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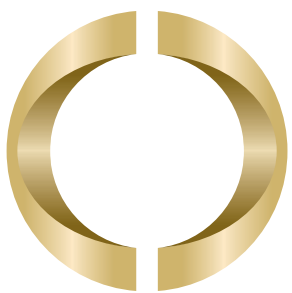
DECEMBER 9, 2024

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★ 2024 AWARDS ★

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2024 HONOREES & FINALISTS



DISRUPTOR OF THE YEAR AWARD **HONOREE**

SCOPELY

Scopely is one of the fastest-growing video game companies today, fueled by record-breaking acquisitions, blockbuster new game launches, world-class partnerships and numerous industry accolades. The company is home to many top-grossing, award-winning franchises that are beloved by players across the globe, including MONOPOLY GO!, Stumble Guys, Star Trek Fleet Command, Strike Force, Scrabble GO and more.

In 2023, the video game industry saw Scopely's newest title MONOPOLY GO! caught fire with players around the world and instantly becoming a global phenomenon. Just 15 months after launch, the game had generated \$3 billion in revenue, cementing its status as the biggest mobile game launch in history, with more than 10 million players jumping into its expansive universe every day. Scopely connected players around the world in building the first true global community of Monopoly fans, shifting the timeless game from a tabletop classic to a dynamic and interconnected experience/ on and off screens.

Scopely's strategy to keep players engaged includes consistently introducing exciting new in-game events that foster global community-building and connection. In MONOPOLY GO!, players have the opportunity to team up or compete for massive rewards. Monthly partner Events encourage players to collaborate with friends and family to collect event-specific theme tokens, which can be exchanged for grand prizes. This strategy of fostering social integration and regular engagement is reflected by the company's overarching vision to expand the possibilities of play. This has led to vibrant communities both within and outside the game, including a Facebook group with over 8.4 million members.



HAWKE MEDIA
FINALIST

By making high-quality, data-driven marketing accessible to everyone, regardless of company size or budget, Hawke Media continues to disrupt the marketing industry. Central to the agency's success is its AI-enabled platform, HawkeAI, which provides actionable insights from over half a billion dollars in ad spend across more than 8,000 brands. The platform empowers businesses by optimizing performance in real-time, helping them make data-driven decisions at scale. HawkeAI's accessibility allows even small businesses to harness cutting-edge technology that would otherwise be out of reach.

Through democratized marketing strategies, Hawke Media offers scalable solutions that adapt to each business's unique needs. The agency's emphasis on innovation and flexibility continues to disrupt traditional marketing models, and its measurable success continues to expand through strategic investments and impactful partnerships with industry leaders like Shopify, Google, TikTok, Meta, and HubSpot.



IDEAL LIVING
FINALIST

Since its inception in 1999, Ideal Living has been dedicated to transforming the wellness landscape by providing socially and environmentally responsible products grounded in rigorous scientific validation. With the creation AirDoctor and AquaTru, the company has innovated air and water purification.

AquaTru is independently verified to remove 83 contaminants and has contributed to reducing plastic waste by keeping more than two billion single-use plastic water bottles out of landfills. It offers a reliable and cost-effective solution for the health-conscious and environmentally aware customer. Similarly, AirDoctor addresses a pressing need in air quality. AirDoctor's HEPA air purifiers are engineered to capture particles 100 times smaller than the HEPA standard, ensuring that users breathe the purest air possible. This innovation reflects the company's dedication to providing scientifically-backed, effective solutions for a healthier, more sustainable future.



MISO ROBOTICS
FINALIST

Miso Robotics is focused on transforming the restaurant industry and improving the lives of food workers. The company's signature product is an AI-powered kitchen robot named Flippy, which automates the dangerous operation of a restaurant's fry station and cooks a variety of fried items. Flippy is powered by a sophisticated AI platform driven by the company's proprietary and patented technologies.

Some of the world's top fast-food brands have been turning to Miso's Flippy to solve labor and food cost problems in their kitchens. Flippy has cooked over two million baskets of fries, onion rings, chicken nuggets and more for brands like Jack in the Box, White Castle, and Caliburger, driving profitability while keeping the workforce safer. Miso's products solve some of the biggest challenges facing the restaurant industry today, such as labor shortage, high turnover and wage challenges.



PS
FINALIST

PS is a private airport terminal for commercial flights, which offers a member's club feel, luxury hospitality, chef-prepared meals, private security screening, intricately designed spaces and a tarmac driving service. Since PS launched in 2017, jurisdictions responsible for owning and operating airports across the United States have been reaching out to the company to establish terminals to serve people who request privacy.

With airports often under-built for today's populations, PS acts as a relief valve where business travelers, at-risk travelers and public figures self-select to bypass the airport chaos, and in turn increase resources and reduce traffic at the public terminals. Unlike airport terminals, PS is entirely privately funded. The company is also reducing the carbon footprint caused by private air travel. With PS, public figures are able to fly commercially, while greatly reducing the burning of fossil fuels while maintaining privacy, anonymity and comfort.

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ACCELERATOR AWARD HONOREE

HAWKE MEDIA

Founded in 2014, Hawke Media is one of the country's most rapidly expanding marketing agencies, dedicated to delivering bespoke, data-driven and performance-centric solutions to help businesses launch, scale and revitalize. Known for its unique 'outsourced CMO' model, Hawke Media tailors strategies to perfectly align with the unique needs of each client, driving significant growth across various industries and revenue models. With a decade of experience, the company has facilitated the growth of over 5,000 brands, including generating \$2.9 billion in gross revenue and managing over \$521 million in annual media spend. The agency has built 2,957 partnerships, won 90 industry awards, and made 16 strategic acquisitions, continuing to push the boundaries of the marketing world.

