

# Of Trust, Creativity & Unleashing Tomorrow

**The Future  
of Search**  
Bela Papp





# Three Essential Building Blocks



Creativity



Trust



Innovation













UEFA  
EURO2020™







UEFA  
EURO2020





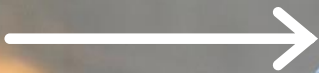
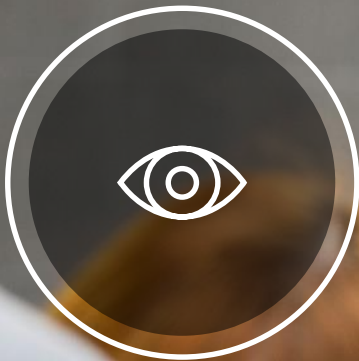


UEFA  
EURO2020

TM

















**“If you want to  
future-proof your  
brain, make it  
more creative”**

**Dr. Michael Bloomfield**





# CAN A MACHINE BE BETTER THAN US?







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How can we (re)apply  
creativity to SEARCH?

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# FOUR DIMENSIONS

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of Creativity in Search





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# FOUR DIMENSIONS

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of Creativity in Search

BEING CREATIVE WITH:

- SEARCH MOMENTS & MOTIVATIONS
- KEYWORDS
- COPY
- SEARCH DATA



# Being Creative with COPY



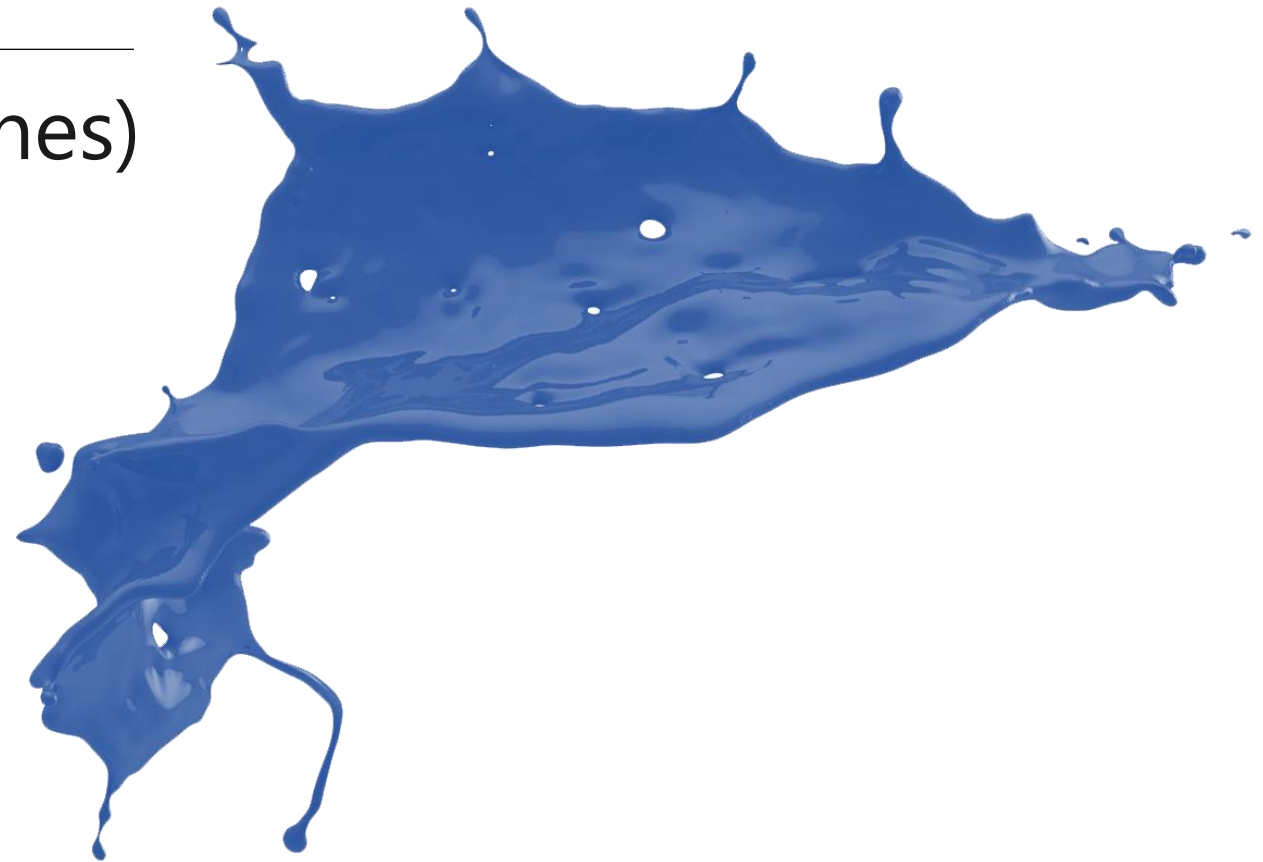


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# Don't be defined by **SERP POSITION**

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(A creative approach to headlines)





Ann Summers

The image shows a close-up, low-angle shot of the 'Ann Summers' logo. The text is rendered in large, three-dimensional, silver-colored letters mounted on a bright pink background. An orange apple icon, with a bite taken out of it, is positioned between the 'n' and 'S'. The lighting creates strong shadows, emphasizing the 3D nature of the letters. The background is a solid, vibrant pink.



