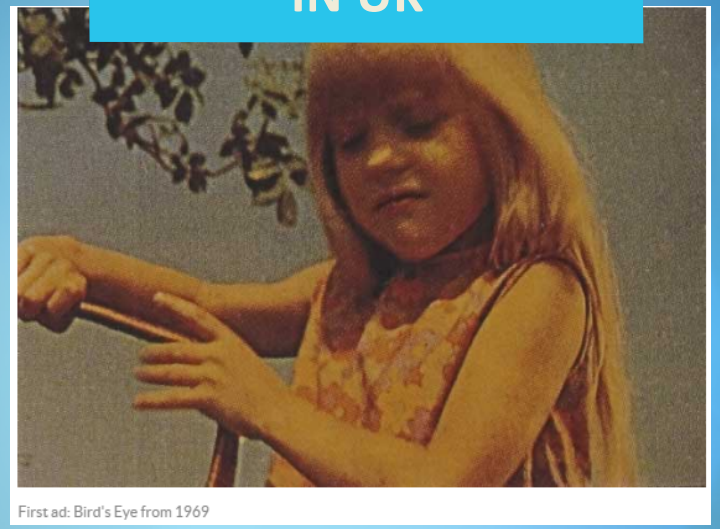



*LUIS DI COMO*
*CHAIR OF THE MMA*
*EVP UNILEVER GLOBAL MEDIA*



# PIONEERING FIRSTS AT UNILEVER

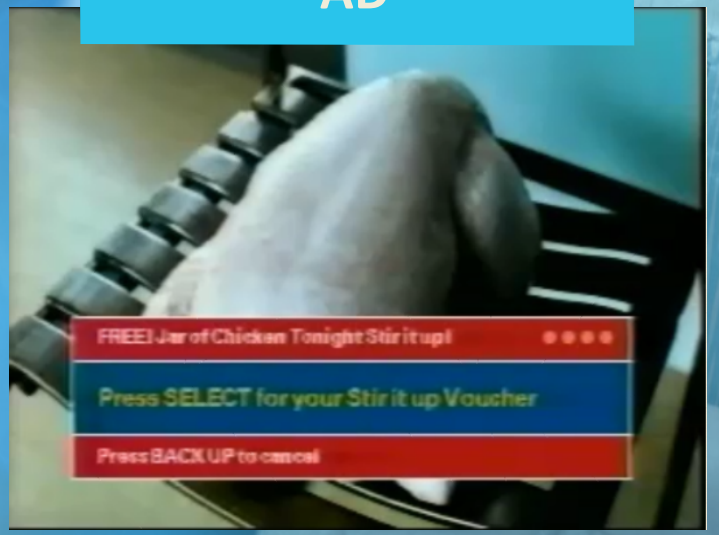
## FIRST COLOR TV AD IN UK



First ad: Bird's Eye from 1969

1969

## FIRST INTERACTIVE AD




2000

## FIRST APPLE IAD




2010

# PIONEERING MOBILE IN EARLY 2000s













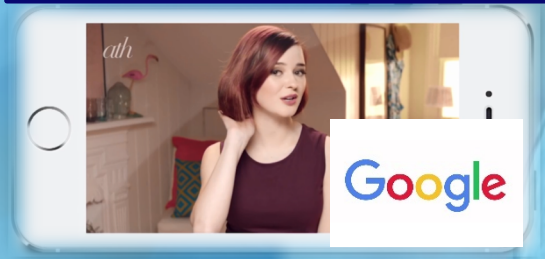
# PIONEERING MOBILE OVER THE YEARS

## KKT – Rural Radio




**KAN KHAJURA TESAN**
HUL'S MOBILE MARKETING INITIATIVE

## YouTube Needs Content



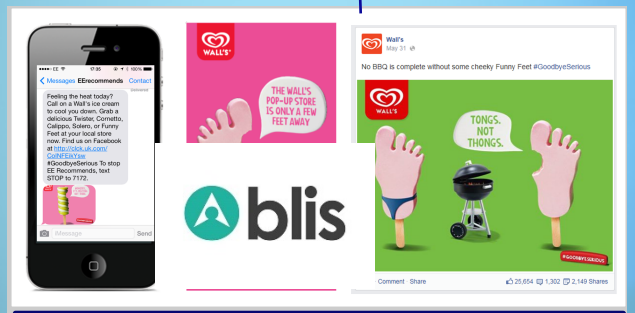

## New Formats




## Voice



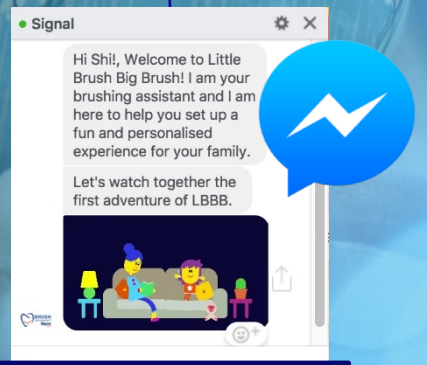

## Location




## Emoji Keyboards




## Chatbots




## Augmented Reality




GLOBAL DIGITAL
DISRUPTION ROADMAP

# Digital Ecosystem Responsibility Framework

Responsible Platforms

Responsible Content

Responsible Infrastructure

# Leading Transformation with the MMA

**PURPOSE:** Accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

## STRATEGIC PRIORITIES

**ENLIGHTEN**

Cultivating Inspiration

**EMPOWER**

Building Capabilities

**ENABLE**

Demonstrating Measurement


THANK YOU!