

"THE ONLY THING
THAT IS CONSTANT
IS CHANGE."

-HERACLITUS

ALMIGHTY(X)

The Consumer Is Changing

70% of consumers use three or more connected devices

66% of consumers now discover new products or services through digital devices vs. offline channels

71% of customers react negatively to inconsistencies in brand experience across devices

1-in-10 state that inconsistencies will make them stop interacting with a brand altogether

Consumer expectations have changed

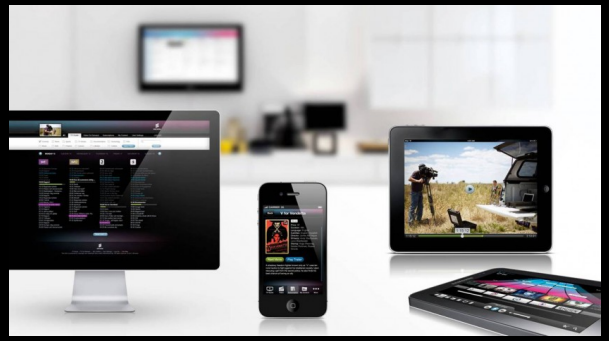
A(X)

Driven By Augmented Experiences





MOBILE
LOCAL
IMMERSIVE
SHARABLE
SIMPLE
FAST





A(X)

Influenced Through Technology

- 68% of mobile use is in the home
- They want video everywhere
- They want immersive everything
- Mobile is their 1st screen
- Seeking hyper- gratification
- They want platforms, technology, & access
- They want to be true to themselves
- It’s not the me generation anymore, it’s the we generation
- Super-busy consuming most news via feeds

A(X)

Living In A Connected Reality

- Need to bridge digital and non-digital lives
- Social pressure to go out, but remain connected
- The audience now has an audience
- Living a non-linear life
- Technology is changing the work place
- Geo is more than a physical location
- Looking for technological efficiency and control

70% of consumers shared something last month

On average a consumer only recommends 5-9 brands in a year

A(X)

The Phone Has Become Life's Remote Control







A(X)

We Know This To Be True

Mobile is **not** an advertising channel

Mobile **is** an access point for consumers

Everything must be mobile-enabled

Mobile Is where most of my content is consumed

Mobile is the first screen

A(X)

And Yet …

A fragmented user experience

Pointless apps, often that just load a web-page

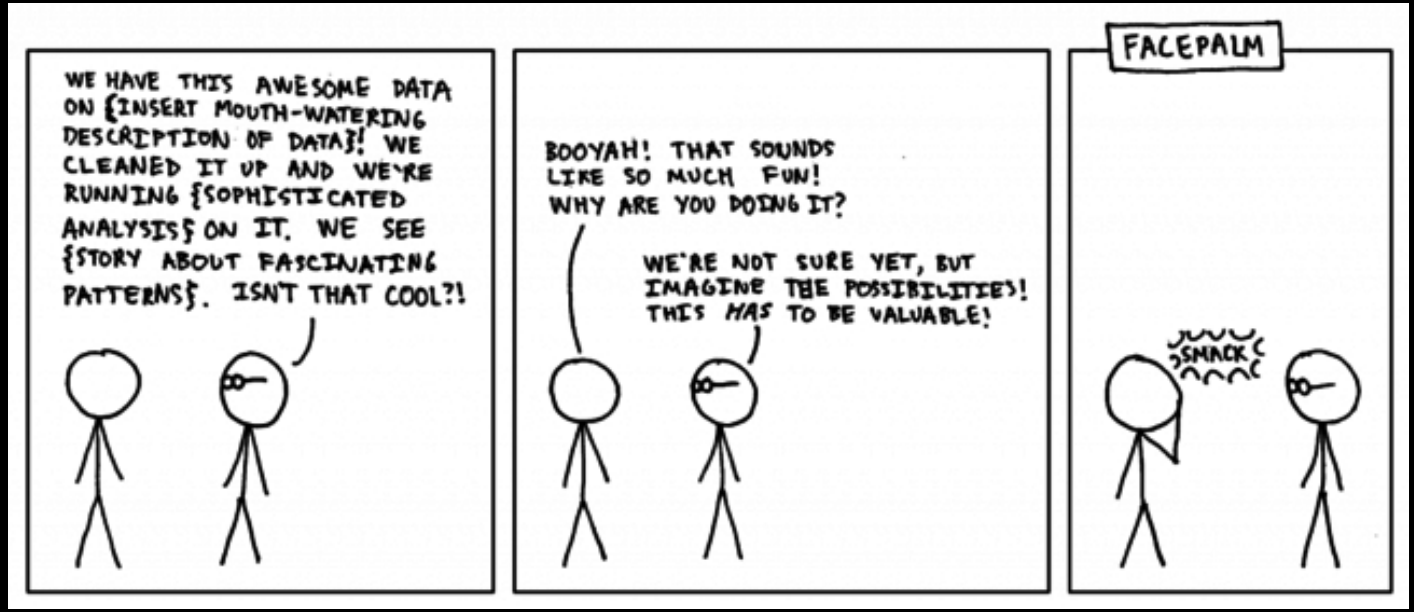
Lack of seamlessness between apps, emails, and mobile-web

