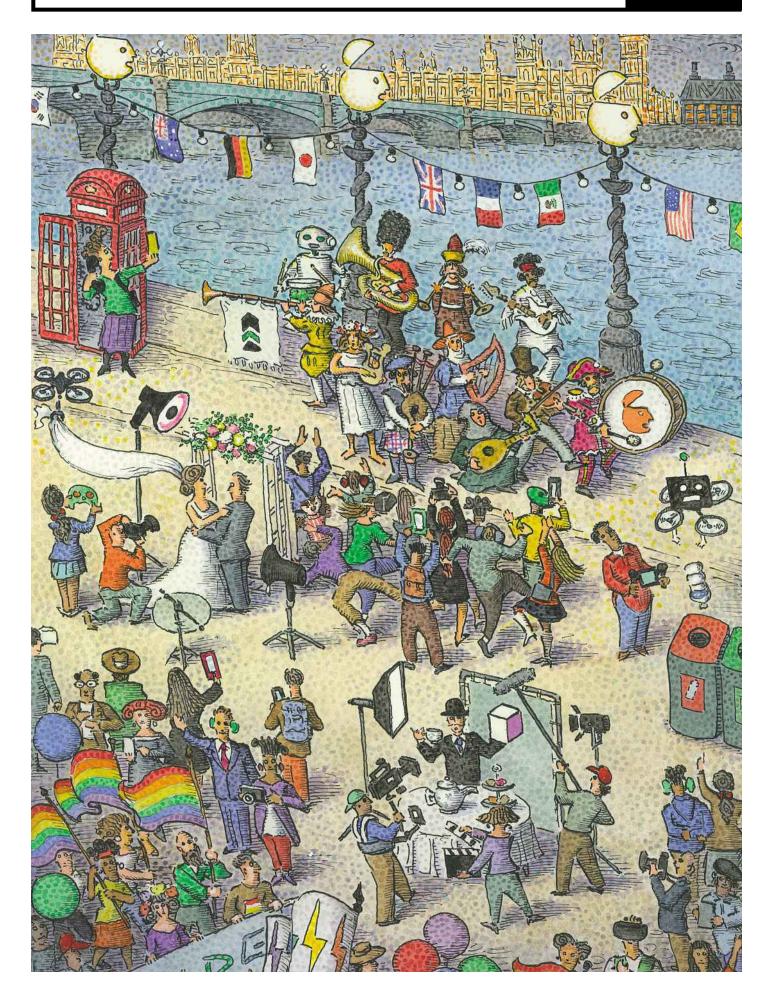
ADVERTISING WEEK EUROPE

2019 LONDON 18-21 MARCH





A new kind of professional development from the minds behind Advertising Week.

ADVERTISINGWEEK.COM/LEARN

Dear Delegates, ,

I'd like to start by welcoming you to Advertising Week Europe as it returns to London for its seventh year. This growing and successful event reflects both the power of our booming creative sector and the fact that #LondonIsOpen to all.

ou'll find that there's nowhere quite like London. As well as being full of history, it's also at the cutting edge of technology, culture, food and fashion. It's this blend of old and new as well as the city's amazing diversity that make London unique.

Our city is home to some of the world's finest creative talent in advertising, fashion, design, music and technology. This event is a chance for the best international creative minds and global brands to debate and celebrate this industry and its future.

I hope you enjoy the week and make the most of your time in London and all that our city has to offer.

ady Ora

Sadiq Khan MAYOR OF LONDON



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"Why shouldn't truth be stranger than fiction? Fiction, after all, has to make sense." Mark Twain

Dear Delegates, Friends and Partners

t is hard to imagine a more turbulent time. Truth is often redefined and reimagined before our very eyes, challenging our senses and sensibilities. Metaphorically, the editorial page has morphed onto the front page. Information and misinformation race across our handheld and wall mounted screens like Seabiscuit chasing down War Admiral. All too often it's hard for business and broader society to find the silver lining among grey clouds.

But with that said, our industry – the keepers of brands and imagery, the content makers and human connectors - has an incredible opportunity to lead the way forward. Twain also once said, "Many a small thing has been made large by the right kind of advertising." All around us are manifestations of Twain's proverb: NABS & The Marketing Society, and their year round work to elevate the conversation around mental health; brilliant campaigns like Veg Power paving the way for healthier kids and adults alike; evergreens like the Childline Ball, One Young World and Media Fight Night punch with enormous impact; Channel 4's "celebration of ability beyond disability" has shifted attitudes and forever changed the landscape; and #timeTo's "endorse the code" is contributing mightily to the fight against sexual harassment. Dynamic leaders like Paul Polman have shown us that building brands around sustainability not only help save our planet but also drive profitability. And the GREAT campaign trumpets the unique and compelling assets of the UK's DNA, which will carry the nation forward as the geopolitical landscape changes.

Our unique position of being able to influence public opinion presents an incredibly compelling opportunity to shape destiny. So as an industry, let's leave what we cannot control behind. Let's shout from the treetops about success in exports as the AA, DIT and IPA will do as part of our Ronnie Scott's Leadership Breakfast Series. Let's showcase bright young talent, manifested so brilliantly by the Duke of York's global Pitch@Palace initiative where young entrepreneurs are given the opportunity

to bring new ideas to life. While writing about my home of New York

- City, Lin-Manuel Miranda's words crafted for
- *Hamilton* could easily be said for London:
 - "Look around at how lucky we are to be alive right now. History is happening ... And we just happen to be in the greatest city in the world!" Without question, London will continue to be the hub of the creative and economic wheel of the UK, Europe and, indeed, for much of the world. So at this unique moment in time, let's tackle the challenges, and do so with the same relentless optimism and spirit which fuel Advertising Week across the globe ... From London to Sydney, New York City to Mexico City and Tokyo to Johannesburg.

Special thanks to our indomitable Stillwell team and the remarkable AWEurope Advisory Council. Lance and I are most fortunate to get to work with a fantastic group of committed, dynamic, passionate young people who each and every day prove that even the heaviest of rocks can be pushed up the mountain. And thanks of course to our wives IIa and Stacy and our kids, Benny, Eliza, Harper, Lucas and Chase for putting up with long nights, late flights and perpetual time zone confusion.

Warmest regards.

Matt Scheckner CEO, AWEUROPE



GREAT BIG & STORY

From the Advisory Council Chair

Welcome

to the seventh year of Advertising Week Europe.

he number seven is synonymous with so many things; the lucky number seven, the Seven Dwarfs, the Seven Wonders of the World, the seven deadly sins, the seven colours of the rainbow and, of course, the seven-year itch.

Since we last met in 2018, we have been further witnessing and participating in the transformation of the marketing and media landscape through a whole new architecture, whilst remaining abundantly aware of the deeper revolution on the horizon. The Advisory Council for Advertising Week Europe has worked tirelessly in the lead up to this momentous week to deliver a programme full of insight and innovation, reflecting freshness in our seven-year love affair with the marketing and communications industry and offering opportunity to challenge and evolve our minds.