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ACE FENCE CO. FINALIST

Ace Fence Company Ace Fence Company is a leader in the Southern California fencing business providing guardrail, chain link fence, gates, ornamental fences and security fence products for public works, residential and commercial projects. Company jobs are comprised of 85% public works, 10% commercial and industrial work and 5% residential work.

Ace Fence covers the areas from Santa Barbara down to the Mexican border. Its firm is certified as a DBE, SBE, MBE and WBE and is an LA Certified Fabricating Shop. Ace has been listed in the Top 100 Women Owned Companies as well as the Top 100 Minority Owned Businesses in Los Angeles County since 1990. Among many, one of Ace's most notable projects is the construction of the historic electrified fence for the 105 Century Freeway, extending from the 605 Freeway to Los Angeles International airport.



ALPHA STRUCTURAL FINALIST

Alpha Structural's owner and chief executive officer, David Tourje incorporated the company in 1992 with a small crew working on hillside homes doing seismic retrofits and foundation repairs for Angeleno homeowners. The company is now comprised of many crews and a hardworking staff that has over 850 years of combined technical experience. They serve as a leading source of structural engineering and construction and the only company in the Los Angeles area licensed to engineer and build any type of repair project.

With data tracking technology, Alpha's system has allowed employees to track statistics to remain profitable, stay efficient, save cost and keep customers well informed with constant communication. Furthermore, with Los Angeles County's mandatory ordinance on soft-story and non-ductile retrofitting (Ordinance 183893), Alpha Structural has been at the forefront of innovation, ensuring the implementation of this ordinance proceeds as smoothly as possible.



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2024 HONOREES & FINALISTS



INNOVATOR AWARD HONOREE

METROPOLIS

Metropolis is an artificial intelligence company that has developed a proprietary AI and computer vision platform to enable checkout-free payment experiences for drivers and revenue-generating operations for real estate owners. The company's platform is trained on a comprehensive and proprietary data set to recognize vehicles with a 'vehicle fingerprint' based on unique characteristics. After visitors sign up for Metropolis, they can go to any garage that uses its technology and seamlessly drive in and out as they are recognized automatically, receiving text updates with pricing information and receipts upon exit. Additionally, the company's increasingly dense, digital network operates on a singular platform deployed across the United States in partnership with a wide array of real estate customers.

With an outsized impact on drivers and real estate properties alike, the company platform delivers a preferred customer experience while serving as a technology layer that shifts the revenue profiles of parking facilities. The company's technology also represents a leap forward in computer vision, delivering better financial outcomes while unlocking new capabilities for real estate properties.

As a seven-year-old company, Metropolis has achieved unprecedented scale by pursuing a growth-by-acquisition approach, catapulting it to be the largest parking network across North America. In May, the company successfully closed \$1.8B in Series C financing to fund its landmark take-private of SP+, a 100-year-old legacy parking company. This enabled Metropolis to reach more than 4,000 locations and over than 50 million consumers. As it expands, Metropolis continues to streamline urban mobility, reducing congestion and improving productivity for businesses and individuals.



EV SAFE CHARGE INC.
FINALIST

EV Safe Charge is a leading provider of flexible electric vehicle (EV) charging technology, providing safe, reliable and robust residential and commercial electric vehicle charging solutions to support the demands of the rapidly growing EV market. The company provides nationwide end-to-end sales, installation, guidance and support.

EV Safe Charge's newest technology, ZiGGY, is a mobile EV charging robot that features interactive, digital advertising screens. ZiGGY is a breakthrough in EV charging, allowing facilities, shopping and entertainment centers, hotels, fleet operators, airports and property owners to overcome the limitations of stationary EV chargers. The charging robot provides on-demand charging without the need for costly electrical infrastructure, with the ability to be charged at a single location yet cover an entire floor of a parking lot, or even charge offsite if no infrastructure is available.



PEOPLE'S CHOICE BEEF JERKY
FINALIST

People's Choice Beef Jerky has been hand-crafting a premium beef jerky product for nearly 100 years across four generations. Its commitment to growth and longevity is rooted in its team's dedication in making a quality product while also continuing to adapt and evolve.

With the evolution of consumer needs, the company launched an e-commerce side of the business and transition to a D2C business model, thus reaching a larger audience without the constraints of physical retail space and offering consumers the opportunity to discover and enjoy artisanal and specialty options like People's Choice. The company has also expanded its product lines by mirroring the rich tapestry of cultures and communities that make Los Angeles uniquely diverse. By creating flavors through their Test Kitchen line, the company has been able to experiment with new recipes and flavor profiles, drawing inspiration from the diverse tastes of its customers.



SUFFOLK
FINALIST

Suffolk is a national construction enterprise that builds, innovates and invests. The company is an end-to-end business that provides value throughout an entire project lifecycle by leveraging its core construction management services with vertical service lines that include real estate capital investment, design, self-perform construction services, technology start-up investment and research innovation.

Over the past four years, revenue has nearly doubled from \$115 million to \$205 million, and Suffolk's employees have overseen the construction of local premier projects like the AC + Moxy Hotels, 6th Street Place and the Evermont. The company has also designed a predictive algorithm to mitigate risk and address the dangers of the construction industry. Its employees log more than 12,000 safety observations per month, which are then combined with data indicators to fuel the predictive algorithm used to provide insight into risks, flagging potential incidents before they occur.