Lack of deep linking

Poor use of available data

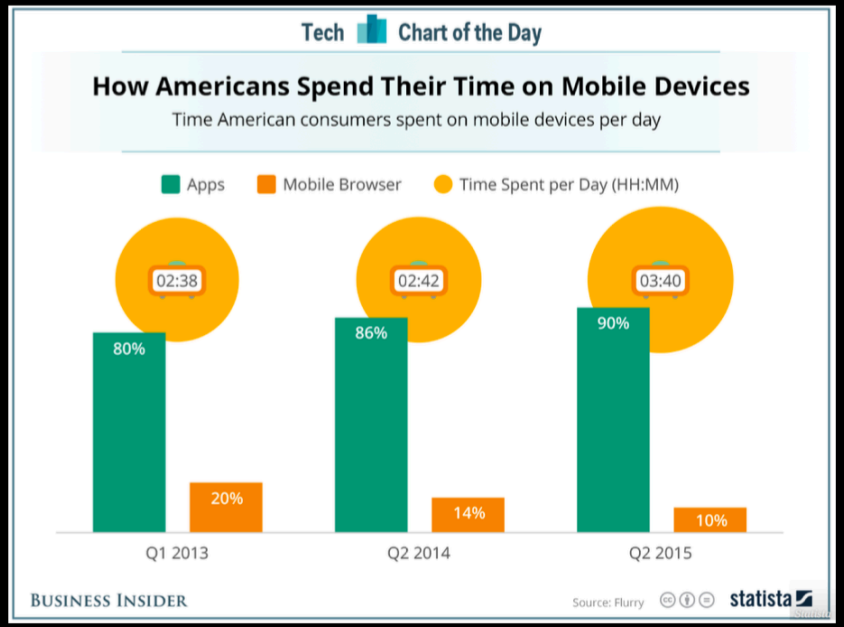
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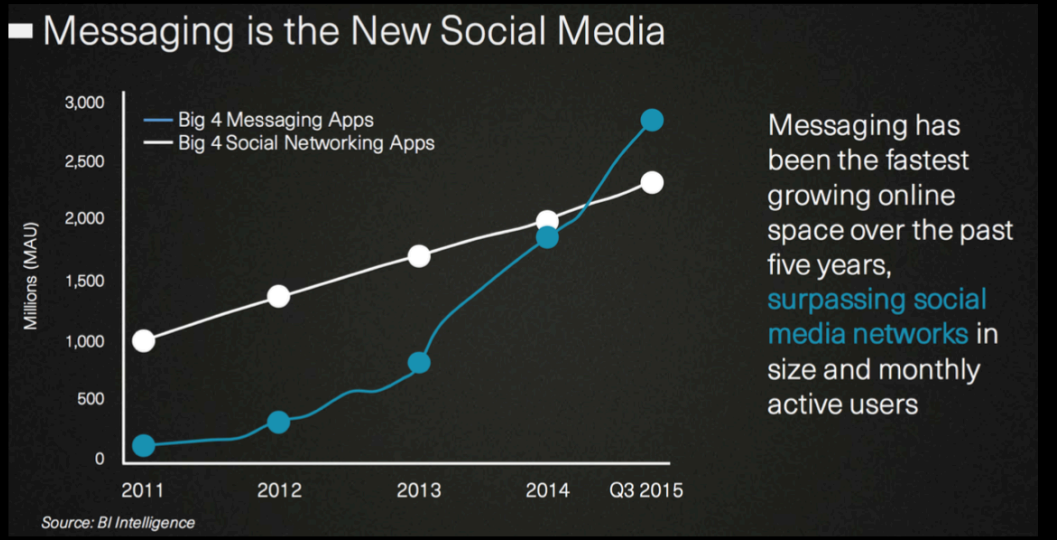
Compounded By New Data Sources