The past year alone has unveiled collaborations, collisions and consolidation across the industry, of

which there will be more to come during these transformational times. When we seek to embrace these changes and are willing to evolve, we so often need to spend time with a wider community within our sector. By attending Advertising Week Europe you have the opportunity to break your normal networks and discover new ideas, new talent and new models. This week offers you the opportunity to do all three.

As always, this week would not be possible without our partners. We extend a huge thank you to the Advisory Council for devoting their time and wisdom to this programme, investing in the future talent, provoking with inventive curation and encouraging us all to seek wisdom and serenity during these uncertain times. Our thanks is warmly extended to The Marketing Society, the IPA, the Advertising Association, WACL, ISBA, APA, IAB, NABS and WFA for their continued support and participation for the good of the wider industry.

Most importantly, thank you for your attendance and continued support for Advertising Week Europe. I wish you a truly wonderful four days here with us in London, and believe you will find a multitude of things across the week that will positively shape the full seven days of every week of 2019. Be lucky.

affileen

Kathleen Saxton CHAIR, ADVISORY COUNCIL, AWEUROPE



See the future of entertainment on Twitch.



MULTIPLAYER ENTERTAINMENT

REAL-TIME CHAT

COMMUNITY

VIP & Speakers Lounge powered by Twitch on the 2nd Floor of Picturehouse



From the Director

- where were you?

The briefing meeting for this year's creative campaign for Advertising Week Europe was just a microcosm of the challenges so many businesses have been wrestling with since we last met in 2018.

ow do we celebrate the myriad brilliant speakers, world class thought leaders and special events that are the building blocks of this year's event whilst acknowledging, or not, the biggest political event to happen in the UK for decades that will, maybe, probably be happening just a week after AWE 2019 wraps? March 2019 – where will you be? It's the question we've posed through our campaign and we're honoured that so many of you have chosen to be with us at this, our seventh edition of Advertising Week Europe.

Where next? That's the question so many of our sessions will be asking and answering (and you'll be relieved to know that we'll not just be talking about Brexit). We've introduced seven 'Discover Categories' this year which are designed to help you navigate the 170+ sessions and find the content most relevant to your business or personal challenges and ambitions. If it's the world of data you want to immerse yourself in, the By the Numbers category is home to sessions on measurement, addressability, people-based

+++

marketing; Tech Stars is where Al, Adtech, Martech & The Future of Retail live, whilst Influence, Media & Entertainment, Content Marketing and The Future of Media are found within the Story Crafters category.

The Guide has been similarly reimagined this year, with the invaluable support and guidance of our friends and partners at Dennis, to help you make the most of your Week. In the Guide you'll find features and highlights relevant to each of the categories as well as the ever important schedule to help you plan your time at the Week.

Whatever your plans, be sure to visit the TechX lounge which we're proud to see return to Advertising Week Europe, once again powered by *The Telegraph* Technology Intelligence. Housed in the Level 1 Café, TechX is a unique combination of hands-on experience and conversation that recognises the power and importance of technology and its rampant advances on all aspects of our industry.

Equally important to the industry's future, and a real passion of ours at Advertising Week, is the nurturing of young talent. Our NewGen programme is front and centre of this year's event with Stage 1 – by far our largest stage – becoming the home of Bootcamp on Thursday. A full day's programme of world leading learning powered by The Marketing Academy.

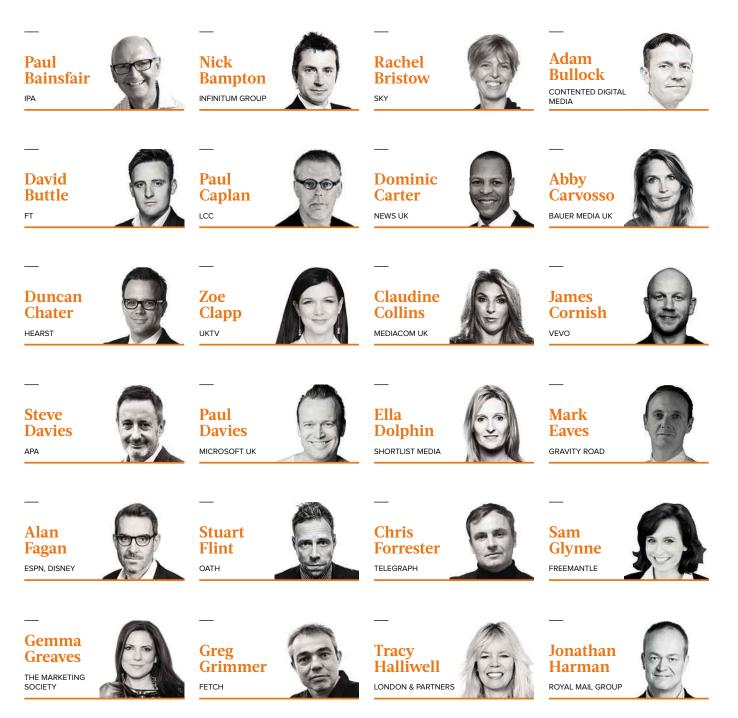
I know where I'd like to be this March.

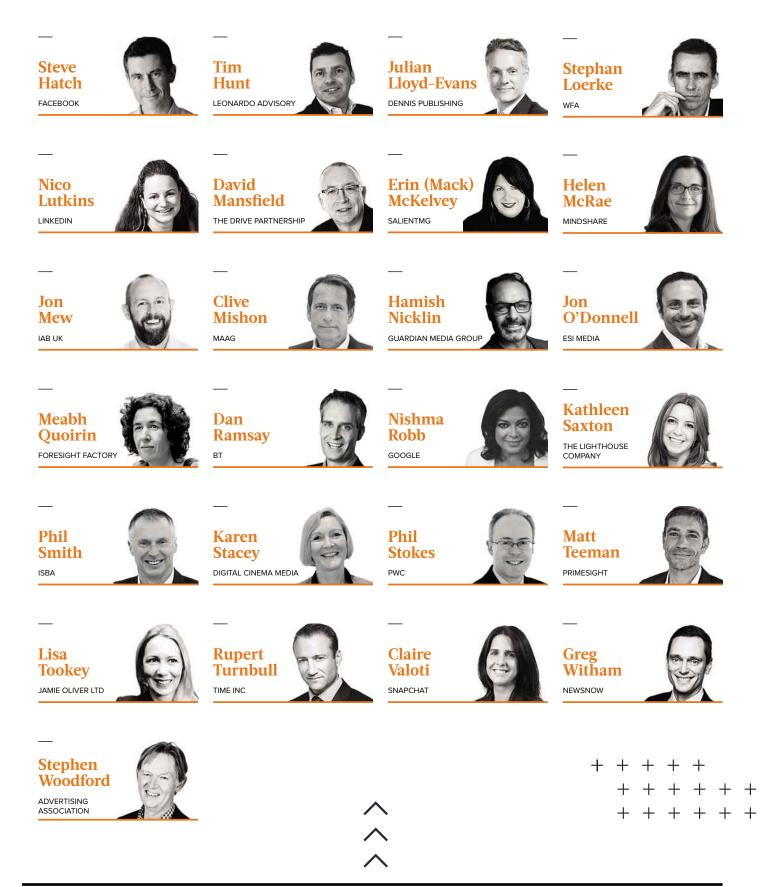
Enjoy your Week.