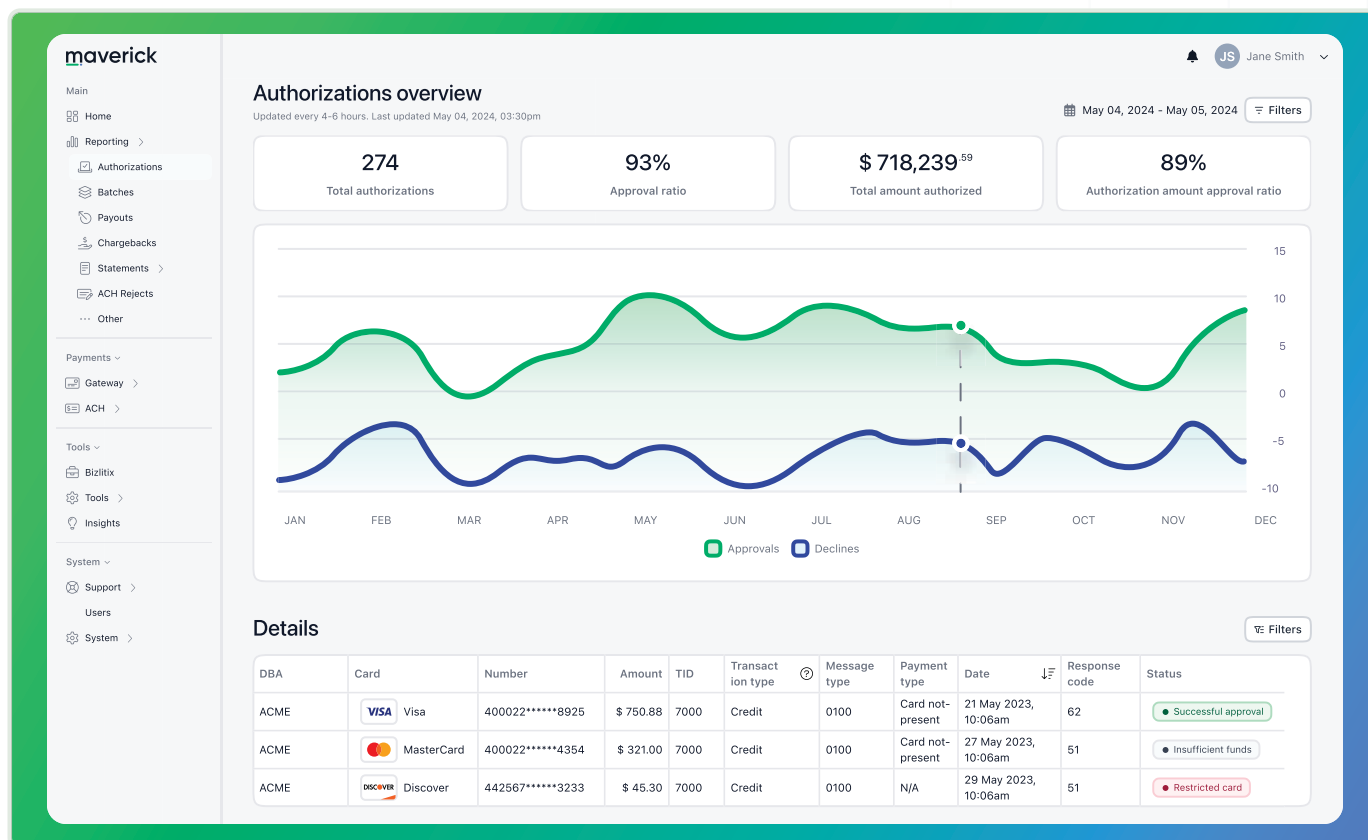
TECHNOLOGY MANAGEMENT CONCEPTS
FINALIST

As one of the few women-only founded technology organizations, Technology Management Concepts is a Microsoft partner with a team spread across North America with an established premier practice. Since its founding in 1987, the company has partnered with thousands of organizations to rethink business processes and technology, allowing its employees to achieve more while improving customer experience in an ever-changing global economy. The company provides a single, comprehensive end-to-end solution to support each customer's business and diverse needs.

Over the past five years, TMC's revenue has grown more than 20% annually. With more than 1,750 software implementations, the company offers business guidance and implementation services for Microsoft solutions, including ERP, CRM, Cloud, Productivity Tools, AI Tools, and Integration Services.

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P.F. CANDLE CO.

SUSTAINABILITY AWARD HONOREE

P.F. CANDLE CO.

P.F. Candle Co. is a California-based fragrance company known for creating high-quality, hand-poured candles and home fragrance products. Founded in 2008 by Kristen Pumphrey, the company has grown from a one-woman operation into a leading name in the home fragrance industry, with products sold in stores worldwide. The company specializes in offering simple, sustainable and thoughtfully designed products, including soy wax candles, reed diffusers, incense and room sprays. Each product is crafted with an emphasis on eco-friendliness, using domestically sourced materials, and is cruelty-free. Much of the brand's success is rooted in its commitment to craftsmanship, sustainability and creating scents that evoke a sense of place and memory.

P.F. Candle Co. is committed to sustainability and eco-consciousness practices, and is Climate Neutral certified. In an industry often dominated by synthetic fragrances and wasteful packaging, the company sets itself apart by using 100% domestically grown soy wax, phthalate-free fragrances and recyclable materials. Its emphasis on sustainability extends to its manufacturing process, with an in-house production facility that prioritizes waste reduction and energy efficiency. The company also promotes thoughtful consumption by creating long-lasting, high-quality products that resonate with customer desire for transparency and environmental responsibility.