A(X)

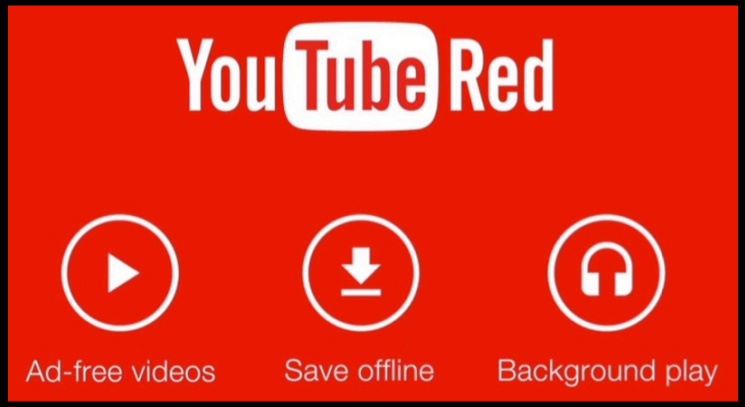
Compounded By Shift To In-App





A(X)

This Is Changing The Media Business









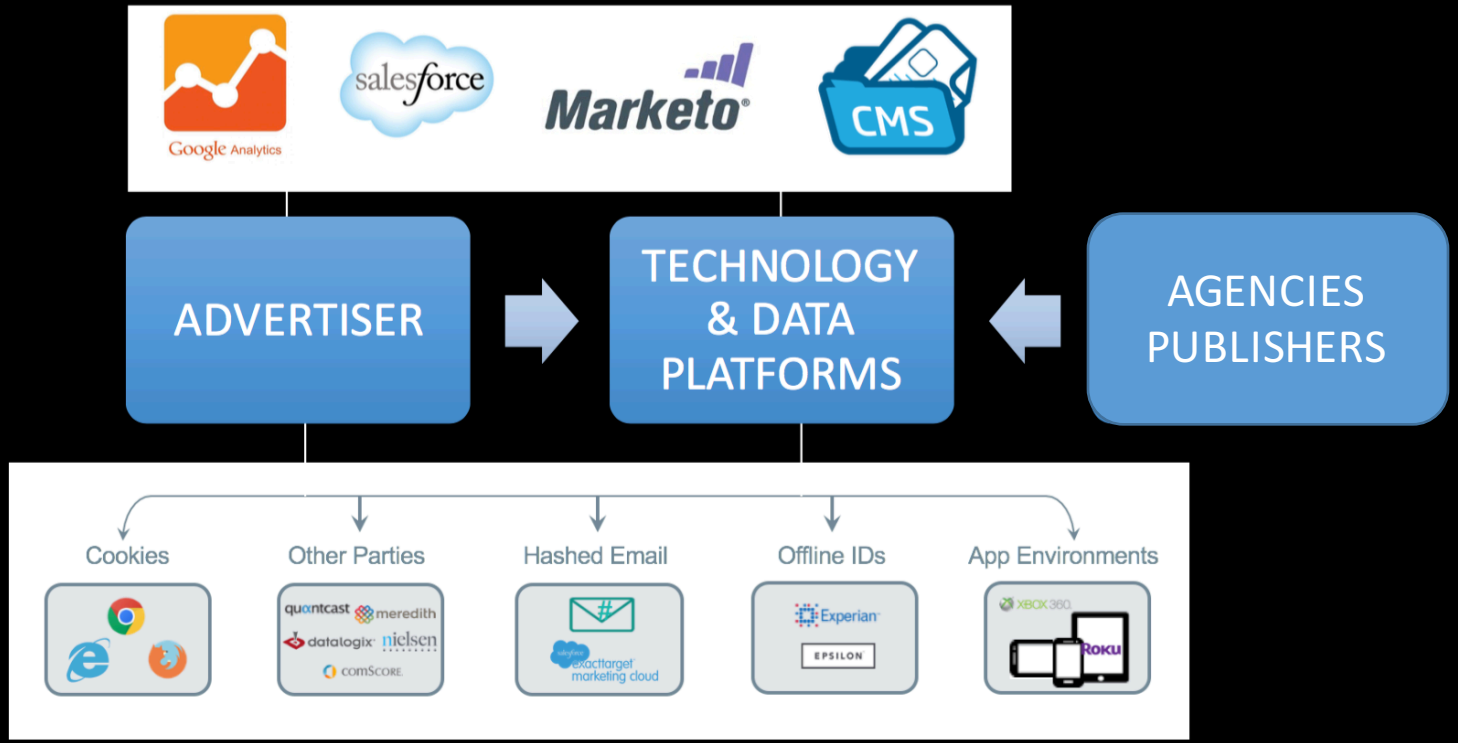


A(X)

Brands Need To Change Too

A(X)

The First Step: Own The Technology & Data



A(X)

Knowledge, Transparency, & Accountability

Market Data / Supplier Selection / Event Presentations / User Experience Benchmarking / **Best Practice** / Template Files / Trends & Innovation

The Future of Agencies

The progression of agency value in a digital world

In association with Adobe

Executive Summary

The ten key findings from the research are:

1. A new 'full-service' business model is emerging that is blending front-end, marketing, design and communications capabilities with back-end technology and integration. As capabilities expand, agencies are expanding their footprint within clients, but this is bringing its own

Confessions of a former agency CEO: too much mediocrity in leadership

Jessica Davies @jessdaviesmk | January 11, 2016 | 1906

Agency business models are being put through the ringer. In the latest installment of Digiday's Confessions series, where we trade anonymity for honesty, we spoke to an exec who spent years as CEO for various holding company agencies about why having centralized control has strangled leadership at the individual shops.

Here are excerpts, lightly edited.

What prompted you to leave agency groups?
Part of it was recognizing where the communications industry is heading. There is less need for the intermediary when technology and brands can communicate with consumers directly.

That's to do with legacy, and the fact that lots of traditional media buyers still exist within businesses that like to portray themselves as cutting-edge, technology-strategic businesses, which they fundamentally aren't. There's possibly more bullshit being spouted than ever.

So what needs to be done?
The industry continues to do itself incredible damage. People need to be brave, man up and show how the industry is to move on, that its former days are done. But it needs to happen fast, because the sucking-out and transition of people with the skills and capabilities has already happened. That's why you're left wondering: Where has the magic gone?

Why Marketing Agencies Will Operate Like Special Ops in 2016

by Matt Goddard | January 13, 2016 | 1,469 views



The traditional ad agency model is fading. Overstretched by the pace of technological change and sluggish to respond in any meaningful way, agency conglomerates have begun to invalidate their own model. And they cannot acquire their way out of this conundrum. Instead, they must attempt to duplicate the specialized, [illegible] the independent agencies they have swall[illegible]

In 2016 and beyond, winning agencies will [illegible] organize like military Special Operations te[illegible] nimble groups that operate under a single banner—and integrate brand strategy, dem[illegible] and marketing technology into one cohesive unit.

