024, live streaming will still be a major trend due to its enormous popularity. Real-time interactive experiences are offered via platforms such as Facebook Live, Instagram Live, and YouTube Live, which enable marketers to communicate more directly and personally with their audience. Real-time comments, Q&A sessions, product introductions, and behind-the-scenes access are all made possible through live streaming, which strengthens relationships with consumers.

## 5. SUSTAINABILITY AND ETHICAL MARKETING

Ecological and moral marketing. Businesses are using more environmentally and socially sensitive marketing techniques as a result of consumers' growing awareness of sustainability and ethical behavior. Businesses will have to be more open about their environmental effect as sustainable marketing gains traction. Customers want to know every detail about the things they buy, and they are growing more and more informed about the sustainability of the goods they buy. Companies which are unable to offer this degree of openness will probably find themselves at a disadvantage. However, there are several of methods for businesses to become more transparent. Using eco-labels, which make the environmental effects of a good or service obvious, is one way to solve the problem. The effectiveness of "greenwashing" will likewise decline as customers gain greater knowledge about sustainability issues. In order to prevent accusations of greenwashing, companies must ensure that their statements are reliable and supported by empirical evidence. Lastly, long-term financial savings are another benefit of sustainable marketing. Company may prevent future environmental damage by making an investment in green practices now. Sustainable marketing is growing in popularity despite the difficulties, and more companies will probably start implementing sustainable strategies in the future.

## 6. GROWTH AND IMPORTANCE OF AI

The idea of artificial intelligence (AI) is expanding quickly and



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savings are another benefit of sustainable marketing. Company may prevent future environmental damage by making an investment in green practices now. Sustainable marketing is growing in popularity despite the difficulties, and more companies will probably start implementing sustainable strategies in the future.

## 6. GROWTH AND IMPORTANCE OF AI

The idea of artificial intelligence (AI) is expanding quickly and has drawn interest from scientists, engineers, corporate executives, and legislators across the globe. It describes the creation of computer programs that are capable of learning, solving problems, seeing, and making decisions, tasks that normally call for human intelligence. Healthcare, transportation, education, manufacturing, finance, and other industries and sectors are just a few of the industries and sectors that AI has the potential to change. The ability of artificial intelligence to automate monotonous and normal jobs frees up human labor for more intricate and creative tasks, which is one of its greatest advantages. For example, AI-enabled robots and machines are faster, more accurate, and more efficient than people at jobs like product assembly, packaging, and material transportation. This can assist companies in raising output, cutting expenses, and raising the caliber of their goods and services. In 2024, anyone will be able to create professional-looking video material for a fraction of the cost thanks to generative video technologies. Similar to video and design tools, AI-generated speech and audio will become as commonplace in 2024 as AI-generated text and images did in 2023.

## 7. THE RISE OF METAVERSE

In the digital realm, the "metaverse" has sparked excitement. The metaverse is more than just a fad with over 400 million users, it is a fundamental change in the technology industry. The metaverse has a wealth of potential for marketers. Picture virtual product launches with tactile experiences or immersive brand realms for user exploration. The metaverse facilitates community creation and enables customized campaigns that are in line with consumers' digital activities, increasing engagement and loyalty like never before. Even while the metaverse is still in its early phases of development, certain businesses have already achieved notable progress. Nike, for example, has successfully capitalized on the metaverse's potential by allowing users to engage with Nike merchandise, take part in sales, and buy special digital goods. According to Forbes, Nike's metaversal domain had an astounding 21 million visits by September 2022.

The creative strategy of apparel retailer H&M in the metaverse blends high fashion with virtual imagination, highlighting the immense possibilities of this digital frontier.

## 8. TIKTOK'S RISING APPEAL

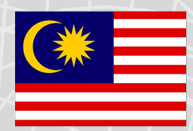
TikTok's popularity is expected to increase more in 2024. Since the platform's singular emphasis on user-generated content, marketers can harness influencers' creative energy. Because of TikTok's algorithm, which is meant to encourage interesting content, well-designed campaigns have a quick chance to go viral and gain a large following. Through utilizing TikTok's dynamic community and genuineness, advertisers can create campaigns that strike a chord with consumers on a deeper level, leading to stronger relationships. TikTok is a great venue for marketers to creatively and succinctly communicate their messages because of its short-form format, which also promotes concise yet powerful storytelling.