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# Seizing the search moment AnnSummers, the Provocatrice?

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(Newsjacking & Building the Brand w/PPC)

## British Airways Christmas Strike Memories

[Ann Summers™ Online](http://www.annsummers.com)

The planes may be grounded, but you  
can still take off with our toys!

[www.annsummers.com](http://www.annsummers.com)

## Election Fun

[Ann Summers™ Online](http://www.annsummers.com)

We specialise in long, hard, Elections! Visit  
us online today.

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Visit Ann Summers & find out why we believe in a  
well hung parliamen!

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# An innovative way of using paid search as a branding tool.

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## The results

- Won the Revolution Awards in 2011
- Ads shown over 1.5m times
- The campaign was picked up by the mainstream press including The BBC, The Guardian and The Independent
- Cost was only £4,500



# Being Creative with SEARCH DATA





# Kleenex Example - Kleenex Catches Colds





## Kleenex Example - Kleenex Catches Colds

During the cold and flu season that year

**96%**

of Kleenex UK's media spend went to regions of the country suffering a live flu outbreak.





## Kleenex Example - Kleenex Catches Colds

Total sales increased

**40%**

year-on-year in the  
first two months.

That's an extra

**432,499**

boxes of tissues sold!

# Kleenex Example - Kleenex Catches Colds

**The brand can react and respond** to cold and flu outbreaks as they happen in the UK maximizing investment and profits.