Until ad conglomerates adopt this model, independent agencies will have a strategic [illegible] especially in digital marketing.

The Dying Old Model

The agency of record model, preferred by conglomerates, is based on a false promis[illegible] all."

For marketing Special Ops, three distinct areas are needed to create a co[illegible]

- Brand strategy
- Demand generation
- Marketing technology

Advertisers, such as Bradley Jakeman, president of PepsiCo's global beverage g[illegible] have called the bluff. No longer able to re[illegible] single agency, PepsiCo now uses a comb[illegible] of agencies and new media content shop[illegible]

When Supply-Side Platforms Lose Their Way

by AdExchanger // Thursday, April 7th, 2016 – 1:46 pm

Share:

"Data-Driven Thinking" is written by members of the media community and contains fresh ideas on the digital revolution in media.

Today's column is written by Jay Friedman, chief operating officer at Goodway Group.



Jay Friedman
COO, Goodway Group

Data-Driven Thinker

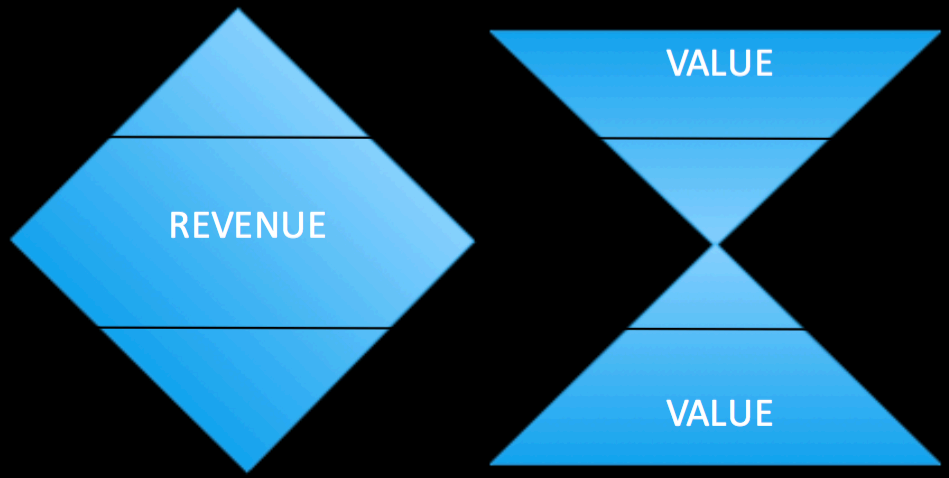
When someone says Hershey, you probably think of chocolate. Or when you hear Louis Vuitton, you may envision brown-and-gold monogrammed handbags.

But when a digital marketer mentions the name of a supply-side platform (SSP), publisher yield management may not automatically come to mind. That's because SSPs are increasingly becoming demand-side platforms (DSPs), making it hard to know which hat an SSP is wearing.

Not all SSPs have lost their way. Some still represent the sell side by driving and improving

