

BEYOND THE BUZZ  
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# Navigating Hype in Advertising

**NOOR NASEER** | BASIS TECHNOLOGIES

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**Basis**<sup>®</sup>  
Technologies



# NOOR NASEER

VP, MEDIA INNOVATIONS + TECHNOLOGY

**Basis**<sup>®</sup>  
Technologies



@NOORNASEER18

@basicglobaltech

Digital Strategist.

Tech Evangelist.

Storyteller.

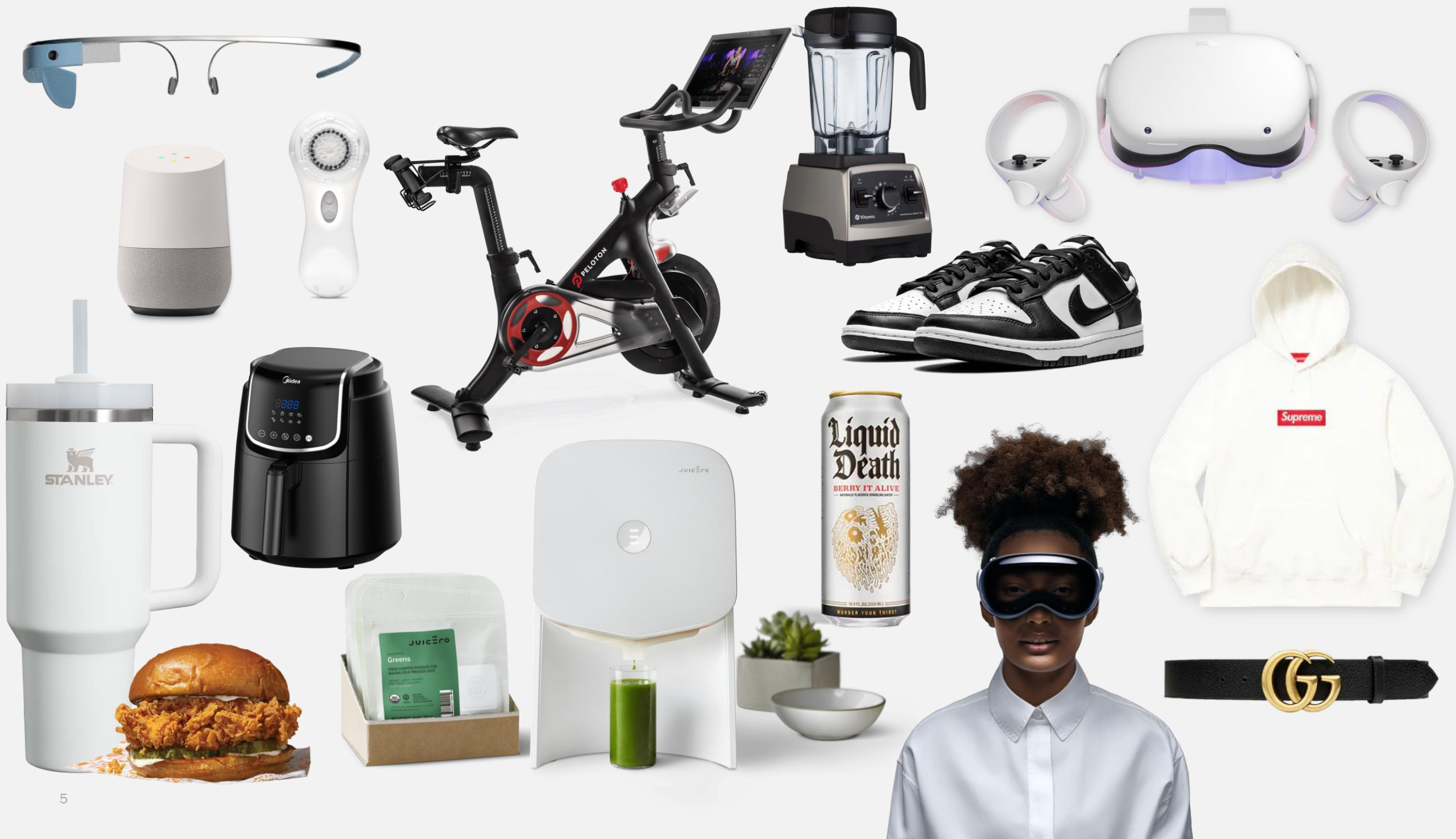
15-Year Advertising, Media, AdTech Veteran.

# DISCLAIMER

The businesses, brands and people mentioned in this presentation are highlighted to illustrate the impact of hype on society and on marketers.

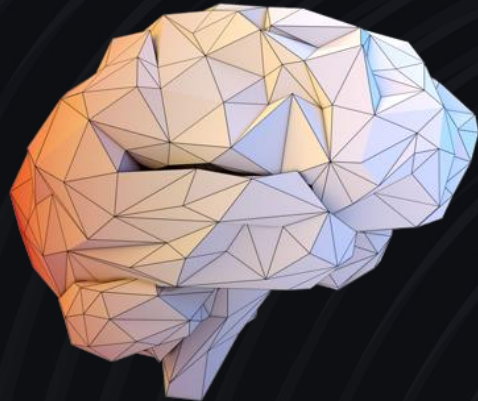


**Consumers are inundated.**



**The Past Few Years Have  
Been a Barrage of 'New'**







# What's Hype?

## hype

*noun* [ U ] • informal

US  / haɪp /    Uk  / haɪp /

**To promote or publicize (a product or idea) intensively, often exaggerating its importance or benefits.**



# The Hunt for Hype

We scroll 300 ft per day

**Or, 21 miles per year**

in search of novelty



@LUMPS

New = Exciting



## Marketers Promote What's New & Novel

Brands are **2.5X** more likely to significantly grow market share when they deliver strong experiences tied to innovation



# Brands Seek Growth through Innovation

**79%**

of companies ranked  
innovation among their  
top 3 priorities

**40%**

Expect to significantly  
increase spending this year



The practical implementation of ideas that result in the introduction of new goods or services or improvement in offering goods or services.