Rebecca

Rebecca Eaves DIRECTOR, AWEUROPE

Advisory Council

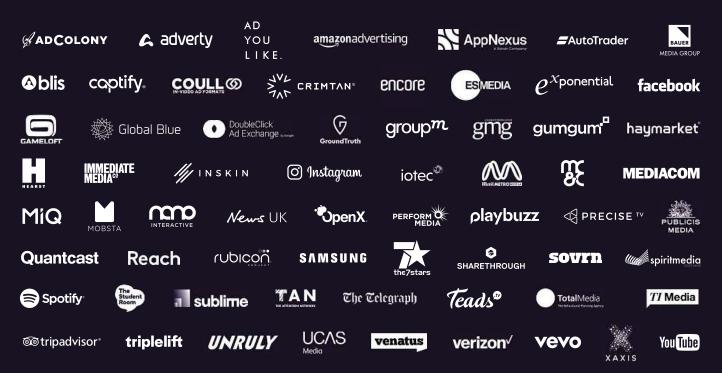






Since the launch of the IAB UK Gold Standard last year, over 70 companies have become Gold Standard Certified. This means they have committed to:

- reducing ad fraud by implementing ads.txt
- maximising Brand Safety by having their policies and processes independently audited against the JICWEBS Digital Trading Standards Group Brand Safety Principles
- improving the consumer experience by adhering to standards set by the Coalition for Better Ads.



Congratulations to every one of them for setting a positive example. We look forward to certifying many more companies this year. Find out more at **iabuk.com/goldstandard**



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AWE Staff

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PUBLIC RELATIONS

REGISTRATION HOUSE MANAGERS

STAGE MANAGERS

VIDEO STREAMING & EDITING

WEBSITE & APP DEVELOPMENT REGIONAL MANAGER ASST TO MR. HEIMOWITZ

Editorial

PUBLISHER EDITOR FEATURE EDITORS

DESIGN

PRODUCTION

COVER ART

PRINTING

Special Thanks

Lawrence Brookes Naomi Chant Catherine Courtney Freddie the Dog Ben Gamble Stuart Groves Julian Lloyd-Evans Kavi Luchowa Kerry Mutter

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Allie Woodward COMMERCIAL HEAD



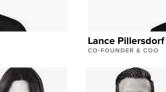
Doug Rowell GINAL CONTENT



Akwele Vassall GRAPHIC DESIGNER



Alexis Cardoza CONTENT CREATION







Richard Larsson



Sophie Ramm RECTOR UK



Colin Stanfield



Jack Hershman



Hayley Sunderman



Ava Myette ATIVE SUPPORT





Keith Weckstein



Louise Dilulio DIRECTOR, GLOBAL PARTNERSHIPS



Luke Morris DIRECTOR, PROGRAMMING & DEVELOPMENT



Kenny Ochoa

James Sawaya REGISTRATION & WEB MANAGER



Diego Barnes PROGRAMMING COORDINATOR



Alex Parmee TECHNICAL DIRECTOR



Lexi Perry DEVELOPMENT MANAGER



Huanna Yu



Luke Krantz COORDINATOR, AWLEARN

#AWEUROPE | 11





Mary Panagoulas

Amie Deutch

Priya Gupta MANAGER, GLOBAL PARTNERSHIPS













ADVERTISINGWEEKEUROPE

ESSENTIALS

Everything you need to know to navigate the Week, from networking events to the exact longitude and latitude of the Pick & Mix.





ONTENTS

TECHX PRESENTED BY THE TELEGRAPH TECHNOLOGY INTELLIGENCE

Returns for its second year featuring a range of exhibitors striving forwards in areas like 5G, retail, real-time personalisation, AI and the connected self. Come and get your hands on the newest gear and most exciting technologies. Home to the TechX Live Stage.





Plan Your Week where you need to be and when



MONDAY

Monday's program demystifies: Artificial Intelligence, Influencer Marketing, and Addressability; The Brand Innovation track presented by OpenX asks what it takes to be a CMO today, and the Opening Gala is hosted at The AllBright.



TUESDAY

London Mayor, Sadiq Khan talks about the impact of advertising on the capital. We'll also ask 'Who Run the World?' as female leaders share their career 'roses and thorns'. In the evening, join fellow delegates at the AW Mixing Hour.



WEDNESDAY

Caroline Casey discusses her #Valuable campaign with former Unilever CEO Paul Polman. For the cinema fanatics, see *Empire's* annual film interview. And for the night owls among you, Vevo hosts its infamous intimate live show at Ronnie Scott's.



THURSDAY

The Marketing Academy Bootcamp takes over Stage 1 - Impact Makers. We'll explore the Evolution and Future of Audio, and the industry's best creative minds get together for our annual Creative Carousel. Finish the Week with the Wrap Party.



DISCOVER the sessions that suit you best, and the context behind what's on stage.



46

THE FUTURE OF PERSONALISATION People, unsurprisingly, sometimes find advertising creepy.



BREXIT Since 2016, the advertising and media industry has been faced with uncertainty and unknowns.



ON PROGRAMMATIC Why the next evolution of the tech may finally deliver true 1:1 consumer engagement.



ARE YOU LISTENING? Podcasts have evolved into one of the most compelling storytelling mediums available.



WRAP PARTY



THE WOMEN WHO CHANGED ADVERTISING

How women have shaped landmark ad campaigns for more than a century.



ADVERTISING AT A CROSSROADS

Manufacturing seamless experiences with Adobe Advertising Cloud.



THE TRANSFORMATION OF DENNIS

How the media company built by Felix Dennis promises to be more experimental than ever before.