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Agency Transformation

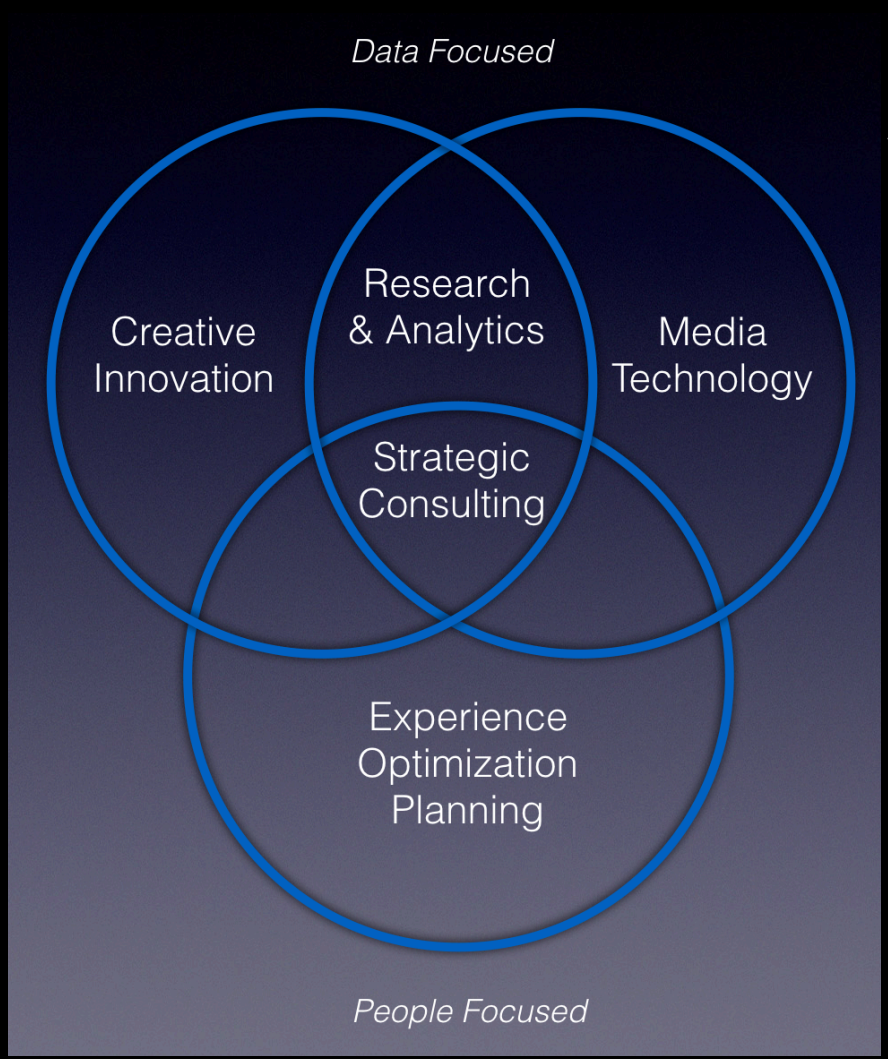


TRADITIONAL FOCUS

NEW FOCUS

A(X)

A Changing Model For Success



A(X)

Programmatic Creative, Not Just Media



A(X)

Hyper Segmentation

Expand beyond traditional segmentation to understand consumption across device, daypart, frequency of access, app versus mobile-web versus desktop, new family, successful single, etc



