

# HOP IN, YOUR SELF-DRIVING CAR IS WAITING.....



## Driverless vehicles open new brand opportunities

Autonomous vehicles are road-ready and poised to change the driving landscape – not only for commercial trucking and public transportation, but also for everyday consumers. In fact, [Business Insider](#) projects that 10 million self-driving cars will be on the road by 2020, forever changing how we spend our travel time. In addition to changing how consumers navigate the roads, this will create new opportunities for marketers to engage with a captive audience.

## Building Trust with AI and You

The connection between passengers and autonomous vehicles is complicated. It requires a delicate balance between machine automation and human intervention. These human / vehicle interactions will develop over time in the following areas:



**1. Self-driving is a bit of a misnomer.** While most driving functions are automated, human intervention will be required for some time to come. To gain the full benefits of self-driving cars, they need to know when human intervention is required, and when automation will lead to the safest, most efficient result. New [cognitive technologies](#) use a number of factors from human fatigue and emotional state to mechanical functions of the vehicle, to determine when intervention is optimal.



**2. To build trust the vehicles have to go beyond visual alert systems and communicate in ways that make passengers feel safe.** The use of voice communication is an essential component of achieving the relationship between car and passenger. Take for example [Olli, a self-driving minibus manufactured by Local Motors and powered by IBM Watson](#). Watson enhances the passenger experiences through conversational interactions with Olli. Passengers can ask about where they are headed, how the vehicle works, and even ask for restaurant suggestions.

## Commute Time Benefits from a Productivity Boost

While autonomous cars won't quite harken us into the fantasy world of 80's television icon Knight Rider, driver assisted cars are already being tested in several states across the US and around the globe. These vehicles handle predictable road conditions well, and require human intervention only when the unexpected occurs. When they go mainstream - and it is when, not if - accidents will be dramatically reduced and energy consumption will be lowered.



The potential impact on human productivity will be huge. [143 million people 16 years or older commute to work each day in the US](#). According to the [Census Bureau](#) it takes the average worker 26 minutes to travel to work, and a rapidly growing number of workers travel more than an hour. Workers will still be make these trips, but in the future they won't be trapped into listen only mode while driving. When cars become chauffeurs, consumers gain back hours each week – much of which is poised to be used for media consumption.

## Implications for Marketers

Self-driving cars will transform consumer behavior in important ways that marketers can leverage to build enduring relationships.



**More media consumption time.** Passengers will enjoy additional media consumption each week, opening new opportunities to leverage mobile interactions to build brand relationships.



**People will be willing to travel further for experiences.** One of the biggest obstacles to gaining an audience from afar is travel time. Traffic is frustrating and often feels like a waste of time. However, if travel becomes productive time, consumers will be willing to travel further to join in on brand experiences.



**New service/delivery opportunities.** Self-driving cars open new ways of delivering products and meeting customers where they reside, work, and live.



**Driverless cars become trackable beacons.** Marketers have always wanted to get in front of drivers while captive in their vehicle, traditionally through billboards and radio advertising. Self-driving cars open up the possibility for interactive experiences during travel time.

**Just imagine all of the possibilities that will unfold.**