## 9. BIG DATA- IMPORTANCE OF DATA AND ANALYSIS

The often-difficult process of analyzing large amounts of data to find patterns, correlations, market trends, and customer preferences that can assist businesses in making wise decisions is known as big data analytics. Company may harness their data and use big data analytics to find new opportunities. This ultimately results in more profitable company decisions, more effective operations, and satisfied clients. Advanced analytics, which includes sophisticated applications with components like statistical algorithms and predictive models driven by analytics systems, is known as big data analytics. Big data analytics in marketing research can assist marketers in measuring the efficacy of their campaigns, plans, and channels as well as understanding consumer behavior, preferences, trends, and feedback. Big data tools and systems enable company to make data-driven decisions that enhance business-related results. Improved operational efficiency, increased revenue potential, consumer personalization, and more successful marketing are possible advantages. These advantages can provide an advantage over competitors if the company use an effective strategy.

## 10. ONLINE SHOPPING

Online shopping is the act of making an online purchase. When making an online purchase, the customer browses the seller's wares on the website and chooses what to buy. Another choice is



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for the consumer to pay online or with cash on delivery. Company has to put in the order and sending products delivered to customer's destination. The internet has completely changed the way people shop. Due to its many benefits, internet shopping is becoming a more and more popular alternative to traditional store visits. Consumers can buy products while lounging in their homes or offices. Customers may shop more conveniently and easily thanks to the internet. Additionally, canceling the transactions is simple. Customers will anticipate the following from online retailers in 2024. Smooth Purchasing Process. Consumers expect a smooth interaction with many platforms and devices. To achieve these expectations, online retailers must guarantee easy navigation, quick loading times, and user-friendly interfaces.

## 11. CONTENT MARKETING

By producing and disseminating pertinent articles, films, podcasts, and other media, content marketers aim to draw in, hold on to, and grow their audience. When it is time for customers to purchase what company sell, this strategy creates expertise, increases brand recognition, and keeps company front of mind. Using these formats can result in brand experiences that are more engaging and dynamic. Interactive Formats for Increased Engagement: In 2024, interactive content is expected to revolutionize the market. Surveys, polls, augmented and virtual reality experiences, and postings with a shopping theme encourage audience participation in the brand's story. Content marketing powered by AI may be the biggest and most revolutionary trend to date. Changes in search algorithms result in a greater emphasis on semantic search and long-form material. For example, Google's Knowledge Graph is assisting searchers in getting more relevant results for their extended search queries.

## 12. PERSONALIZATION REIMAGINED

Though it's been a term in digital marketing for years, personalization is still changing. Businesses in 2024 are probably going to concentrate on hyper-personalization, using AI and machine learning to provide customers with more relevant and customized experiences and information. Examples of this could be material that adjusts to user preferences, dynamic pricing schemes, and personalized product suggestions. While personalization has long been at the core of digital marketing, the industry is changing and is expected to reach new heights in 2024. It involves providing hyper-relevant material and

experiences that are tailored to each person's preferences and actions. A great example of a business that thrives at customisation is Netflix. Their recommendation engine, which is driven by machine learning algorithms, makes personalized content recommendations based on an analysis of users' watching habits, tastes, and behavior. Netflix strives to maintain customer's interest by providing tailored recommendations, regardless of customer's preference for romantic comedies or criminal dramas. By 2024, the idea of personalization will go beyond suggestions for products and content. Companies can use AI to offer locationspecific promotions, dynamically modify prices for certain clients, and even change the style of their websites to better suit user preferences. Businesses need to invest in data analytics, AI, and machine learning if companies want to succeed in this area of personalization. Companies can better understand their clients and provide a tailored experience that keeps them interested and delighted by utilizing these technologies. Rethinking personalization and adjusting to the constantly shifting demands of the customer will be essential components of winning digital marketing plans in 2024.

Contributed by : Institute of Marketing Malaysia



# SINGAPORE | MARKETING INSTITUTE OF SINGAPORE

## 1. AI GOVERNANCE: FRAUD DETECTION, GOVERNANCE, AND TRANSPARENCY

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The utilization of blockchain technology facilitates the issuance of personal carbon tokens, serving as incentives for individuals to actively diminish their carbon footprints. This innovative approach fosters a system that is transparent, secure, and highly efficient for trading carbon credits. Its ultimate goal is to significantly reduce greenhouse gas emissions through incentivizing and empowering individuals to partake in environmentally responsible actions.