# Innovation

Intensive publicity or promotion. Promote or publicize intensively, often exaggerating importance or benefits. Excellent and cool.

# Hype

# Tech

Capability given by the practical application of knowledge. A manner of accomplishing a task using processes, methods or knowledge.

# Trends

A prevailing tendency or inclination. A general movement. A current style or preference. A line of development.

# Innovation Curve

Hype Cycle



We Follow


Tech Lore

PRINCIPAL OF TECH LORE #1

Thou shalt  
accept hype.




# Why Are We So Susceptible to Hype?



Unreleasing hunt 'the next big' thing'

Compulsion to reinvent and evolve frequently


The excitement of adopting and presenting something new



A desire to put one's mark on the business

Pressure to meet rapidly changing consumer demands

Promise of a better solution



Disenchantment with what's currently available



PRINCIPAL OF TECH LORE #2

Love thy  
Founder.



# Hype Has a Hype Man or Woman



2017

\$120M raised

JUICERO

theranos



\$22B raised

2019

wework

FTX



2018

\$900M raised

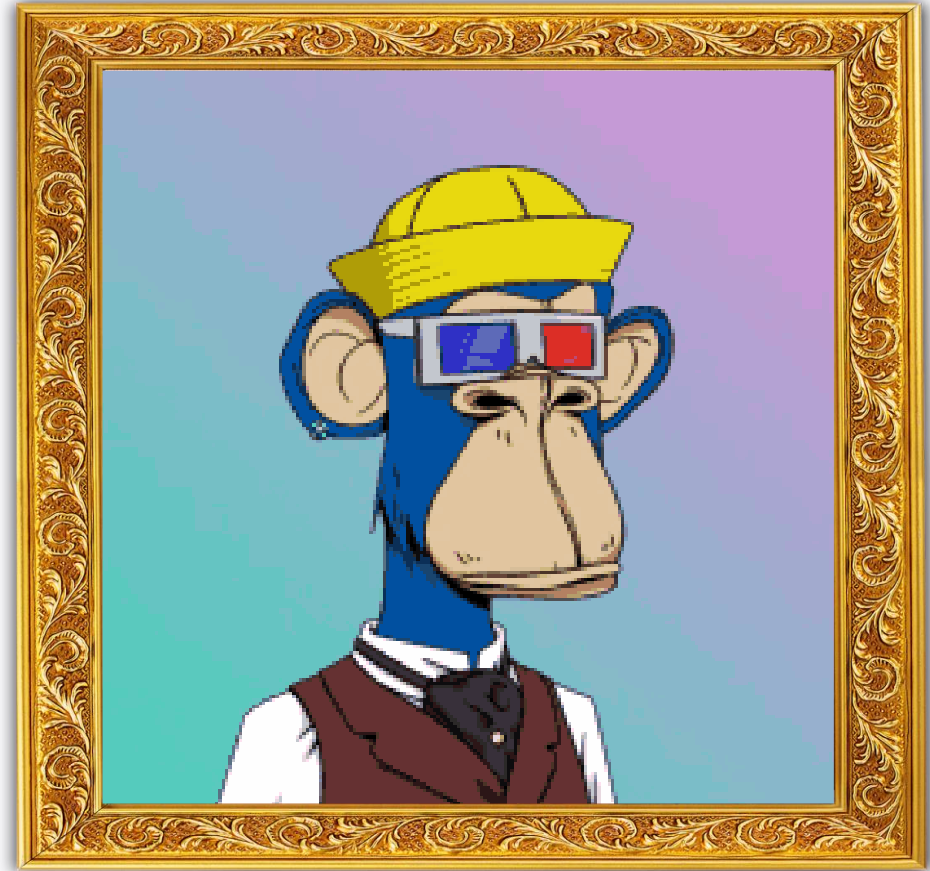


2018

\$1.8B raised

PRINCIPAL OF TECH LORE #3

Ask few  
questions.



# Hype Says: Skeptics Lose Out



# What Enables Hype?

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Social Media Presence

Content Marketing

Influencer Collaboration

Events/Pop up Shops

SEO tactics

Brand Storytelling

Paid Media

Celebrity Endorsements

---

**Value**



**Inflation**



# Hype Drives False Valuations

Juicero is still the greatest example of Silicon Valley stupidity

JUICERO

theranos

From \$47 billion to \$270 million—WeWork, the Adam Neumann brainchild, keeps crashing after a 'going concern' warning

wework

FTX

Disgraced Theranos founder Elizabeth Holmes is booked into prison in Texas to begin serving 11-year sentence

Sam Bankman-Fried convicted of multi-billion dollar FTX fraud

A woman on the left is wearing large, white and black VR goggles and a light green, textured knit sweater. She has a neutral expression. On the right, a man with a full beard, glasses, and a black beanie is wearing a blue long-sleeved shirt with a small white Apple logo on the chest. He is smiling and looking towards the woman, holding a white tablet or card. The background is a wooden wall with many small, colorful objects hanging on it, suggesting a retail or workshop environment. The overall lighting is warm and slightly dim.