An eco-friendly commitment has not only strengthened customer loyalty but also contributed to the company's revenue growth, with P.F. Candle Co. now being stocked in over 1,500 stores globally. It has achieved significant cost savings through sustainable packaging solutions and in-house production efficiencies, which have improved its overall operational efficiency and reduced waste.



GREENWEALTH ENERGY FINALIST

GreenWealth Energy offers an innovative EV charging owner-operator model for cities and multifamily property owners, driving consistent year-over-year revenue growth. The company designs, implements and manages scalable EV charging infrastructure in partnership with enterprises and public agencies.

Operating statewide, GreenWealth Energy has disrupted the EV charging industry through a unique combination of diversity, expertise, and strategic innovation. The team, composed of 80% women and 95% people of color, collectively brings over 60 years of experience across real estate, electrification, utilities and construction. As the first woman and minority-led EV charging company certified in California, the company leverages billions in EV charging subsidies by integrating project development, equity goals and strategic finance. This approach advances infrastructure and champions equity, setting a new standard in the industry while contributing to cleaner air and a more sustainable future.



TREEPUBLIC INC. FINALIST

Treepublic was founded in 2008 with a mission to provide clean, reliable energy solutions to the people of The Greater Los Angeles and Orange County. What began as a garage-based operation has since grown into one of California's leading solar, EV charging and battery storage service providers. The company has completed projects for Fortune 500 companies, schools and homes, always prioritizing sustainability and long-term customer relationships. With nearly 50MW of solar and 20MWh of storage installed, Treepublic specializes in residential and commercial installations, with a focus on education, high-quality materials and expert craftsmanship.

Since completing its first solar patio project, the company has successfully delivered installations across a wide range of sites, from large office complexes to small cabins and ranch homes. Beyond completing projects of all sizes and complexities, the Treepublic team educates clients about the energy future, emphasizing the importance of energy efficiency.

Choose CARSON

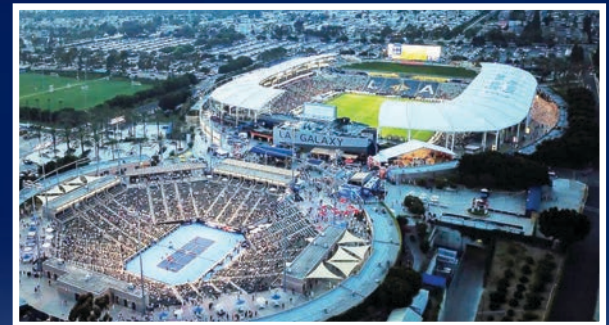
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START-UP TO SCALE-UP AWARD HONOREE

DRINKPAK

Founded in 2020 by Nate Patena (CEO), Jon Ballas (president) and Ben Rush (CTO), DrinkPAK is a leading contract manufacturer of premium alcoholic and non-alcoholic canned beverages, providing full-service support for procurement, batching, processing, filling, packaging, warehousing and distribution. The three founders created the company to be a truly brand-centric manufacturer, built upon their years of experience in building, developing and selling two of the highest growth beverage brands of the last decade.

As former brand owners, DrinkPAK's founders were determined to create a cost-efficient co-packing operation that would empower emerging brands to design their can size and format according to their brand needs, instead of being driven or limited by the capabilities of their contract manufacturer. Many existing copackers can only package a limited range of can and carton sizes, while consumer demand is driving brands to create new and distinctive formats. By investing in technology, DrinkPAK has been able to modify its production lines so that they can fill any size can and any packaging format that the brand customer requires. The lines are also some of the fastest in the world, with the third production line capable of producing over 2200 cans per minute.

Many consumers today are increasingly requesting variety packs, which combine multiple flavors in a single carton, commonly sold at retailers like Costco, Walmart and beverage stores. While most copackers rely on labor-intensive manual processes to repack individual flavors into variety packs, DrinkPAK has invested in robotics to automate this process, dramatically reducing costs while increasing production volume.

treepublic[↑]

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5. Prompt warranty service and expertise in revitalizing/repairing systems built by other companies
6. L.A. Times: Rated the #1 Solar + Storage Provider in the Southland (2020)
7. Inc. 5000: Ranked among the Top 10 Fastest Growing Energy Companies in the U.S. (2020)
8. Solar Power World: Fastest-rising solar company in the U.S. (2018–2023)
9. L.A. Business Journal: Featured in the 2023-2024 Disruptor Awards for Sustainability.
10. Raving fans: Top-rated on BuildZoom (#1 in L.A.), EnergySage (Top 5 in CA), and Yelp (Top 5 in L.A.)



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GAMEFAM
 FINALIST

Gamefam built the largest and most successful owned and operated gaming and experience network in Roblox, reaching 30 billion lifetime visits and averaging 12 million daily visits across its vast live-operated game portfolio. Additionally, the company is responsible for the first branded activation in Fortnite history. This success led to 18 straight quarters of growth and recognition as the #40 (#1 in the media category) company on the 2024 Inc. 5000, with a three-year growth rate of 6,390%.

Since 2023, when Gamefam was named one of Fast Company's 'Most Innovative Companies,' it has grown from a game developer to a full-scale metaverse media company. Pairing expert brand strategists with world-class developers, in the last year Gamefam built successful metaverse campaigns for several of the biggest global brands and most iconic properties, including Samsung, e.l.f. Cosmetics, Mattel, Paramount, the NFL, Sega, Netflix, Disney, Crunchyroll and many others.