ADVERTISING WEEK AFRICA The secret to bringing 54 countries together







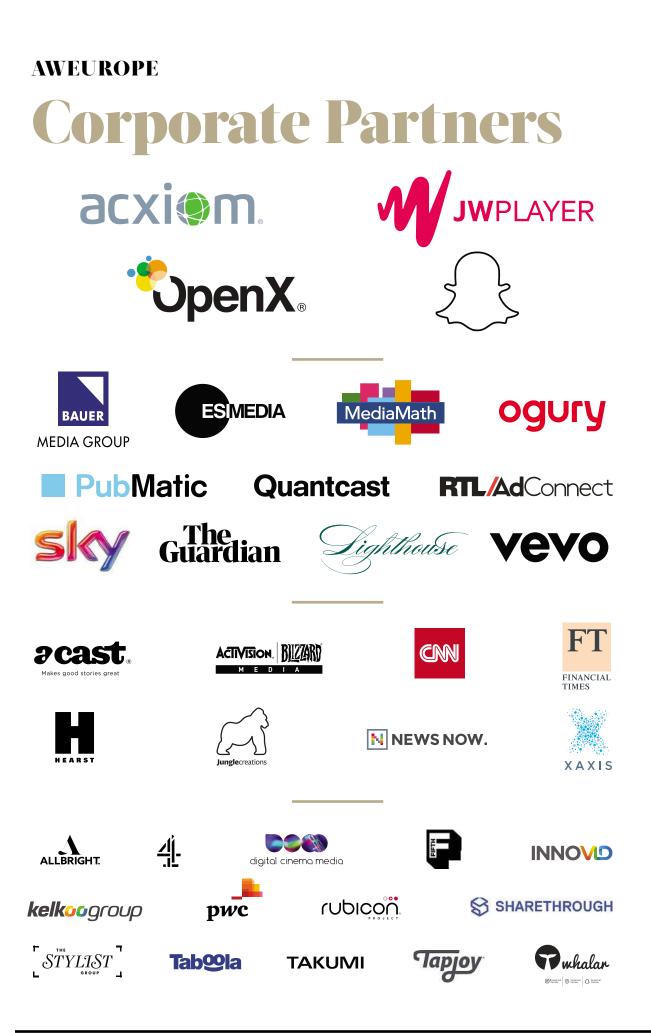
facebook ficial constants





The Telegraph

verizon



RUMBLE INTHE MEDIA JUNGLE



Join Jungle Creations and leading publishers for a real heavyweight discussion on how digital media's changing fast and savagely affecting the fortunes of those who cant keep up.

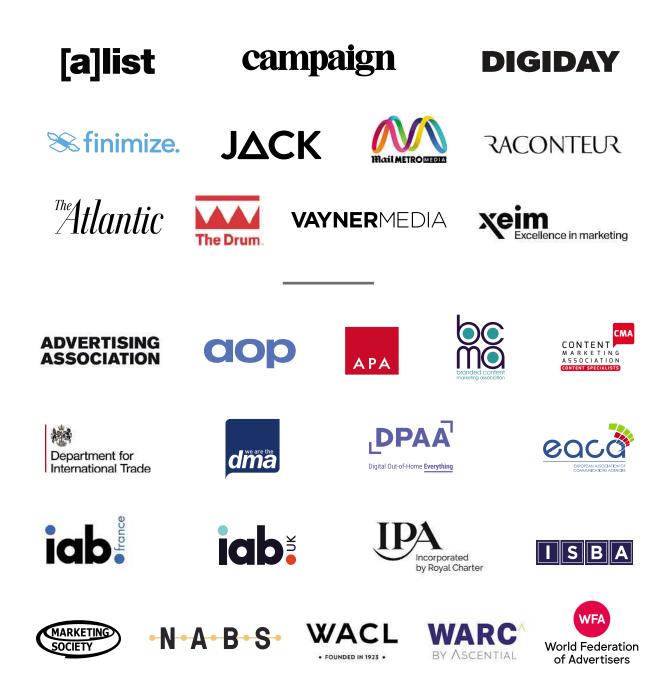
Thursday 21 March, 1:50pm, Story Crafters Stage

More of social ape? Grab a ticket and join us for the wildest wrap party ever.



AWEUROPE

Media & Association Partners



ADVERTISINGWEEKEUROPE ESSENTIALS

Welcome to the seventh edition of Advertising Week Europe. To get the most out of the week, here's what you need to know.



Returning to Picturehouse

Picturehouse Central returns for the fourth straight year as the daytime home for the Week. Under one roof you will find six thought teadership stages, plenty of open spaces to mingle and network, and lounges with coffee and tea always flowing. We have everything you need all in one place for the ultimate delegate experience. You may notice that the stage names are slightly different this year; Impact Makers Stage, Tech Stars Stage, Story Crafters Stage, Ad Shapers Stage, NewGen Stage, By the Numbers Stage and the AWLearn Workshop Stage.

Delegates Lounges

Meetings to host? People to see? Network, mingle and get some work done at the TechX Café on Level 1 and on the ground floor.

VIP & Speakers Lounge

The VIP & Speakers Lounge on Level 2 is open to Platinum Delegates, Speakers and invited guests.



TechX Presented By The Telegraph Technology Intelligence

Head towards the Level 1 Café to experience an awe-inspiring, hands-on journey through interactive installations, innovations and bleeding edge technology influencing the industry.

TechX will also be home to the Live Stage, which hosts conversations, presentations, podcasts and live performances throughout the day; pull up a chair and have a listen, or use the space to take a break and network with fellow delegates.

On–Site Experiences

Bauer, DataXu, JW Player, Snap, PubMatic, Twitch, Tapjoy, The Telegraph and more ... bring one of a kind experiences to Picturehouse Central for Advertising Week Europe.

Six Stages: One Screen

JW Player hosts its infamous simulcast stage in Screen 6, which carries the live feeds of all the seminars and workshops taking place at Advertising Week Europe. Delegates can put on individual headphones to switch between any of the stages – live, whilst enjoying popcorn.

Presented by JWPLAYER

Pick Your Pass



Get the VIP treat

Get the VIP treatment at AWEurope that lets you skip the lines to all daytime seminars and workshops, and gives you exclusive access to invite-only events.

Super Delegate

Enjoy AW Premium Access with our new reserved seating benefits. See global leaders on stage for all daytime seminars and workshops, and enjoy select entertainment and networking events in the evening.

Delegate

If you want access to all daytime sessions and workshops, a chance to network with fellow delegates, and still have your evenings free, then the Delegate Pass is for you.

NewGen

Attendees 30 years old and under can purchase the NewGen Pass and enjoy all Delegate level benefits.