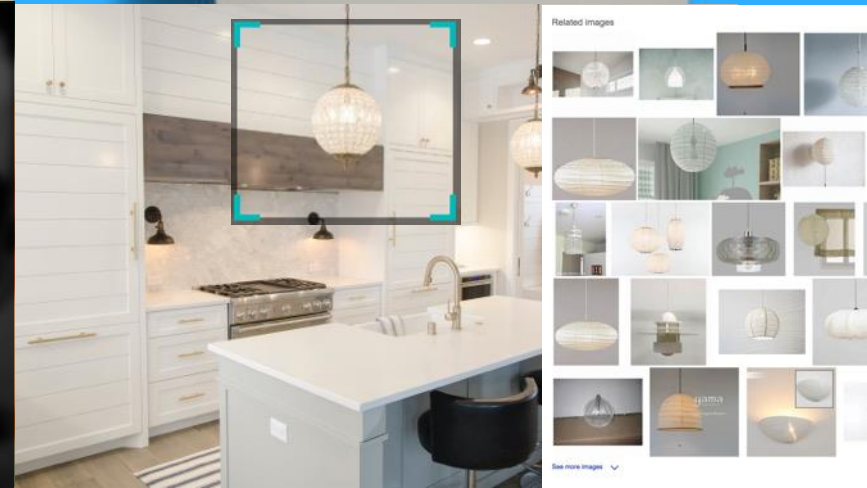
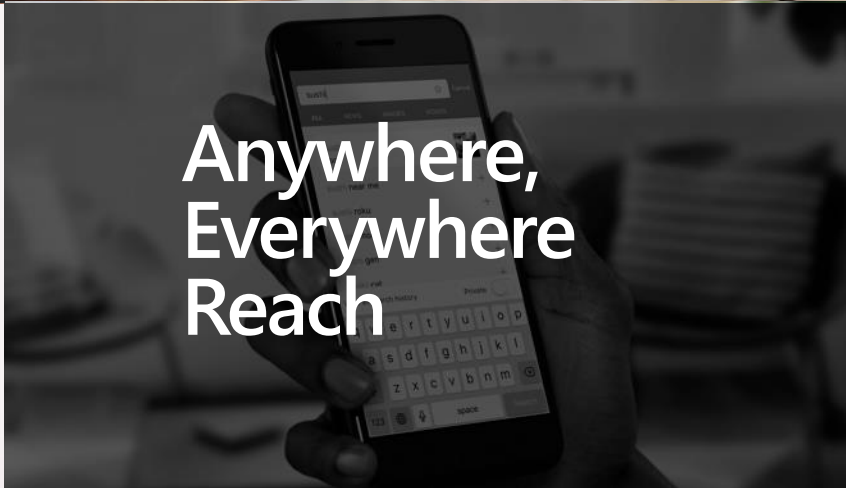
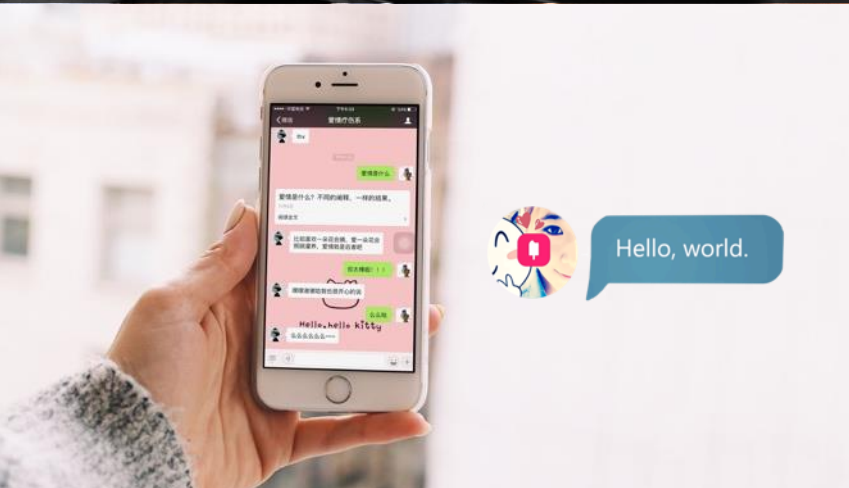
**And they won several industry awards, including a Gold Media Lion at Cannes**