MAD RABBIT

MAD RABBIT
 FINALIST

Leading tattoo skin care brand in Mad Rabbit was founded in 2019 by Oliver Zak and Selom Agbitor while they were students at Miami University. Offering a comprehensive, clean skincare solution, the company provides a complete range of products, from preventative care and new tattoo aftercare to daily essentials, designed to support the long-term health and vibrancy of tattooed skin.

Before Mad Rabbit, the tattoo care market was virtually nonexistent. The company launched its first pro-channel product, Mad Glide, which prevents a sensation during the tattooing process called snagging, improving the experience for the customer. Another company innovation is the Tattoo Repair Patch, which is clinically proven to provide soothing and reparative benefits and pain relief during the tattoo healing process. The three-dimensional matrix of hydrogel helps reduce inflammation, soothe irritated skin, repair damage and protect the skin from external stressors throughout the healing process.

PBS Engineers is thrilled to have been nominated for the Los Angeles Business Journal's 2024 Disruptor Awards!

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SOCIAL RESPONSIBILITY AWARD HONOREE

AC MARTIN

Founded in 1906, AC Martin is a California-based architecture, planning, interior architecture and research firm that embraces innovation in the design approach to create enduring environments for the 21st century. With a continuous design legacy that spans more than four generations, the firm has pioneered groundbreaking technologies and critical thought leadership in the architecture, engineering and construction (AEC) industry.

AC Martin is responsible for designing many iconic landmarks in Los Angeles, including City Hall, the John Ferraro / LA Department of Water and Power building, Bank of America Plaza, several towers in downtown Los Angeles, and most recently Wilshire Grand Center, the tallest building west of the Mississippi River. The firm's work continues to evolve and innovate, designing the first mass timber laboratory building in Humboldt for the Cal State University system, and a supportive housing development for foster youth in Palmdale for Together California, an organization that aims to keep foster youth together with their siblings.

Tom Hsieh, the firm's Chief Executive Officer, has been instrumental in expanding the firm's footprint through acquisitions and strategic leadership while ensuring it continues to be a socially responsible firm. AC Martin's design process supports a progressive, socially responsible approach. The firm centers its work around an equity-based design approach, informed through listening to the voices of the unheard. With a high ratio of women in leadership roles, recruitment efforts have successfully focused on hiring leadership with a diverse range of expertise to grow the firm's impact.

 **ALPHA**
STRUCTURAL INC.
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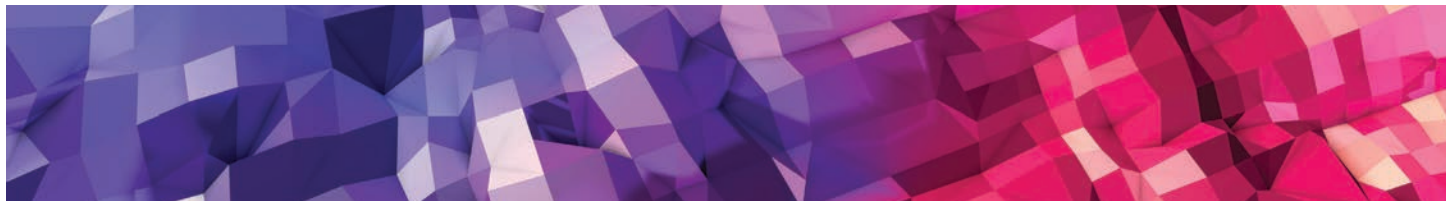


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CHARLES COMMUNICATION GROUP
 FINALIST

Charles Communication Group (CCG) is a dynamic creative agency specializing in strategic communications and outreach. Established three years ago, CCG has grown tremendously by taking on projects focused on social justice, including issues like reparations, police injustice, criminal justice reform and civil rights. The agency develops integrated communication plans that are multisensory tailored to engage diverse audiences across multiple platforms, combining visual creativity with both traditional and digital media strategies to ensure seamless, impactful campaigns that resonate with audiences.

CCG reimagines how messages are crafted and delivered, transforming complex and often hard-to-digest topics into consumable, impactful narratives. This approach focuses on the customer’s decision-making process, with an understanding of what motivates audience support and action. By blending striking visuals, powerful storytelling and a cross-channel delivery system, CCG has disrupted traditional methods of communication.



MERIDITH BAER HOME

MERIDITH BAER HOME
 FINALIST

Meridith Baer Home is a premier home staging company, with over 25 years designing and staging interiors and telling each property’s story through alluring, artful decor. Baer founded the industry of home staging after furnishing an empty listing with her own belongings. Now, the company offers full-service interior design and luxury leasing for residential and commercial projects, crafting bespoke interiors that reflect the individual style and preferences of each client.

Meridith Baer Home has been featured on CBS, NBC, ABC and Bravo. The company’s HGTV series Staged to Perfection followed Baer and a team of designers staging multimillion-dollar homes, bringing the company to international attention. As a pioneer of an industry that previously did not exist, Baer and her team furnished \$12 billion worth of real estate, more than 1,800 properties totaling over 7.6 million square feet.

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2024 NOMINEES

AC MARTIN

AC MARTIN



ACCO ENGINEERED SYSTEMS



ACE FENCE COMPANY



THE AGENCY



ALCOTT ENTERPRISES



ALOWARE



ALPHA STRUCTURAL INC.

