

What a Difference a Decade Makes: The Future of Advertising

John E. Villafranco

September 22, 2021

Over the past ten years, new technologies have forced a dizzying pace of evolution in advertising and marketing. All of this change begs the question: what will the next ten years bring? How will AI eliminate inefficiencies and create new challenges? In what ways will advertising enable access to content and enable consumer purchase decisions? What role will biometric data play in accessing, personalizing, and securing products and services? And how will companies meet the expectations of post-Millennial generations?



These questions have been addressed thoughtfully by [Kate Scott Dawkins](#) of [Essence Global](#). Kate's insights are summarized in her article [The "Dynamic" Future of Advertising](#).

She will be a featured speaker at next week's NAD conference, which offers a three days of great content. The conference agenda and registration page can be accessed [here](#).

The full Essence Global report [Advertising in 2030 - Expert Predictions on the Future of Advertising](#) is available [here](#).