# The Future of Search



# Real-Time Personalization







# What are the trends that will help and influence the expectations of future searchers?



Frictionless  
environment  
that just  
works



Experiences  
that are  
relevant and  
delightful



Ads that are  
meaningful  
and resonate

# Removing Frustration







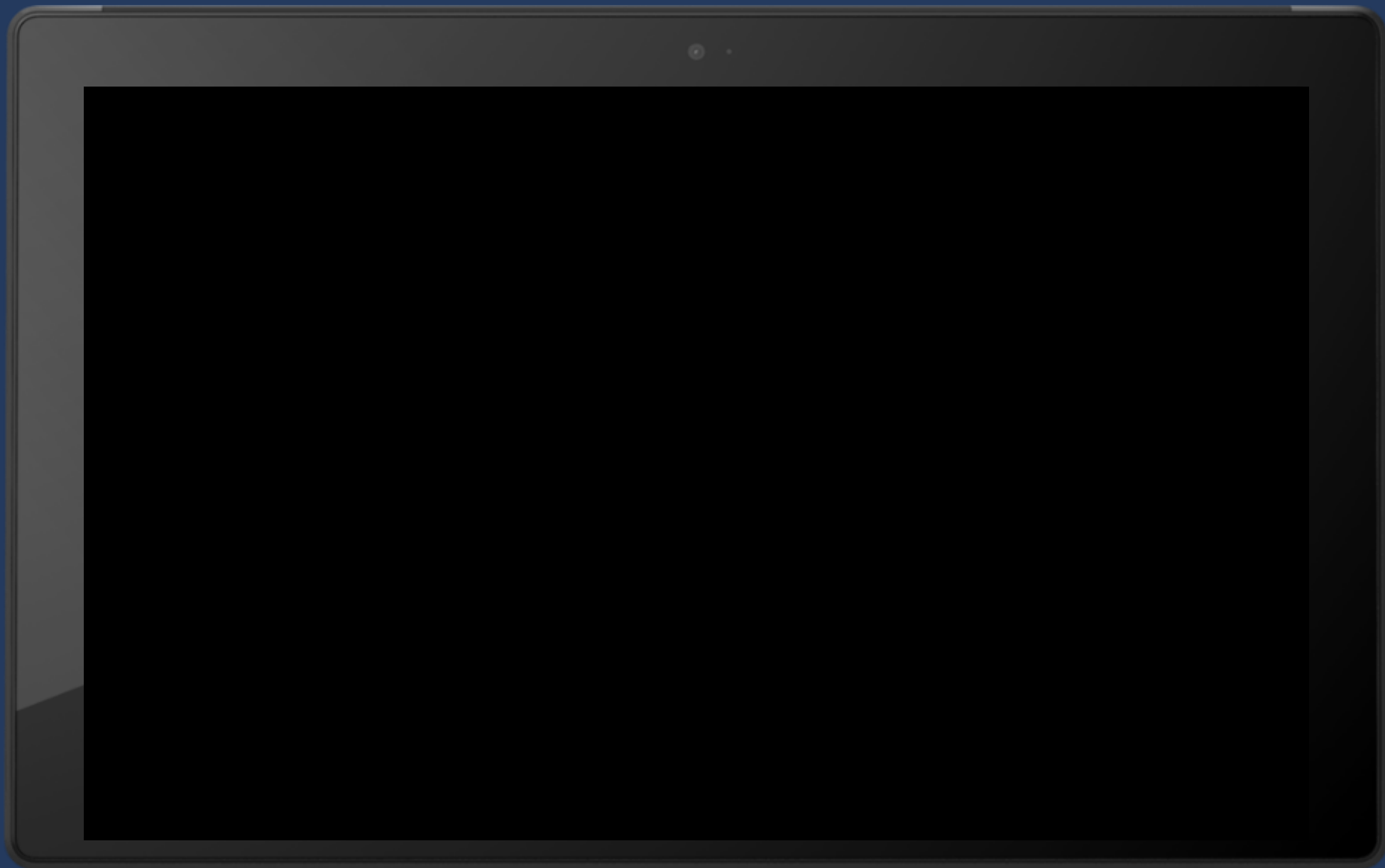
# Actions and Chatbots can enable consumers to take action