Analog

ANALOG EVENTS



ARIXA CAPITAL ADVISORS

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AVANTSTAY

AVANTSTAY

AVISON YOUNG

AVISON YOUNG



BALLANTINES PR



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CHARLES COMMUNICATION GROUP



COAST MEDICAL SERVICE INC.



COMPLETEPT POOL & LAND PHYSICAL THERAPY



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CR&A CUSTOM INC.



CRBN PICKLEBALL



CREDIQUE



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DECRON PROPERTIES CORP.



DRINKPAK



ECOLA TERMITE & PEST CONTROL



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EV SAFE CHARGE INC.

2024 NOMINEES

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GO RENTALS



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HANKEY GROUP



HAWKE MEDIA



HENNESSEY DIGITAL

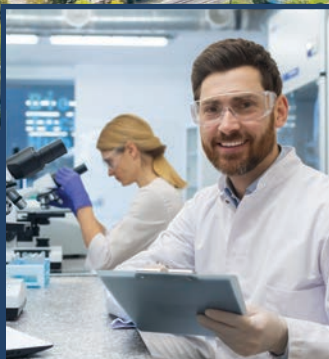


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2024 NOMINEES



HURLEN CORP.



IDEAL LIVING



INNOVATIVE SOLUTIONS
INSURANCE SERVICES



INTER-CON SECURITY



IW GROUP INC.



JB OFFICE



JJLA



J-N-K SERVICES INC.



JORGENSENHR



JUSTMAN PACKAGING
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Five Strategies for Corporate Communications Leaders to Combat Generative AI Reputational Threats

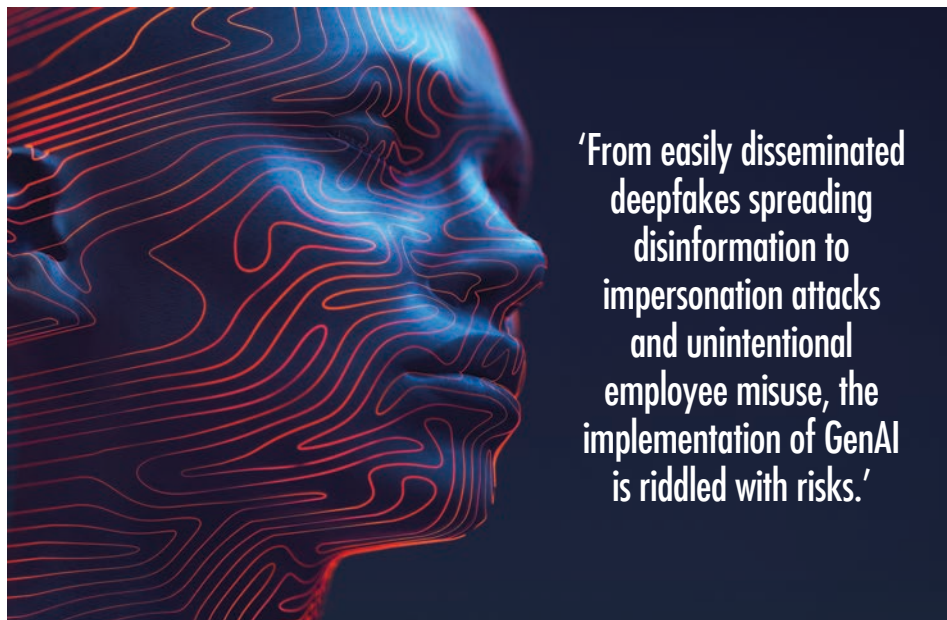
Communications leaders must proactively protect their organization's reputation from external and internal generative AI (GenAI) threats, according to Gartner, Inc. There are five essential strategies chief communications officers (CCOs) should consider when mitigating the risks associated with GenAI.

"From easily disseminated deepfakes spreading disinformation to impersonation attacks and unintentional employee misuse, the implementation of GenAI is riddled with risks," said Amber Boyes, director analyst in the Gartner for Communications Leaders Practice. "It is important that communications leaders establish effective guardrails in their organization in order to balance the unprecedented opportunity with the significant external and internal reputational threats GenAI poses."

The five essential strategies CCOs must consider when protecting their organization's reputation from GenAI threats include:

ENHANCE SOCIAL MEDIA MONITORING CAPABILITIES

A Gartner survey of 2,001 consumers between April and May of 2024 found that 80% of consumers agreed GenAI has made it more difficult to distinguish between what's real online and what's not. With this in mind, CCOs should have visibility into what is trending with audiences on social media and ensure vendors that monitor the spread of misleading content can detect potential spread in real time. By establishing a human-in-the-loop



'From easily disseminated deepfakes spreading disinformation to impersonation attacks and unintentional employee misuse, the implementation of GenAI is riddled with risks.'

protocol, social media managers can be armed with the necessary tools to monitor and manage reputational risks.

STRENGTHEN OWNED MEDIA CREDIBILITY

Disinformation and an erosion of trust remain major challenges in today's media landscape. Therefore, it is imperative that communications leaders establish their own organization as a source of accurate and reli-

able information.

SCENARIO PLAN FOR THE MOST LIKELY ATTACKS

Communications leaders play a vital role in identifying and flagging sensitive topics prone to disinformation and most likely to cause reputational damage. After determining the brand risk scenarios, leaders across all functions should conduct tabletop exercises to plan for GenAI-related attacks, keeping a close eye on

areas with the highest reputational risk. By pinpointing gaps in internal response processes, communications teams can incorporate GenAI considerations into crisis communications plans and develop counternarratives before an attack occurs.