*Losing sight of  
the bigger picture.*



# Value Determined Staying Power



2007



2023

  
**SOCIAL**

Self-transcendence

  
**PERSONAL**

Self-actualization  
Affiliation/belonging

  
**EMOTIONAL**

Rewards me  
Fun/entertainment  
Provides access  
Design/aesthetics

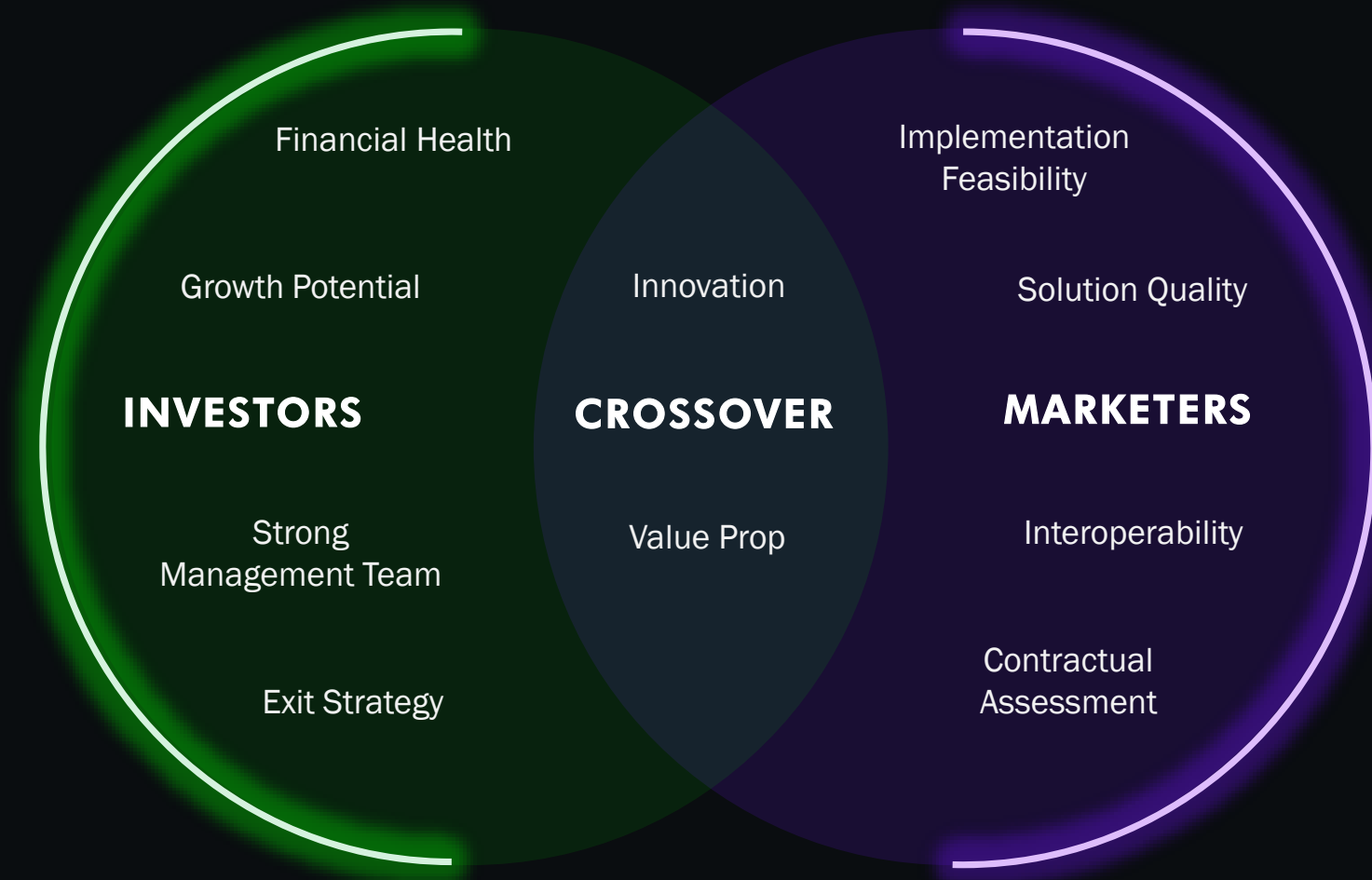
  
**FUNCTIONAL**

Connects  
Simplifies  
Saves time  
Quality  
Informs

# Fact Finding Mission



# Solution Evaluation Criteria Varies by Stakeholder



# What to Keep an Eye Out For



**To Avoid**

VAGUE VALUE  