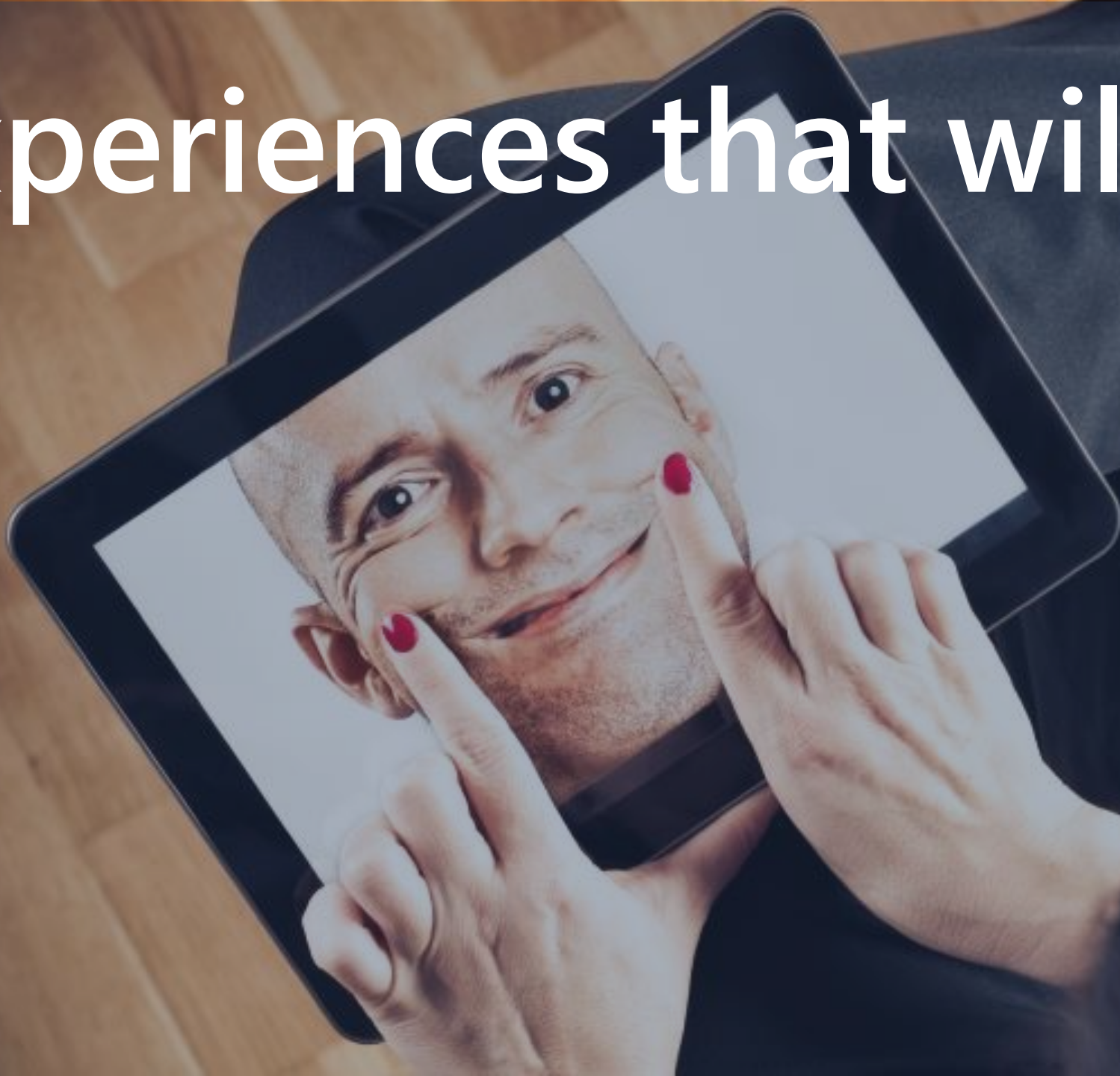
Transactional queries and actions provide the opportunity for voice skills and chatbots to assist the assistants.







# Experiences that will delight





People will forget what you **said**,  
people will forget what you **did**,  
but people will never forget how  
you made them **feel**.

Maya Angelou



Microsoft Edge on HoloLens Development Edition





# **Xiaoice is...**

## **Social companion with EQ**

+660M registered users chat with her across 40 platforms in five countries (China, Japan, USA, India and Indonesia) including apps such as WeChat, QQ, Weibo and Meipai in China, and Facebook Messenger in USA and LINE in Japan.