CLARIFY GenAI USE TO EMPLOYEES AND CONSUMERS

Consumers want transparency around how brands use GenAI in content or communications creation, with 75% agreeing that brands should disclose when they use GenAI to help produce their content. Leaders should ensure that content is subject to human review and fact-checking, and appropriate disclosures around how AI was deployed to support its creation should be added. Clarification and guidance around GenAI use should also be given to employees by providing relevant GenAI use cases and real-life examples that demonstrate its practical application.

EMPOWER EMPLOYEES THROUGH GenAI EXPERIMENTATION OPPORTUNITIES

By fostering a culture of brand-safe GenAI experimentation, communications leaders can build their employees' confidence around usage and ultimately encourage adoption. Experimentation opportunities should be focused on the most useful and lowest-risk use cases to minimize the risk of a mishap.

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

Beauty Industry Embraces Innovation

In the ever-evolving beauty industry, understanding and fulfilling meaningful consumer needs has become paramount, especially following significant shifts post COVID-19. NielsenIQ (NIQ) recently released its Global Beauty Innovation Report, powered by NIQ BASES Innovation Measurement providing a comprehensive view of the state of innovation and future trends in the beauty industry across 14 markets.

Personal Care Brands embracing innovation are 2.5 times more likely to see overall sales growth compared to those with stagnant or declining innovation sales. Strong innovations attract new buyers, create new usage occasions, justify price premiums, and keep brands top of mind.

Brands delivering strong products can see a significant upside, with an average Year 1 volume increase of 30% compared to their less successful counterparts. Effective activation leads to a 20% lift in ad-driven sales, especially when creative elements are optimized. This underscores the importance of having both a great product and ensuring that the marketing and promotional efforts are well-executed and resonate with the target audience.

Claire Marty, NIQ's vice president, global client development commented, "Despite increasing caution in consumer spending,

consumers are less willing to cut back on their beauty expenditures compared to other FMCG products, with 80% indicating they intend to maintain or increase their spending in this area. The beauty industry's global popularity continues to rise, with industry sales maintaining a double-digit growth rate across all regions and is expected to bring an increase in scale of \$300 billion over the next decade."

According to the report, breakthrough trends accelerating innovation in the beauty industry:

- **Clean and Sustainable:** The trend towards clean and sustainable products is growing in the CPG category, focusing on ethical sourcing, eco-friendly packaging and reducing carbon footprints. In South Korea clean beauty has become a lifestyle choice with manufacturers focusing on eco-friendly packaging and sustainable production practices.

- **Ingredient Focus:** Global consumers are shopping with an 'ingredients first' mindset, prioritizing products based on their ingredient lists. Consumers are interested both in which ingredients are included and also in which are not. UK consumers prioritize results and efficacy over brand names.

- **Trusted Advisor:** Celebrities, dermatologists and influencers, are shaping beauty

'The beauty industry's global popularity continues to rise, with industry sales maintaining a double-digit growth rate across all regions and is expected to bring an increase in scale of \$300 billion over the next decade.'

CLAIRE MARTY
 NIQ

decisions through social media. In China, the number of Key Opinion Leaders (KOLs) exceeds 20 million and is growing, while 80% of actual sales come from merely 7% of KOLs.

- **Personalization and Inclusivity:** Consumers increasingly prefer brands that address individual needs, leading to more tailored experiences like hair and skin quizzes. Afro-consumption is the hottest personalization and inclusivity topic in Brazil, with women opting out of hair straightening products.

- **Wellness Focused:** Consumers are prior-

itizing their well-being, leading to a demand for products that support physical, mental and emotional health. The cosmetics industry in France is leveraging on neuroscience targeting both body and mind. Luxury brands are creating products improving both skin appearance and emotional well-being.

- **Convenience and Accessibility:** Direct-to-consumer (DTC) products and at-home beauty treatments surged in popularity during COVID-19. This trend continues to grow as electric cosmetics and muscle stimulation devices have surged in popularity.

- **Luxury for all:** This trend in beauty reflects the growing availability of high-quality products at affordable prices. Democratization of luxury is driven by innovative brands offering exceptional products rivaling high-end counterparts. Consumers in Saudi Arabia value high-quality ingredients and are willing to pay a premium particularly on Personal and Beauty care.

Successful activation in the beauty industry hinges on the synergy between a compelling idea and a robust product with one-third of new launches faltering due to lack sufficient support during their first year.

For more information, visit [niq.com](https://www.niq.com).



Top Strategic Technology Trends for 2025 Identified

Gartner, Inc. has announced its list of leading strategic technology trends that it asserts organizations will need to explore in 2025. Analysts presented their findings during Gartner's IT Symposium/Xpo last month.

"This year's top strategic technology trends span AI imperatives and risks, new frontiers of computing and human-machine synergy," said Gene Alvarez, distinguished VP analyst at Gartner. "Tracking these trends will help IT leaders shape the future of their organizations with responsible and ethical innovation."

Gartner's top strategic technology trends for 2025 are:

AGENTIC AI

Agentic AI systems autonomously plan and take actions to meet user-defined goals. Agentic AI offers the promise of a virtual workforce that can offload and augment human work. Gartner predicts that by 2028, at least 15% of day-to-day work decisions will be made autonomously through agentic AI, up from 0% in 2024. The goal-driven capabilities of this technology will deliver more adaptable software systems, capable of completing a wide variety of tasks.