## 3. Revolutionizing Reproduction: Lab-Grown Babies and Artificial Womb Advancements

Transforming Reproduction: Advancements in Lab-Created Babies and Artificial Wombs aim to address low fertility rates, expensive medical procedures, and genetic issues on a global scale. These breakthroughs offer hope by creating babies in labs and developing artificial womb technology. The goal is to help more people become parents, reduce medical expenses, and decrease genetic problems during childbirth.

## 4. Immortality

Achieving Immortality: Perpetually Preserving Consciousness Digitally and Defying the Aging Process. The use of AI (Artificial Intelligence) and ML (Machine Learning) involves continuously

learning and improving through predictive analytics, aiming to immortalize consciousness digitally while overcoming physical aging. This cutting-edge technology aims to preserve one's essence digitally, allowing constant learning and enhancement to defy the limitations of aging through predictive analysis.

## 5. Augmented Reality Architectural

Revolutionizing Architecture: Augmented Reality's Integration into Architectural Design seamlessly blends the virtual and physical realms. This innovation allows individuals to encounter various environments, such as winter landscapes, the Amazon jungle, or serene beach oases within specially designed rooms featuring plexiglass and LED walls. These spaces provide immersive sensory experiences, including controlled smells and temperatures, enabling occupants to be transported to different locations without the need for physical travel.

## 6. Eco-Revolution Highways

These highways represent a significant leap in transportation infrastructure. They incorporate renewable energy sources like tidal, wind, and solar power to fuel various functionalities along the roads. Adaptive lighting systems adjust to environmental conditions, optimizing energy usage. Smart traffic management systems use AI to improve traffic flow, reducing congestion and emissions. Additionally, these highways employ innovative materials and construction techniques that enable self-healing capabilities. When damage occurs, such as small cracks, the highway can repair itself, reducing maintenance needs and extending its lifespan.

## 7. Genetic Advancements - Reproductive Cloning

This concept delves into the realm of genetic technology, allowing for the creation of offspring with improved genetic traits. Reproductive cloning involves creating an organism that is genetically identical to the donor. It has the potential to enhance desirable traits like intelligence, physical abilities, and other characteristics by manipulating DNA. However, this technology raises significant ethical and moral considerations and is a subject of ongoing debate and research in the scientific community.

## 8. Bioprinting and Tissue Engineering

Bioprinting involves the use of 3D printing technology to create biological tissues or organs using living cells. This innovation holds promise in addressing organ shortages for transplantation. Scientists and researchers are working on refining techniques to bioprint tissues and organs that are compatible with the recipient's body, potentially improving transplant success rates.



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and reducing the wait time for organ donors.

## 9. Energy- Storing Body Panels

In the context of electric vehicles, this innovation suggests utilizing the car's body panels as additional energy storage units. These panels would be equipped with technology to store and release energy, supplementing the primary power source, typically the battery. This concept could potentially increase the driving range of electric vehicles and improve their overall efficiency.

## 10. The Internet of Brains

This futuristic concept involves neural implants that connect the human brain to the internet or other external networks. This connection would allow individuals to access information, communicate, and interact with technology purely through thought processes. It envisions a seamless integration of the human mind with digital networks, enabling instantaneous access to vast amounts of information and services without physical interfaces. This concept is highly speculative and raises numerous ethical, privacy, and security concerns that would need to be addressed before realization.

Contributed by : Marketing Institute of Singapore



# THAILAND

## MARKETING ASSOCIATION OF THAILAND

### 1. AI and Automation in Marketing:

AI and automation are leveraged to redefine the customer experience, catering to their need for immediate gratification and more instant solutions. Through AI and automation in marketing, brands are engaging consumers in real-time, answering queries, and guiding purchasing decisions. These technologies can significantly enhance the efficiency and effectiveness of marketing campaigns by enabling personalized customer experiences, optimizing campaign performance, and providing valuable data-driven insights.

### 2. Hyper-Personalization Through Big Data and Analytics

As big data technologies and machine learning algorithms evolve, personalization (as opposed to mass marketing strategies) will continue to play a strategic role for most companies, whether big or small, in marketing for 2024, contributing significantly to their profitability. Today's consumer expects tailor-made experiences. With the vast amount of data available from various touchpoints—be it social media, websites, or even physical stores—brands can harness this information using sophisticated analytics. This results in hyper-personalized marketing strategies where content, products, offers, and communications are customized for individual consumers.