## **Personal assistant with EQ plus IQ**

## **Content provider through AI creation**

## **Character box for 3<sup>rd</sup> party business, games and entertainment**





# Meaningful connections

# Stories add value



## Russian Figurine

Purchase price: \$3.00

"This is an icon of the fourteenth-century Saint Vrankomir of Dnobs, the patron saint of extremely fast dancing."

## Figurine of St Vrankomir

Sale price: \$193.50



An open book with white pages is placed on a dark wooden surface. From the center of the book, a bright, ethereal light rises, forming a swirling, smoke-like shape. This light is surrounded by numerous small, white, star-like particles and larger, more complex star patterns. The background is a deep, dark blue, suggesting a night sky or a magical realm. The overall atmosphere is one of wonder and magic.

# The power of storytelling







# SO WHICH ONE RESONATED WITH YOU?

- NOSTALGIA?
- ENERGY?



# Video Extensions | *Piloting US/UK*

## Bellows College

Ad [bellowscollege.com/Degree/Programs](https://bellowscollege.com/Degree/Programs)

Grow and train skills with a degree from an accredited college. Details inside!

Online Courses · Local Campuses · Learn from Experience

Degree Programs: Communications, Business, Health Care, Education



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Online and Flexible Programs and Degrees to Fit the Military Life.



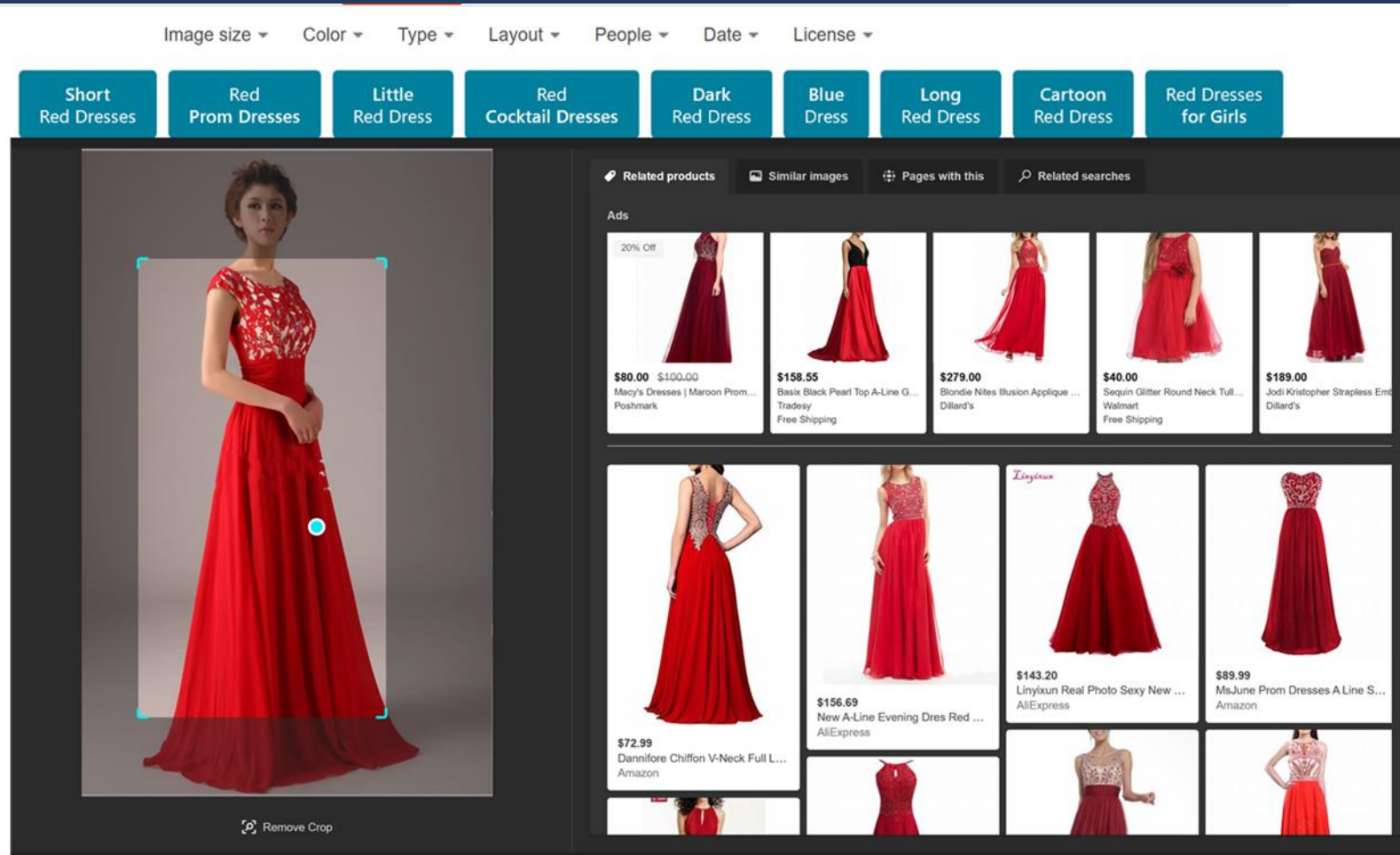
2018 Ford Escape SE 4WD Specs and Features | U.S. News ...  
cars.usnews.com · Home · Ford · 2018 Ford Escape