PROPOSITION

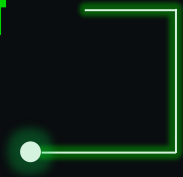
VIBES ONLY



**To Seek Out**



DISTINCTIVE  
INNOVATION

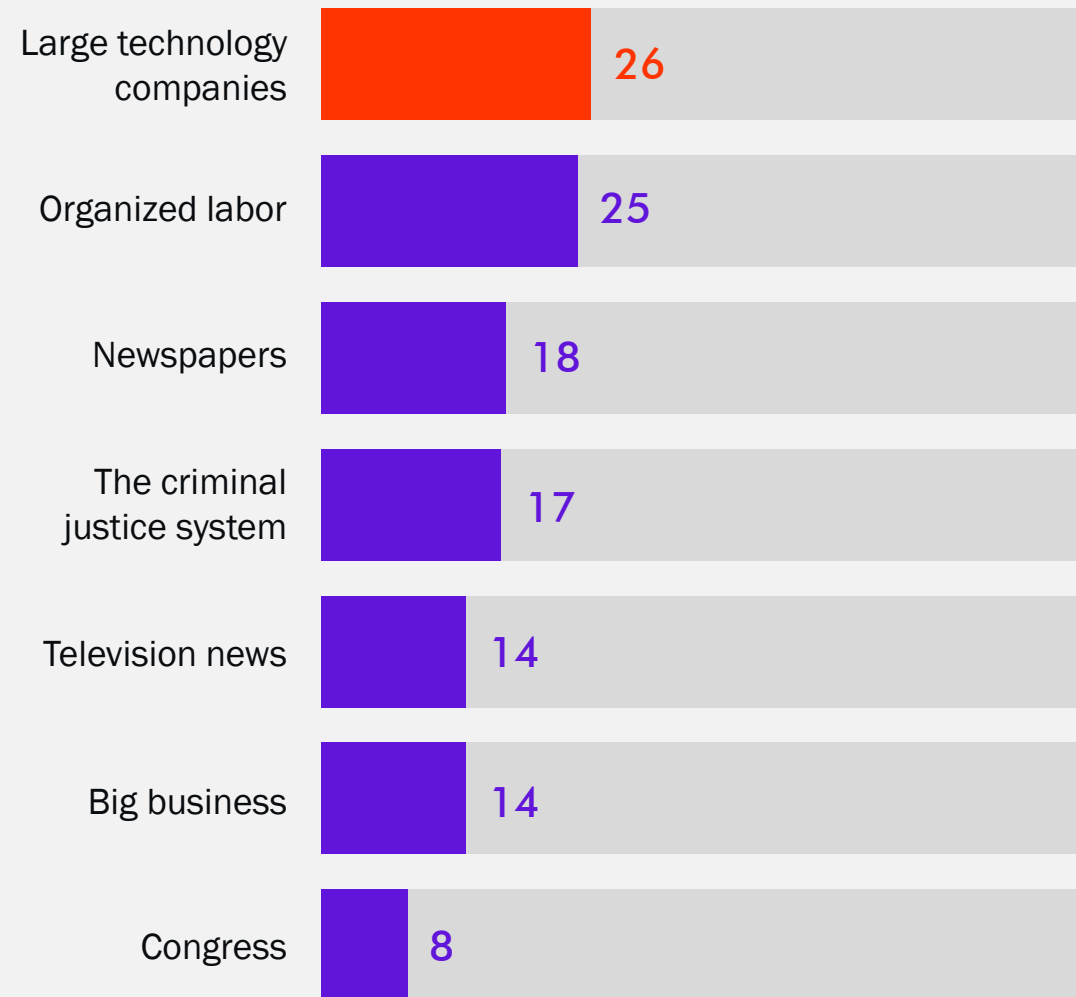


MEASURABLE  
BENEFITS

# Historically Low Faith in US Institutions

The 2023 Edelman Trust Barometer found US businesses were **more trusted** than government or media

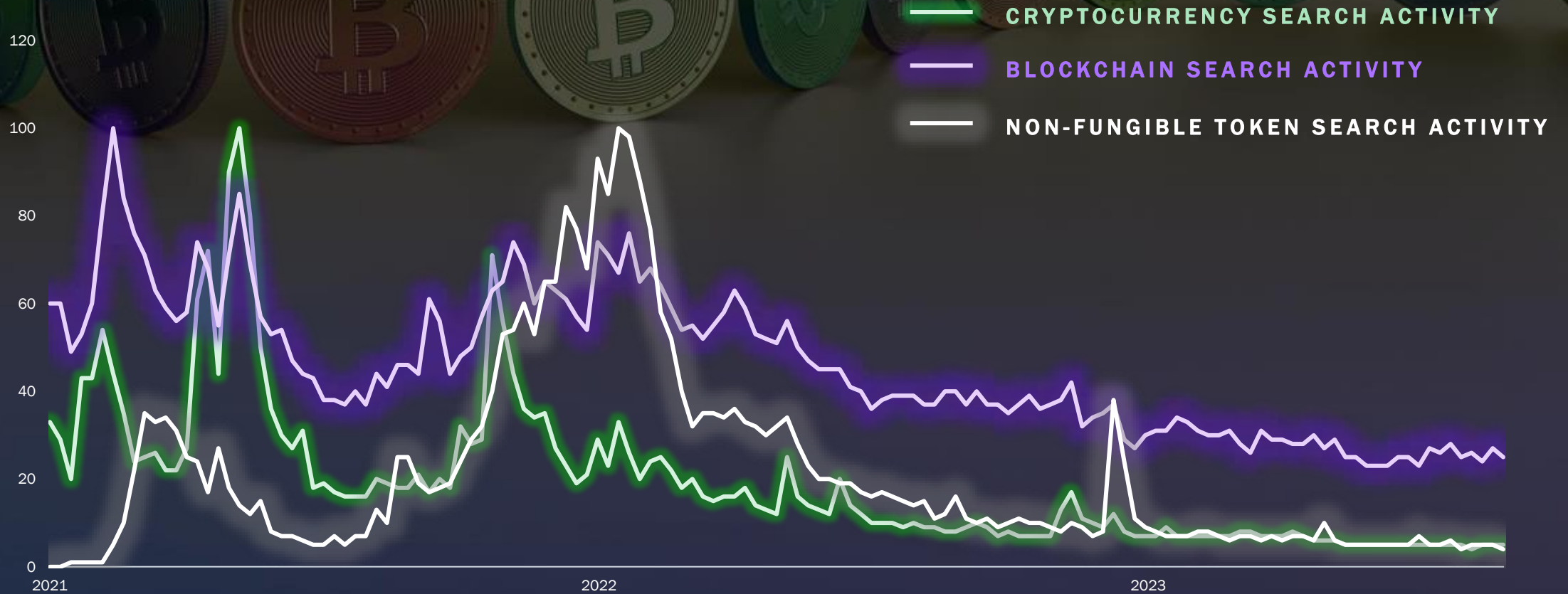
## Large Tech is More Trusted Than 6 Other Us Institutions