### 3. The rise of Answer Engine Optimization (AEO)

One of the emerging trends poised to reshape the marketing landscape in 2024 is the ascendancy of Answer Engine Optimization (AEO). While Search Engine Optimization (SEO) has long been a cornerstone of online marketing strategies, the paradigm is shifting towards a new focus – optimizing for answer engines. AEO involves tailoring your online content to provide clear, structured answers to user queries. It goes beyond the traditional keyword-centric approach of SEO, focusing instead on creating content that is easily extracted and presented in answer boxes, featured snippets, and voice assistant responses.

### 4. Content Automation

Content is central to any marketing strategy. Automation tools and AI are set to revolutionize content creation and distribution in 2024. Engaging, narrative-driven content can captivate

audiences, foster a deeper connection with the brand, and effectively guide customers through the buying journey. Investing in content automation platforms will be essential for maintaining consistency and efficiency, making it a necessity for marketers and one of our top marketing trends. As a result, consumers will experience a seamless flow of content across various channels, ensuring a cohesive brand experience.

### 5. Sustainable and Purpose-Driven Marketing

Consumers today are not just interested in purchasing products or services; they are keen on understanding a brand's values, especially regarding environmental and social responsibility. This trend, spurred by global challenges like climate change and social injustices, has led to an increase in brands promoting their sustainability initiatives and ethical practices. As a result, there is a growing number of consumers searching for brands that align with their values in these areas. This shift underscores the rising demand for sustainability and ethical conduct in business. Aligning a brand with these values not only meets consumer expectations but also contributes to long-term brand loyalty and reputation.

### 6. Experimental Marketing

Consistent innovation through experimentation can become the ultimate competitive advantage for today's businesses. This approach emphasizes creativity, encourages experimentation, and empowers customers and employees to become brand advocates. This strategy merges the need for continuous marketing innovation with the influential power of brand advocacy. Experimental marketing fosters a culture of creativity. Leveraging the influence of brand advocates, like satisfied customers and employees, can result in more effective and authentic marketing efforts.

### 7. Niche and Micro-Influencer

Influencer marketing will continue to evolve, serving as a powerful tool for reaching specific audiences and sourcing user-generated content. The focus is shifting from macro-influencers with large followings to micro and nano-influencers, who may have smaller but highly engaged audiences. Authenticity and niche relevance will be prioritized



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## 7. Niche and Micro-Influencer

Influencer marketing will continue to evolve, serving as a powerful tool for reaching specific audiences and sourcing user-generated content. The focus is shifting from macro-influencers with large followings to micro and nano-influencers, who may have smaller but highly engaged audiences. Authenticity and niche relevance will be prioritized over mere follower counts. Additionally, AI-powered tools for influencer identification and tracking will streamline the marketing process, making it more data-driven and effective. This trend acknowledges the power of authentic connections and leverages technology for more precise influencer partnerships, leading to increased brand awareness, loyalty, and business success.

## 8. Inclusivity and Diversity

While inclusivity and diversity in marketing have been on the rise over the last 2-3 years, they are expected to continue as vital trends throughout 2024. This trend is driven by consumers who increasingly seek brands that not only embrace diversity in their products, offers, and advertising but also genuinely promote inclusive values. Brands that successfully embody these principles are likely to not only resonate with a broader customer base but also cultivate a loyal following as a result.

## 9. Metaverse and Virtual Engagement:

The concept of the Metaverse is generating excitement, engagement, and anticipation in the digital sphere. In the Metaverse, marketers have the opportunity to create immersive brand experiences, conduct virtual product launches, and tailor marketing campaigns based on users' digital behaviors. This digital realm focuses on immersive virtual experiences to engage customers and foster community-building, leading to enhanced loyalty and engagement. In 2024, we can expect to see an increasing number of brands venturing into the Metaverse, engaging millions of users and showcasing the vast potential of this new digital frontier.

## 10. Tech-Enabled Marketing Ecosystems:

To create sustainable competitive advantages in today's dynamic business environment, many companies are focusing on building comprehensive and integrated marketing technology ecosystems to enhance operations and ROI. This underscores the necessity of adopting a holistic and integrated approach to marketing technology. This trend suggests that a well-structured marketing tech ecosystem can streamline operations, enhance customer personalization, and improve the return on investment by efficiently utilizing resources.

Contributed by : Marketing Association of Thailand

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