Choose the pass that fits you at **ADVERTISINGWEEK.COM/EUROPE**

Always Connected

Complimentary on-site Wi-Fi throughout Picturehouse by logging into: Network **AWEUROPE**

Video Stream

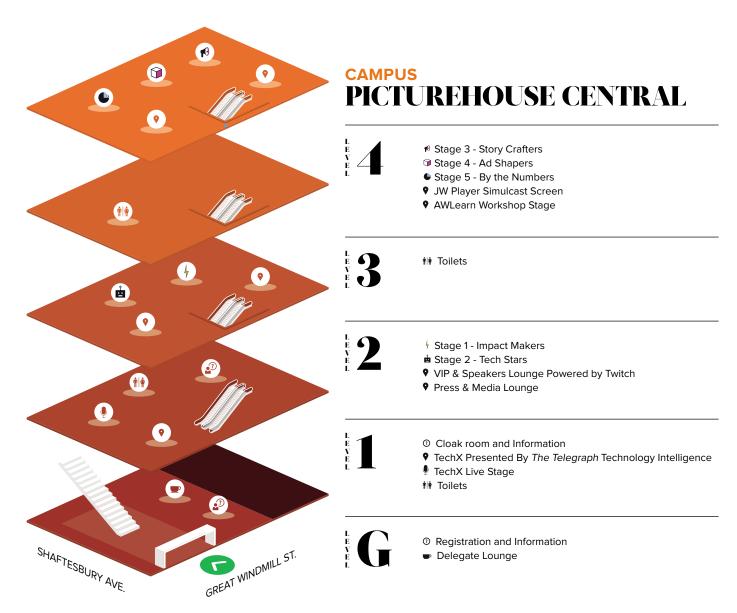
Too much to see in four days? Tune-in on your desktop or mobile device to stream via the AWEurope website and app.

Official App

Browse the 2019 calendar of events, plan your daily schedule around our new Discover categories, connect with other delegates and watch video streams - all from the palm of your hand.

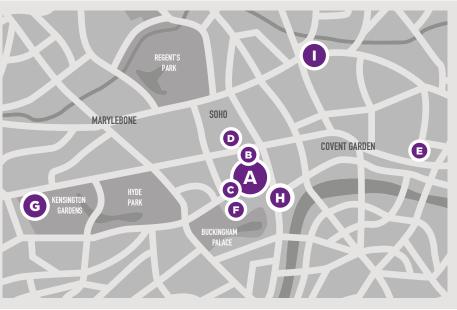






VENUES

PICTUREHOUSE CENTRAL, W1D 7DH
RONNIE SCOTT'S JAZZ CLUB, W1D 4HT
FORTNUM & MASON, W1A 1ER
THE ALLBRIGHT, W1T 1HR
THE NED, EC2R 8AJ
HE NED, EC2R 8AJ
BERRY BROS. & RUDD, SW1A 1E
SERPENTINE SACKLER GALLERY, W2 2ARR
SOUTH AFRICA HOUSE, WC2N 5DP
SCALA, N1 9NL



The Telegraph Technology Intelligence

THE WORLD IS CHANGING. THIS IS THE STORY.

Proud presenting partner of TechX at Advertising Week Europe

First floor café, Picturehouse Central

Register now telegraph.co.uk/registerTI

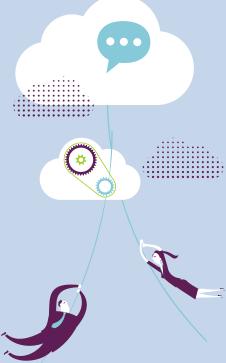


The Telegraph Technology Intelligence

Come and experience what change looks like

TechX returns to Advertising Week Europe for a second year, giving you the opportunity to explore the latest industry innovations and firstof-its-kind technology. Located in the Level 1 Café, TechX presented by *The Telegraph* Technology Intelligence features a dedicated stage in a more casual setting, with interviews and programming for you to pull up a chair to, as well as networking areas to meet your fellow delegates.

Here's a taster of some of the ideas you can expect to hear about and immerse yourself in:



AI

Data

Future of Retail

MONDAY

18 MARCH, 8:30 AM - 7:30 PM

There's a lot of buzz around AI; seemingly out of nowhere, every software platform and tech company has its own AI capabilities. Is it just tech hype - or is there actual hope that AI will help us be better at our jobs, run more efficient businesses, and perhaps help save lives? Will it help us make faster decisions, become better at solving problems, and be more consistent in the outcomes? Some just want to use AI to say they're using it. You'll leave TechX understanding how AI can be applied to your business, for real.

TUESDAY 19 MARCH, 10:30 AM – 4:30 PM

Data is an umbrella term, encompassing everything from your digital data amassed with each click and scroll, to how many (or few) steps you may have taken. Thanks to digital data people have thought up some very clever ideas indeed. Some of which enable personalised marketing, and on the flipside, some problems that require addressing: privacy and ad fraud to name but a couple. All sides will be explored throughout the Week, and you'll have the opportunity to meet exhibitors like creative agency, Demodern, who will show you how it used customer data to enhance experiences for clients like Gatorade.

WEDNESDAY 20 MARCH, 8:30 AM – 7:30 PM

Consumer behaviour has changed, and shopping has changed with it. In an industry worth the best part of £360bn, and employing one in 10 British citizens what happens next has big implications. Retail sales may be looking healthy, but as the plight of the British high street continues, saying the relationship between retailers and consumers is in a state of flux would be a gross understatement. Come and witness commerce reinvented with startups like Hypervsn with its breathtaking holographic technology, and other immersive, multisensory activations empowering the future of retail.

THURSDAY 21 MARCH, 8:30 AM – 7:00 PM

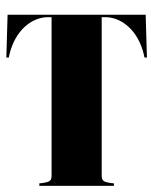
5G

The future depends on connectivity. From telemedicine and mixed reality, to self-driving cars, artificial intelligence, and technologies you haven't even thought about. This list of exciting future-focused sectors shares a common thread: they rely on highspeed, always-on internet connections. It's believed 5G will bring speeds of up to 10 gigabits per second - it will change how we access content on our phones and at home. That's 600 times faster than your typical 4G connection. Imagine being able to download a 4K film in 25 seconds. It's lightning fast, and the future. A range of exhibitors leveraging 5G will be on hand to show you everything you need to know.

Ine world is changing. This is the story.

We stand on the brink of a new reality.

Harry de Quetteville Technology Special Correspondent, The Telegraph



echnology used to be a niche subject. Perhaps you were an early geek and can remember happily typing BASIC code into a clunky computer. Or maybe you are younger and became obsessed with the evolving sophistication of gadgets, from watches to mobiles.

Either way, your passion then was a hobby among countless hobbies. No longer. Now technology is not niche. It is the globe's passion. And it is no longer a sector unto itself. Rather, it is everything. Technology is transport, health, energy, communication, the new space race, and indeed new ways of thinking. Machine learning and artificial intelligence are drawing new conclusions, discovering new possibilities, in areas mankind thought it knew inside out.

And because technology affects all these areas, it affects you: in your business and as a consumer. You do not have to be a geek to be interested in technology. Technology is interested in you. Anti-clutter queen Marie Kondo may want you to throw out your books, but if you are under a certain age you may not have many books. Most of them will be on your e-reader. CDs? Forget it. Your music is streamed, just like your films. Ownership today is a completely different concept to a decade ago. And that is not stopping. The same model is already being applied to cars and, through services like Airbnb, housing.