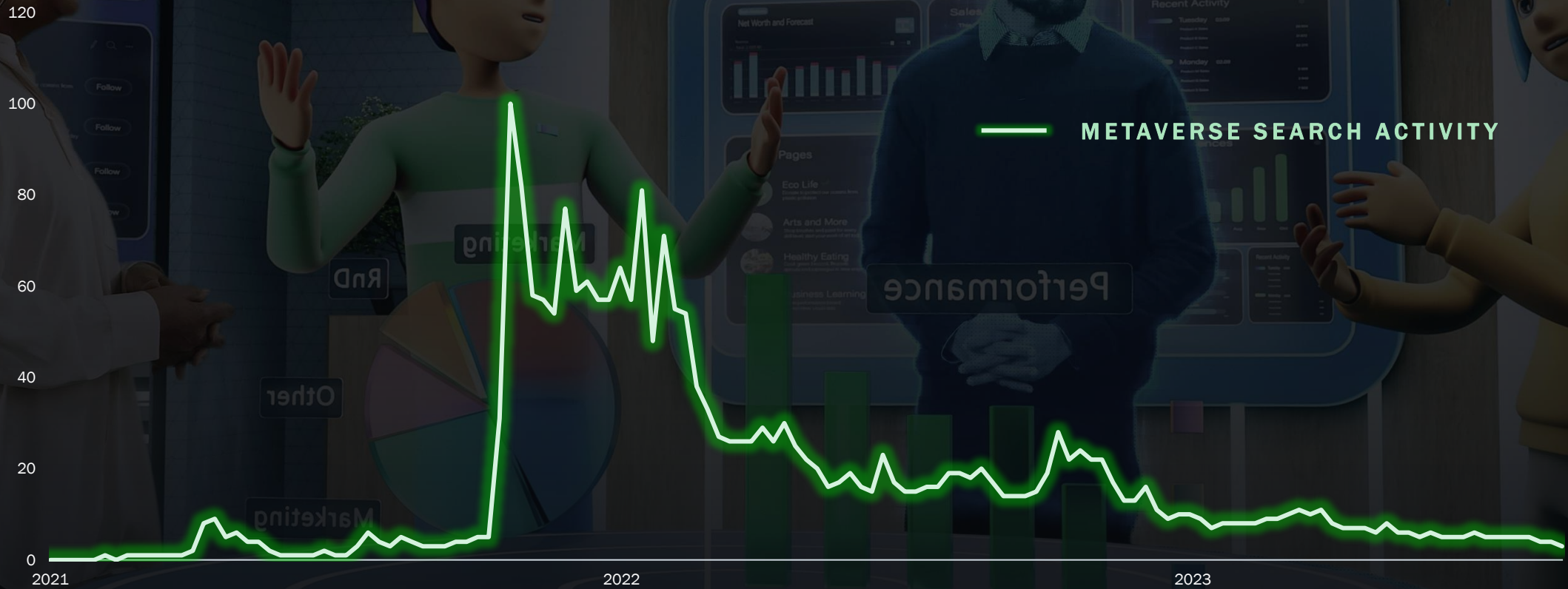
# Riding Hype Cycles



# Hype Happens Abruptly

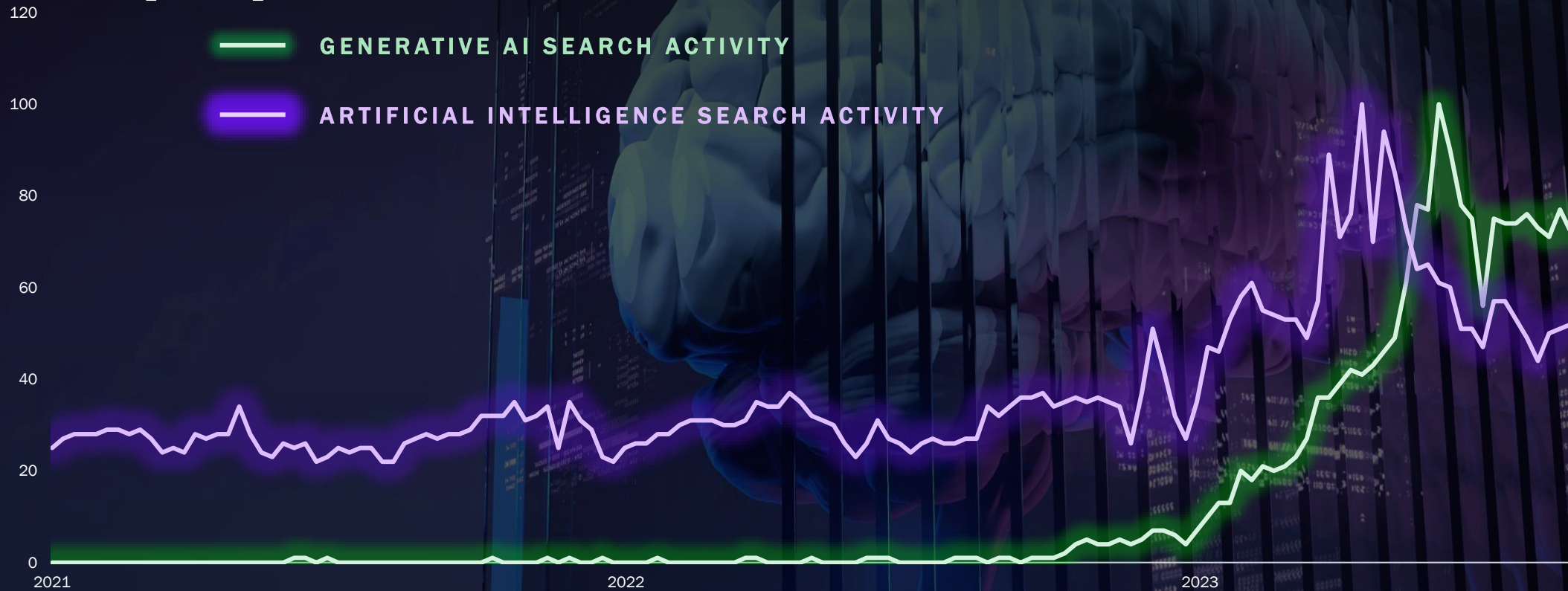