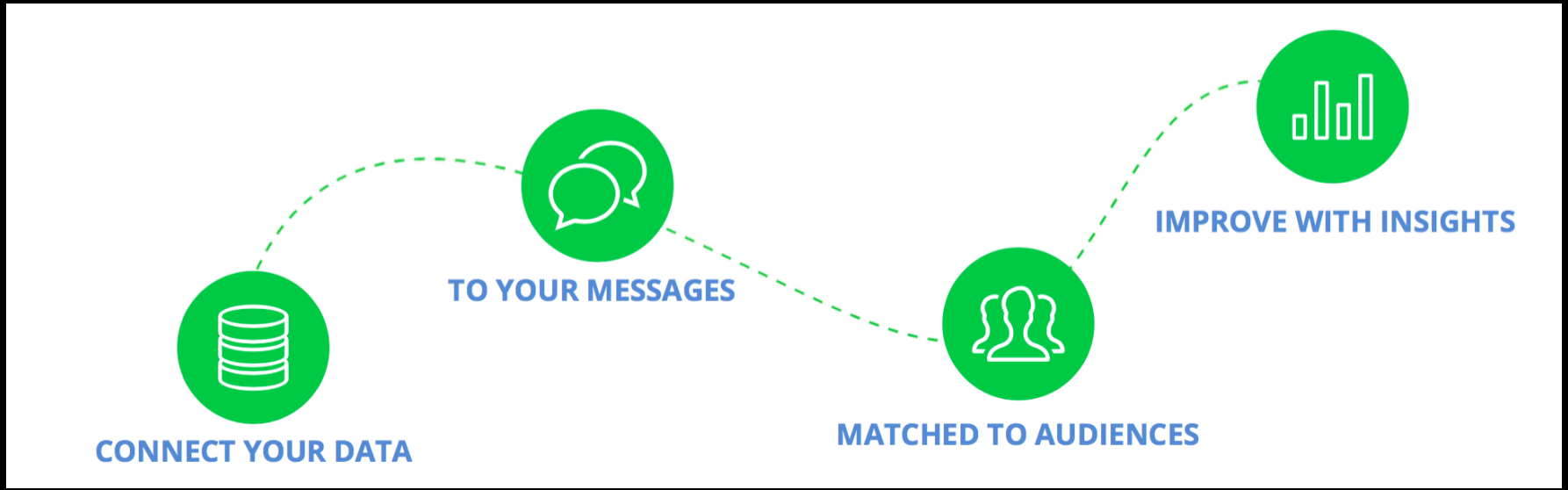


*Note: media overload is a top 10 source of stress

Create relevant experiences. Add value and be useful in a connected life (help calm the chaos*)

A(X)

Dynamic Personalization, Increase Relevance



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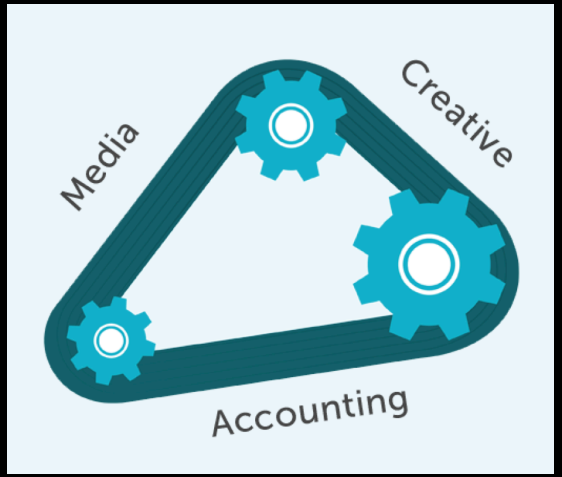
Audit & Automate Billing

NEXELUS

Media Planning & Buying

Consolidated reporting

Accounting integration



A(X)

Audit The Entire Digital Supply Chain



A(X)

Tap Into Disruptive Innovation



CHEVROLET

TechCrunch DISRUPT

A(X)

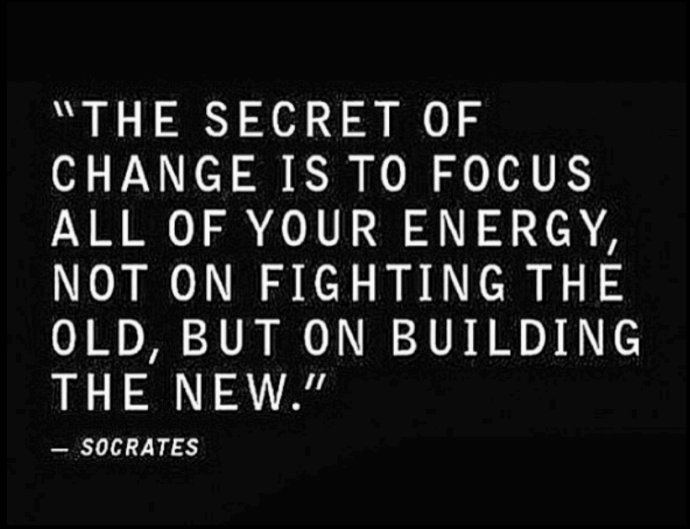
Summary

- Brands need to take ownership of their data, technology, and media
- Change the relationship between agencies, platforms, publishers
- Leverage 1st party data across the entire organization
- Understand the changing dynamics of marketing and ad tech
- Innovate, iterate, and automate everything possible
- Deliver dynamic personalization at scale

A(X)

Thank You

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A(X)