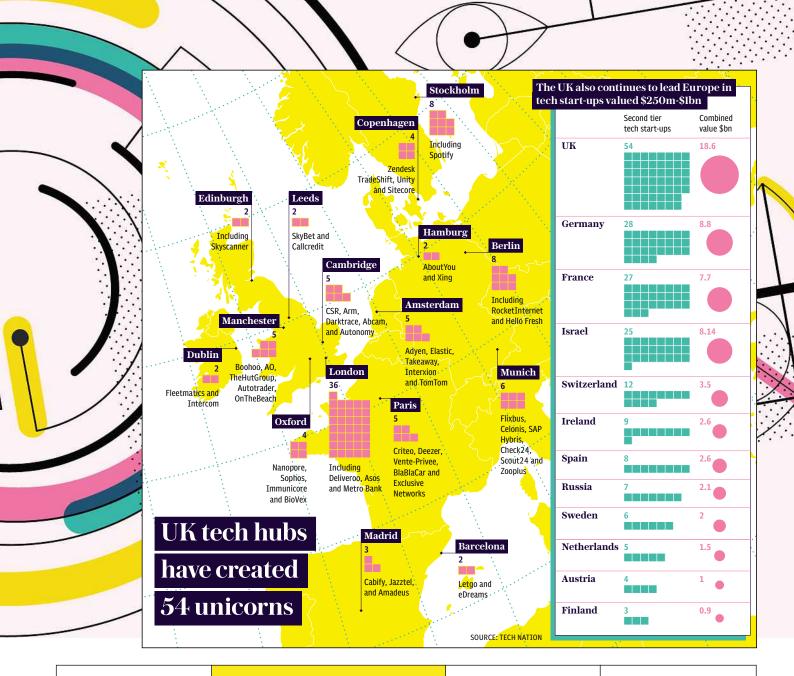
After all, why leave your house empty, or your car sitting parked day after day, when they can be used and shared, profitably and productively? Greater connectivity is driving greater efficiency. And we are on the threshold of 5G – connectivity the like of which we have never seen before, delivering not just speed but also capacity and instant response, to enable an entirely new world of interactivity.

If the smartphone age was about connecting people, the 5G rollout is about connecting devices. Your home will come alive with smart gadgets, constantly monitoring their own efficiency and performance and able to request upgrades, maintenance or supplies – from you, external suppliers, or each other – as necessary.

Such connectivity won't be limited to your home: it will extend outside, to the driverless cars on our roads, to the analytics of our businesses. Constant, real-time monitoring is a reality that is only becoming more entrenched. And as the data flowing from all these connected devices becomes a data flood, our algorithmically driven insights will only become more profound. Truly, technology is the greatest story of our age.

But of course, such immense upheaval, even if it is overwhelmingly for good, remains upheaval. Some will be left behind,





others will want to be – concerned about data harvesting and invasions of privacy, about screen time and online bullying, terrified by warnings of redundancy and robot takeover, even of a genetically modified split in the human race.

That's why those who care about harnessing technology at all must aspire to harness it for the best it's why Silicon Valley's move-fast-and-breakthings culture already feels outdated. Sure, the startup world is a fantastically competitive place, but if the race to succeed actually leaves behind it a trail of victims – a world of stressed out, self-harming teens, or of paranoid extremists - then what good has it brought us? Billionaires must be mindful of social balance.

WE ARE ON THE THRESHOLD OF 5G - CONNECTIVITY THE LIKE OF WHICH WE HAVE NEVER SEEN BEFORE Can we force them to be? When today's tech titans are the richest people the planet has ever seen, wielding unprecedented power through what can feel like a near-monopolistic control of data? Our data.

And so it is not just health, or transport, or space that technology has absorbed. It is politics, too. It is the management and distribution of wealth, the regulation of 7 billion+ social organisms who don't just want to be richer, they want to feel empowered, surfing a tide of greater equality, not pawns subject to the innovative whims and breakthroughs of a minuscule minority.

Legislating for such upheaval is a task the like of which our species has never before encountered. The printing press, railways, electrification – all of these pale before the potential and multiplicity of invention we see today. That makes it an extraordinarily exciting time to be alive. But it is also perfectly rational to feel unsettled. Scared even.

And it is precisely why The Telegraph has made an unprecedented investment in its Technology Intelligence desk, bringing you not just the coding news, not just the gadgets, not just the geeks, but the impact of this brave new world on normal people. Like you.



The Telegraph Technology Intelligence

JOIN US IN PICTUREHOUSE CENTRAL AND LEAVE FEELING EXCITED AND INSPIRED BY HOW TECHNOLOGY CAN HELP YOU, YOUR BRANDS AND OUR SOCIETY

> - quality content. 2018 saw powerful newsbrand competitors become powerful collaborators. The Telegraph, News UK, Guardian Media Group and Reach joined forces to launch The Ozone Project, a joint advertising platform powered by first-party publisher data. Big name brands have already become the pioneers of this new platform, reaching 42.5 million people in brandsafe, fraud-free, premium environments.

> Such extraordinary change requires increased responsibility. From the outset, *The Telegraph* has campaigned for a statutory digital duty of care, to protect our children and safeguard everyone's mental health. This year, as social media is challenged as never before, it's easy to understand why both government and tech companies are rallying to that call.

> Since our first edition in 1855 to this very day, *The Telegraph* has always been a pioneer and innovator. This is why we are proud to bring TechX to Advertising Week Europe. We hope that you are able to join us in Picturehouse Central – and leave feeling excited and inspired by how technology can help you, your brands and our society.



Technology Intelligence

Chris Forrester Chief Revenue Officer, The Telegraph

he Telegraph is again delighted to be the presenting partner for TechX at Advertising Week Europe. This year, we will be the very first stage you see. That premium location is a measure not just of the excitement we feel about the latest technology – but also of our ambition to be the gateway through which you discover the opportunities it brings to your brands.

At last year's Advertising Week Europe our CEO, Nick Hugh, launched Technology Intelligence – a global journalism initiative from *The Telegraph* to chronicle the technological

revolution. What a year it has been. We've shown how technology is revolutionising global politics and trade, our defence, policing and NHS, and delivered exclusives from the heart of government in doing so. We've given you corporate insight, with the investment numbers and analysis you need, to see which trends, entrepreneurs and startups will be the next big thing: and we've explained why the intangibles of AI and machine learning will have real impact. It's all part of our mission to show why tech is central to your lives as individuals, as consumers – and as business leaders.