Clickable video inside your ad which expands to a pop-up overlay

Highlight your latest video assets within the SERP

Create more engaging ads that resonate with your customers

# Visual Search | *Piloting US/UK*



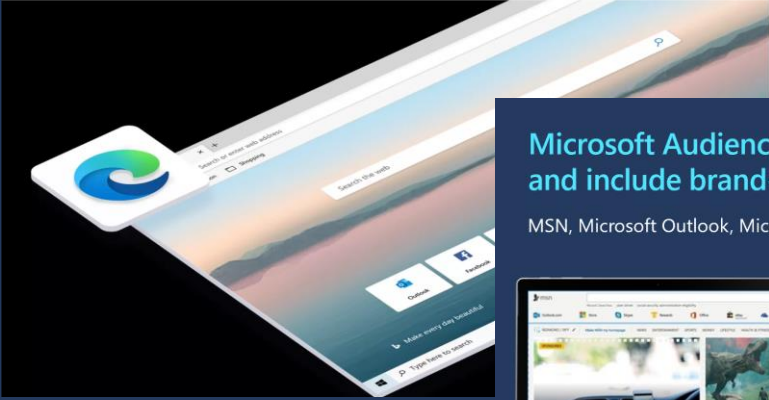
Shop directly from an image

Zoom in on different products to  
change the ads displayed

Reduce unnecessary step in the  
customer purchase journey



## Microsoft's Bing and browser pivot to business

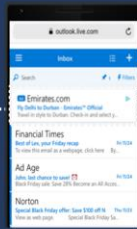


Microsoft Audience Network ad placements are cross-device and include brand-safe experiences on premium sites

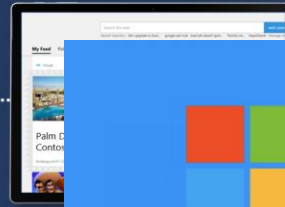
MSN, Microsoft Outlook, Microsoft Edge and our partners, with more to come.



msn



Outlook



Microsoft

+

Promo

LinkedIn



Microsoft



Search the web to plant trees...



60,839,829

Trees planted by Ecosia users









“Our industry does not respect tradition – it only respects innovation.”

– Satya Nadella, CEO, Microsoft



# Thank you!



## Our mission

Empower every person and every organization on the planet to achieve more.



<https://www.linkedin.com/in/belapapp/>