# Hype Happens Abruptly





# Hype Happens Abruptly



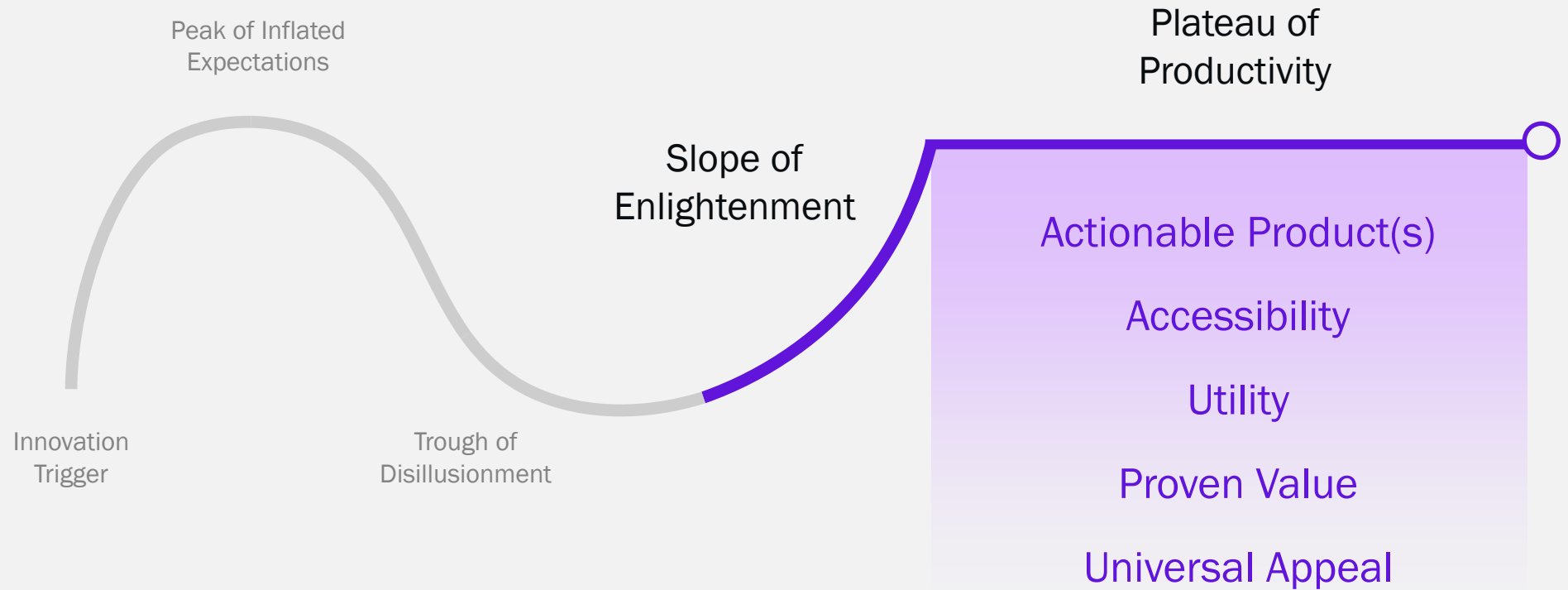
Should  
you believe  
the  
hype?