Tech is changing our lives in the media, too. Data and new subscription models are helping to put advertisers and audiences in control of how they access – and consume



WE ARE BAUER MEDIA

HOME OF THE UK'S MOST INFLUENTIAL AND ICONIC BRANDS REACHING OVER 25 MILLION ADULTS



















Closer







KISS

WE ARE THE SOUND OF ADVERTISING WEEK EUROPE



ADVERTISINGWEEKEUROPE







By the Numbers Highlights

Advertising has changed more in the last 10 years than the 100 years that came before it. We'll track some of the key changes. Covering topics like addressable TV and audience data around Gen Z and gamers (spoiler, they're not who you think they are).



TV Advertising: Survive Or Thrive?

Power of Play

MONDAY 18 MARCH, 9:45 AM, STAGE 5 - BY THE NUMBERS

When the 3D TV revolution ended at the start of 2017, some pundits, who long predicted the end of TV itself, were convinced this was the final death knell. But it wasn't. Instead of fading out, TV flourished. Much of this was down to TV's recent evolution. It has been pushed forward by technological advancements, more timely, accurate targeting and measurement, and handed an ability for advertisers to optimise TV campaigns just like they do with digital. So, with all this change, what's next for TV?

TUESDAY 19 MARCH, 2:20 PM, STAGE 5 - BY THE NUMBERS

Ian Livingstone CBE shares his struggles as an entrepreneur in the 1970s, cofounding Games Workshop and launching Dungeons & Dragons in Europe. He'll talk about his multi-million selling interactive gamebooks, Fighting Fantasy, and the increasing use of interactive narrative in media today. From analogue to digital, he'll cover how digital transformed consumer habits and business models. After all, video games expanded from a niche market, to a \$120 billion global entertainment industry powerhouse. Join lan Livingstone as he walks us through the cultural, social, economic and educational context of games today.

Winning Back Consumer Confidence

WEDNESDAY 20 MARCH, 2:20 PM, STAGE 5 - BY THE NUMBERS

In a world where people have a plethora of services and products available to them, companies have the monumental task of monetising customer behaviors without invading privacy or crossing the lines that make customers uncomfortable. After all. with just a few taps of their smartphone or laptop keyboard, people can change course and head to different services. But for those getting it right, the benefits are clear. So where is the line? What is the current state of play? All will be explored in this session.

Developing Data-Led Creative

WEDNESDAY 20 MARCH, 4:50 PM, STAGE 5 - BY THE NUMBERS

Creative ideas with no foundation are inadequate. Good data sources can tell us who will see an ad, and when, as well as how it will be engaged with. Indeed, the intelligent use of data is mutually beneficial for both brands and consumers, allowing marketers to reach the right people while consumers are shown content that's relevant, entertaining or useful. In this panel, learn from agency and brand experts on how to leverage data-driven insights to create more valuable advertising and media.

PRESENTED BY VAYNERMEDIA

PRESENTED BY TAPJOY



The measure of success

Exploring the metrics and measurements behind a successful ad campaign.

Adam Shepherd

dvertising has been around for almost as long as civilisation itself. The ancient Egyptians used papyrus posters to advertise goods, and gladiators in ancient Rome used their fame to endorse products. However, while some things have remained constant, the advertising landscape of today is radically different to what it was even 50 years ago.

These changing formats have both enabled and

necessitated different metrics for how advertisers measure the efficacy of their campaigns. In the days when print was king, advertisers could only track how many people read the paper their advert appeared in, not whether they actually saw the ad. TV introduced new and far more detailed metrics; not only could advertisers find out how many people saw their advert, they could track the age, gender and income of those people, and how many times they'd been exposed to it.

This opened up a world of trend analysis and targeted advertising, but the internet offered far more. While the Nielsen ratings system was based on extrapolating data from a limited sample, the introduction of digital content allowed publishers to track exactly how many times a given page had been viewed, taking much of the guesswork out of tracking a campaign's reach.

On the other hand, there was still a lot of scope for improvement. For example, early web advertising metrics logged every page view as a new visitor to the page, with no system to track returning visitors. whereas newer systems can distinguish between unique and repeat page views. More importantly, modern analytics systems are designed to measure 'viewability' meaning whether or not an ad slot was actually viewable to the user

"The advertising industry has undoubtedly made progress in the maturity of its online metrics and measurement," says Nick Morley, EMEA managing director at Integral Ad Science. "Industry guidelines now help define a standard for measuring viewable impressions and following this we can see that viewability has improved year on year. measurement, such as timein-view. Delivering metrics that connect ad exposure to real outcomes should be a key focus for the industry as it evolves."
 "Attention metrics are key in determining the effectiveness of a campaign

viewability can bring, but as

a binary measurement, we

do need to go further and

measure if ads are viewable long enough to actually do

what they are there to do –

influence consumers."

Newer advertising

attempted to move beyond

the tools that older models

user's browser with cookies

"One of the biggest

and publishers have is the

Marketing Director Amit

Kotecha. "The part of the

cookies are blocked by

browsers and platforms.

cannot [still] rely on them

will tell you, though, a

more than simply getting

your creative in front of as

many eyeballs as possible.

their best to measure how

deeply users engage with

it, and what effect it has on

dwell time and viewability,

advertisers can determine

are the most successful

at engaging customers

and invest their budgets

accordingly.

which vectors and strategies

"As the industry matures,

advertisers will begin moving

past impression and media-

based metrics," Morley says.

"Instead they will move

towards understanding

the consumer journey by

them. By tracking metrics like

Companies should be doing

because of this."

hidden web," says Permutive

web that they are completely

blind to because third-party

Companies that rely on third

party cookies for any metrics

As any good advertiser

successful campaign is about

relied on, like seeding a

when they hit a page.

challenges advertisers

technologies have also

effectiveness of a campaign," says Dennis Publishing's Head of Campaign Management Jenny Antoniou, "which shifts far beyond the generic KPIs of CTRs and in-view rates. We have to dig deeper to get more meaningful insights. At Dennis we measure a number of viewable interaction events to gather true attention quality such as integration time, ad dwell time, hover and touch rates as well as scroll depth. And we optimise to this attention."

looking at consumer-based

For Craft Media cofounder Jenny Smith, it's important not to lose sight of the campaign's goals, and to make sure that the metrics you're tracking will deliver relevant insights about those goals.

"The best campaign measurement plans are not built on what data can be collected, but instead are designed around clear campaign objectives," she explains. "What are we trying to achieve and in turn, what is the best data or research approach to help understand if we have achieved it?

"Tracking data such as clicks, dwell time and unique visitors absolutely has a role in determining the success of a campaign, but it is important to note that it won't tell the 'softer' story - what was the impact on awareness? Was the brand message understood? Are the audience considering buying my product? If campaigns are looking to drive these softer metrics, then it is important to support the tracking data with other measurement forms, for example

WE DO NEED TO GO FURTHER AND MEASURE IF ADS ARE VIEWABLE LONG ENOUGH TO ACTUALLY DO WHAT THEY ARE THERE TO DO - INFLUENCE CONSUMERS

quantitative research or social media analysis."

