From Big Trucks to Big Data, What These Marketers Learned at CES 2023

Join us virtually on Jan. 25 for Outlook 2023 to hear from experts like Marcel Marcondes, Global CMO at AB in Bev. **Register Now**.

With 3,200 exhibitors across 2.2 million square feet and more than 115,000 attendees, CES 2023 was as daunting as it was exciting. Futuristic tech innovation collided with real world challenges that marketers will face throughout 2023.

To make the most of the four-day conference, Omnicom Media Group took its clients on tours of the show floor. Guides from OMG agencies including OMD and Hearts & Science walked clients ranging from PepsiCo to The New York Times around the massive Las Vegas Convention Center.

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