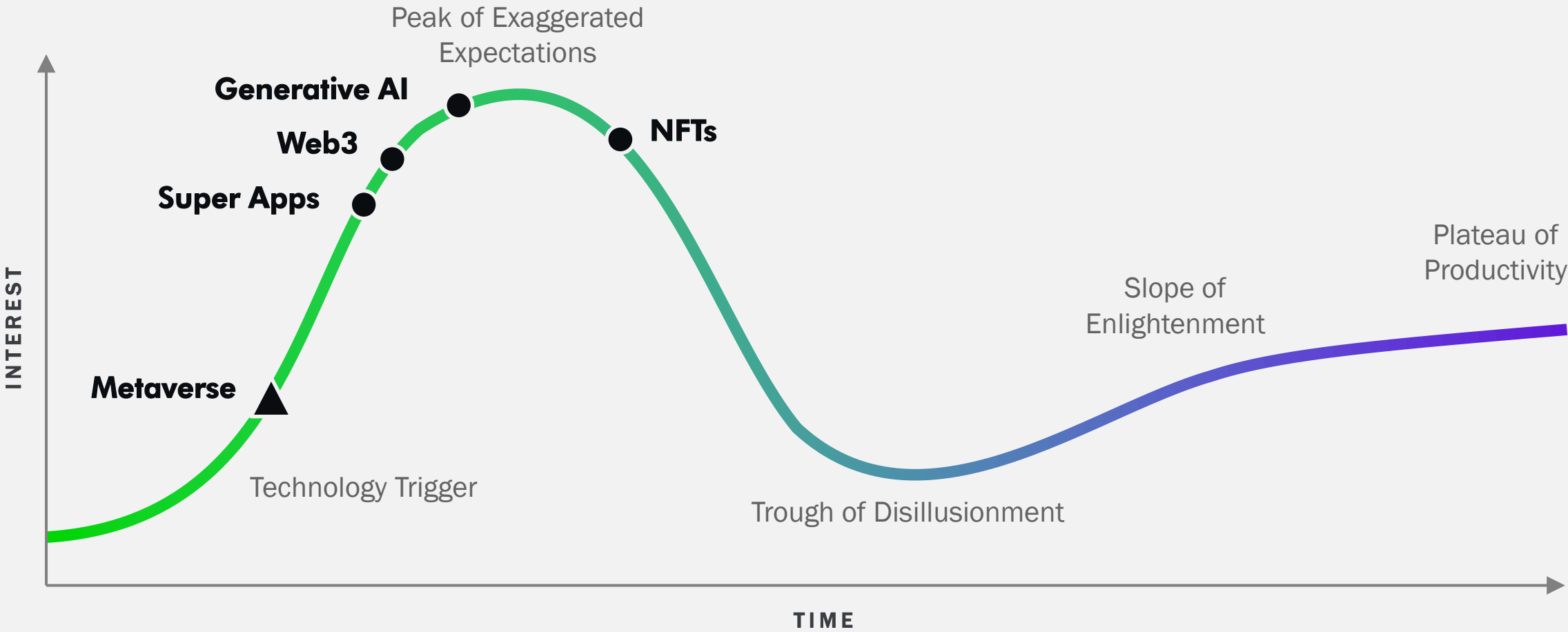
# Hype Disrupts, Then Dies Down



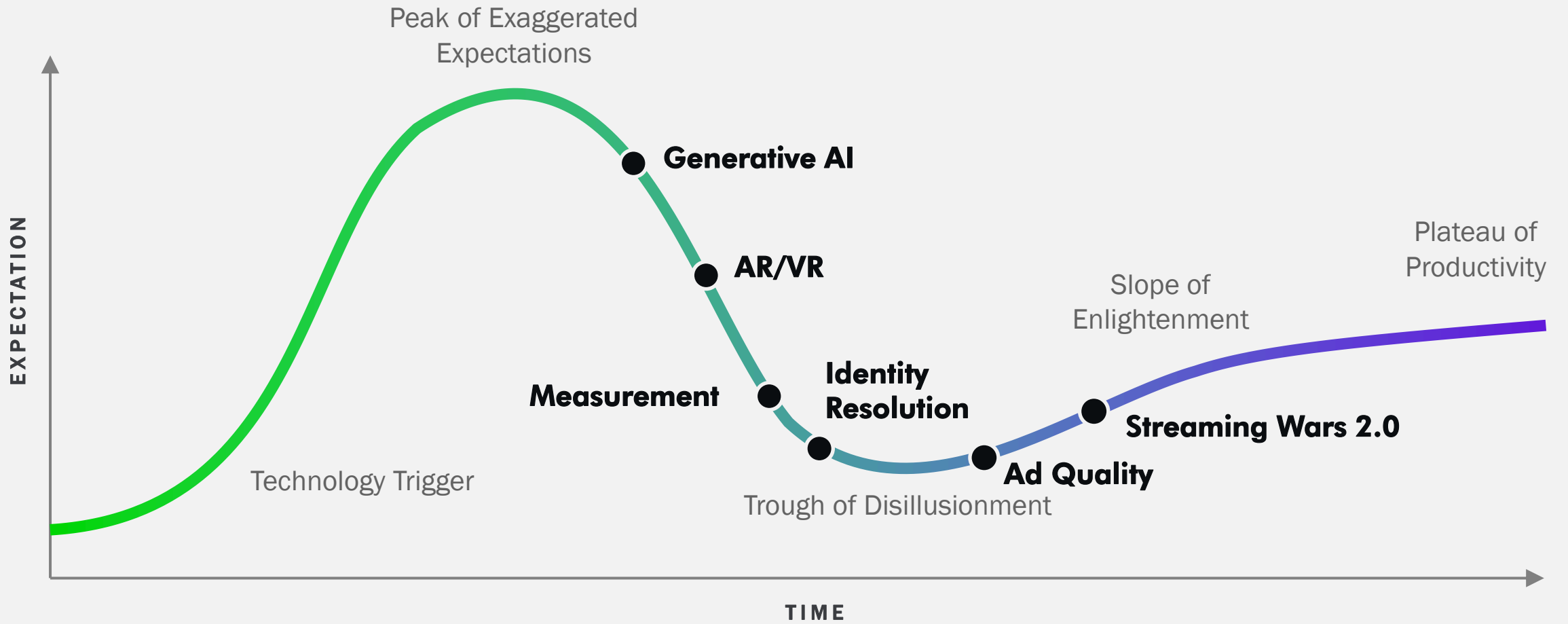
# Innovation is Built in Iterations



# Recent Hype Cycle



# The Hype Cycle for Digital Marketers



Responsible Media

Data Privacy Concerns

Attention

Data Clean Rooms

Ad Fraud

Attribution

Algorithmic bias

Alternative IDs

Measurement

Siloed Data Sources

Signal Loss

Web3

**“We are at a critical inflection point in our digital evolution,”**

Retail Media Networks

Media Quality

MFA Sites

**–David Cohen, IAB CEO**

AI Tools + Solutions

Sustainability

**January 30 2024**

AI + Machine Learning

Google Privacy Sandbox

Customer Data Platforms

AR/VR

Ad Verification

Ad Personalization

Dynamic Creative Optimization

Brand Safety

Viewability



Responsible Media

Data Privacy Concerns

Attention

Data Clean Rooms

Ad Fraud

Attribution

Algorithmic bias

Alternative IDs

Measurement

Siloed Data Sources

Signal Loss

Web3

**If you are too early, the market isn't ready, and you end up losing time and money. If you are late, others will grasp the lion's share of the benefit.**

Media Quality

Retail Media Networks

AI Tools + Solutions

MFA Sites

**-Futures Platform**

Sustainability

Google Privacy Sandbox

AI + Machine Learning

Customer Data Platforms

AR/VR

Ad Verification

Ad Personalization

Dynamic Creative Optimization

Brand Safety

Viewability





# Navigating Hype



# Factors to Consider When Prioritizing User Stories

1

Business Value



3

Complexity



5

Time Sensitivity



User Value

2

Dependencies

4

Team Capacity

6