AI GOVERNANCE PLATFORMS

AI governance platforms are a part of Gartner's evolving AI Trust, Risk and Security

Management (TRiSM) framework that enables organizations to manage the legal, ethical and operational performance of their AI systems. These technology solutions have the capability to create, manage and enforce policies for responsible AI use, explain how AI systems

cerns trust and aims to provide methodological systems for ensuring integrity, assessing authenticity, preventing impersonation and tracking the spread of harmful information. By 2028, Gartner predicts that 50% of enterprises will begin adopting products, services or features

phy that is widely used. It is not easy to switch cryptography methods so organizations must have a longer lead time to ready themselves for robust protection of anything sensitive or confidential. Gartner predicts that by 2029, advances in quantum computing will make most conventional asymmetric cryptography unsafe to use.

AMBIENT INVISIBLE INTELLIGENCE

Ambient invisible intelligence is enabled by ultra-low cost, small smart tags and sensors which will deliver large-scale affordable tracking and sensing. In the long term, ambient invisible intelligence will enable a deeper integration of sensing and intelligence into everyday life. Through 2027, early examples of ambient invisible intelligence will focus on solving immediate problems, such as retail stock checking or perishable goods logistics, by enabling low-cost, real-time tracking and sensing of items to improve visibility and efficiency.

ENERGY-EFFICIENT COMPUTING

IT impacts sustainability in many ways and in 2024 the leading consideration for most IT organizations is their carbon footprint. Compute-intensive applications such as AI training, simulation, optimization and media rendering, are likely to be the biggest contributors to organizations' carbon footprint as they

'This year's top strategic technology trends span AI imperatives and risks, new frontiers of computing and human-machine synergy. Tracking these trends will help IT leaders shape the future of their organizations with responsible and ethical innovation.'

GENE ALVAREZ
Gartner

work and provide transparency to build trust and accountability. Gartner predicts that by 2028, organizations that implement comprehensive AI governance platforms will experience 40% fewer AI-related ethical incidents compared to those without such systems.

DISINFORMATION SECURITY

Disinformation security is an emerging category of technology that systematically dis-

designed specifically to address disinformation security use cases, up from less than 5% today.

POSTQUANTUM CRYPTOGRAPHY

Postquantum cryptography provides data protection that is resistant to quantum computing decryption risks. As quantum computing developments have progressed over the last several years, it is expected there will be an end to several types of conventional cryptogra-

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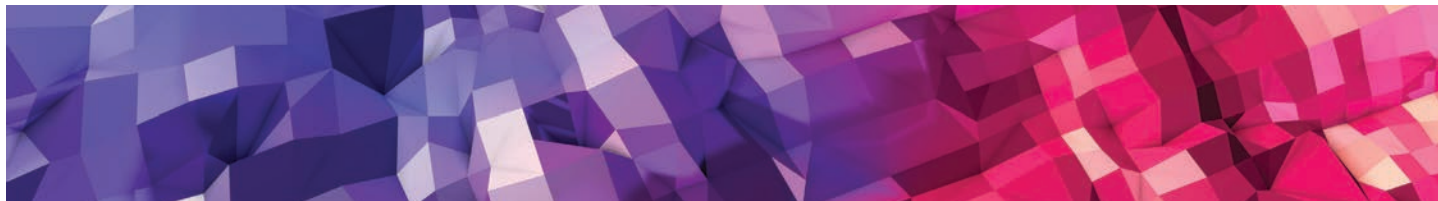
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consume the most energy. It is expected that starting in the late 2020s, several new compute technologies, such as optical, neuromorphic and novel accelerators, will emerge for special purpose tasks, such as AI and optimization, which will use significantly less energy.

HYBRID COMPUTING

New computing paradigms keep popping up including central processing units, graphic processing units, edge, application-specific integrated circuits, neuromorphic and classical quantum, optical computing paradigms. Hybrid computing combines different compute, storage and network mechanisms to solve computational problems. This form of computing helps organizations explore and solve problems which helps technologies, such as AI, perform beyond current technological limits. Hybrid computing will be used to create highly efficient transformative innovation environments that perform more effectively than conventional environments.



SPATIAL COMPUTING

Spatial computing digitally enhances the physical world with technologies such as augmented reality and virtual reality. This is the next level of interaction between physical and virtual experiences. The use of spatial computing will increase organizations' effectiveness in the next five to seven years through streamlined workflows and enhanced collaboration. By 2033, Gartner predicts spatial computing will grow to \$1.7 trillion, up from \$110 billion

in 2023.

POLYFUNCTIONAL ROBOTS

Polyfunctional machines have the capability to do more than one task and are replacing task-specific robots that are custom designed to repeatedly perform a single task. The functionality of these new robots improve efficiency and provide a faster ROI. Polyfunctional robots are designed to operate in a world with humans which will make for fast deployment and easy scalability. Gartner predicts that by 2030, 80%

of humans will engage with smart robots on a daily basis, up from less than 10% today.

NEUROLOGICAL ENHANCEMENT

Neurological enhancement improves human cognitive abilities using technologies that read and decode brain activity. This technology reads a person's brain by using unidirectional brain-machine interfaces or bidirectional brain-machine interfaces (BBMIs). This has huge potential in three main areas: human upskilling, next-generation marketing

and performance. Neurological enhancement will enhance cognitive abilities, enable brands to know what consumers are thinking and feeling, and enhance human neural capabilities to optimize outcomes. By 2030, Gartner predicts 30% of knowledge workers will be enhanced by, and dependent on, technologies such as BBMIs (both employer-and-self-funded) to stay relevant with the rise of AI in the workplace, up from less than 1% in 2024.

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

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