# What Advertisers Should Ask

**Is there a product available for use?**

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**What is the required investment for that product or set of products?**

---

**What utility does this provide for my brand/client needs?**

---

**How does this emerging opportunity support our business objectives?**

---

**What triggered the hype cycle? What preceded it?**

---

**Is this a smart advertising strategy for us to explore?**

Are there other, more mature tech advancements that are worth investing in instead?

# How to Navigate Hype

## Focus On Your Problems

Malignancies go dormant but resurface. Address them.

## Develop Deeper Perspective

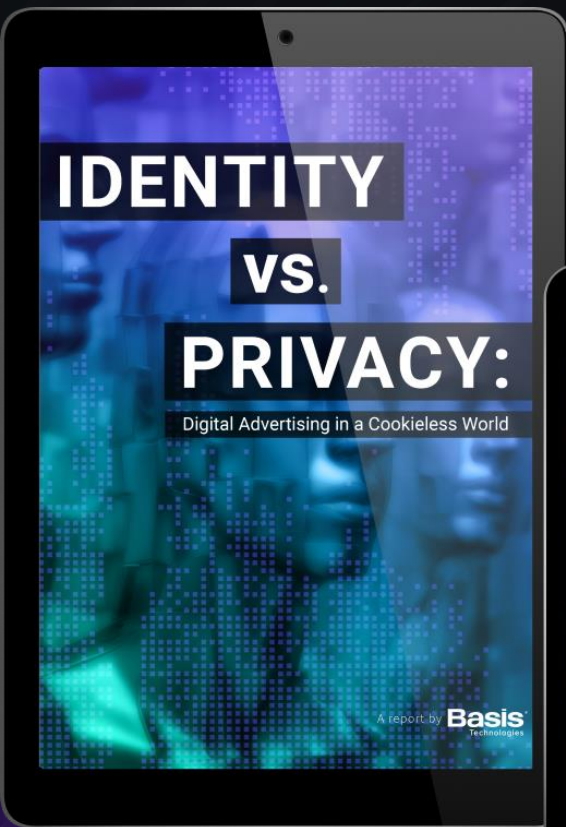
Familiarity isn't subject matter expertise.

## Assess Value For Your Goals

Tether your commitments to your existing challenges.



# WHAT'S NEXT



- Workshops with Marketers
- Speaking Engagements
- Advertising Panels
- Educational Resources
- Webinars

# CONTINUE THE CONVERSATION



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Podcast  
AdTech Unfiltered



# ABOUT BASIS TECHNOLOGIES

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Basis Technologies is a global provider of workflow automation, intelligence and programmatic advertising software for the marketing enterprise. Its technology platform consolidates digital operations across programmatic, publisher-direct, connected TV (CTV), search, and social campaigns.

Basis integrates otherwise disconnected processes, systems and point solutions to create a seamless workflow and centralized system of record for digital marketers.

Learn more at [basis.com](https://basis.com).