Social media and video content can be highly beneficial as part of a campaign; most platforms now offer advertisers a battery of metrics to track campaign success, even going beyond simple clickthrough ads to incorporate data capture forms or direct purchasing links. This has also tied into the growth of influencer marketing and sponsored content, as advertisers can now have simple, direct insight into the performance of branded content campaigns.

The way in which humans consume content is in a constant state of flux, what's current today may be obsolete tomorrow. However, as our relationship to media and content changes, advertisers need to keep up if they want to run effective campaigns. Knowledge, as they say, is power, and without arming themselves with the right data and understanding, advertisers risk falling behind.



Ad Shape **Highlights**

Hear leaders from brands and agencies share their views on the evolution of agency models across four dedicated full-day tracks: Brand Innovation, Leadership, Collaboration Models, and Creativity & Design.

Why **Businesses**. **Brands and People Can't** Afford to **Stand Still**

Building a **Brand:** The **Stories Behind** Transparency The Disruptors Towards Trust

Moving Beyond The Creative Carousel

TUESDAY 19 MARCH, 11:10 AM, STAGE 4 - AD SHAPERS

It's no secret that the world is changing before our very eyes. From the way we digest news, watch films, eat and workout, to the way we work and how our children play. So how can businesses adapt to these rapid changes to remain relevant to their customers whilst staying true to their brand? Dennis hosts a panel of experts who have put change at the centre of their business model, and come out on top.

PRESENTED BY DENNIS

TUESDAY 19 MARCH, 12:10 PM, STAGE 4 - AD SHAPERS

How do you build a brand when no-one knows you exist? It takes creative prescience to see the ever-thinner slices of opportunistic white space that exist in the global market today. But innovators and entrepreneurs persist. Even as a small group of dominant digital platforms infiltrate business from every imaginable angle. This session looks at why, how and when DTC companies will disrupt the digitally-enabled dominance defining the current market landscape.

PRESENTED BY TABOOLA

WEDNESDAY 20 MARCH, 2:30 PM, STAGE 4 - AD SHAPERS

The amount of trust we place in our technology has grown tenfold since the early days of the web. Indeed, with recent scandals slewn across the news, the value of trust as a currency has increased dramatically. Discover how ISBA and IPA, supported by PwC, are seeking to move beyond the tired "transparency" debate towards practical steps that ensure alignment of interest between agencies and advertisers that promote trust.

PRESENTED BY PWC

THURSDAY 21 MARCH, 4:30 PM, STAGE 4 - AD SHAPERS

Creativity is a tricky quality to define. Often assigned to a department or a team, like a shaman's magic, it's seen as the ability to tap into an idea mainline and channel its goods to the mortal realm. We've lined up an all-star panel of experts to explore the creative universe and creative mindset. Listen to their personal inspirations, creative admirations, and hopes for the future of advertising.



On the Brank

How Ireland's most hated bank turned its fortunes around.

Sarah Moore

he revitalisation of the Allied Irish Bank is arguably the single greatest reversal of fortune in Irish corporate history. AIB was famously bailed out

by the Irish government during the financial crisis, a rescue which nearly bankrupted the country. As a result, the AIB brand became "a lightning rod for the anger of a nation that was feeling the harsh realities of austerity, where average disposable income had dropped 20% in two short years", says Rothco, the creative agency that worked with AIB to bring it back from public relations exile.

Ten years on, the bank has dragged itself back from the brink: it is once again profitable, and the government recently sold 29% of its shares in the lender for \in 3.4 billion.

Ireland and the financial crisis

The story of the Irish banking crisis is similar to that of other developed nations in the mid 2000s. A combination of a growing population, historically low interest rates and a generous lending system stimulated an already overheated property market



that was the fastest growing segment of the Irish economy. On 17 March 2008, stock markets around the world crashed – with Dublin's no exception – on a day that would in Ireland become known as the St Patrick's Day massacre.

Irish banks had borrowed heavily from international markets at favourable interest rates, then lent large amounts to Irish property developers. When the global crash meant there was no new money for banks to borrow, they were short on cash for people wanting to make withdrawals and also to lend out against further property deals. This exposed the fragility of the Irish property market, which promptly collapsed, leaving people with property whose values had plunged, and the banks with vast amounts of outstanding loans which stood no chance of being repaid. In September of that year, Ireland became the first eurozone country to slide into recession.

The bank that nearly bankrupted Ireland

Formed out of the merging of three longestablished Irish banks – the Munster and Leinster Bank, the Provincial Bank of Ireland and the Royal Bank of Ireland – AIB was intrinsically linked with the country's building boom during the "Celtic Tiger" years. Separate to its network of high street branches, it ran six lending groups which lent money to property developers, leaving the bank with what has been called a dangerous level of loans to developers. On the day of the St Patrick's Day massacre, shares in AIB fell by a staggering 15%.

In 2009, AIB accepted a \in 3.5bn bailout from the government. In total, the state bailout of the bank would amount to \in 20.7bn. But ultimately, the Irish government was unable to fully cover the cost of bailing out AIB alongside the other struggling lenders, and had to take a \in 67.5bn handout from the EU and the International Monetary Fund.

At the height of its struggles, it's "no exaggeration to say that AIB was the most hated brand in the country and possibly in the history of the country", says Rothco. Customers felt betrayed by the bank - they believed that it had been reckless with their money, adopting risky lending practices which helped push the country into recession, and that its eventual bailout redirected much-needed taxpayer money into corporate hands. For example, customers with standard variable rate mortgages found themselves on more expensive rates, while charges were imposed on once-free bank accounts. Small business owners also found it difficult to access funding.

AIB staff members even attracted abuse from the public – there were regular stories of employees lying to taxi drivers, opting to give an address down the road from where they worked, rather than drawing attention to their unpopular employer. AIB had stopped advertising in the aftermath of the crash, and so its public image ended up being shaped disproportionately by disgruntled customers and negative austerity headlines. In 2012, AIB was awarded the lowest trust score ever recorded in the Edelman Trust Barometer, an annual global survey on trust in businesses and the government.

A return to form

The fact that AIB was able to return to profit in 2014 represented a spectacular turning point for the once-bankrupt lender, and was a real sign of the Irish economy's return to form.

While this was undoubtedly an impressive achievement and the beginning of the end of a troubling period in Irish banking history, it's important to acknowledge the hard work and determination that went into rebuilding the AIB brand and business model. Before it could achieve success once more, it was vital that AIB regained the trust of the Irish people. To meet this problem head on, AIB worked with Rothco to devise marketing campaigns that would encapsulate the image it wanted to project to the public.

Given the scale of the damage inflicted on AIB's brand, Rothco was only too aware that AIB's journey back to being embraced as a national favourite would have to be well-earned over the long term. Its principle objective was to rebuild trust in the broken AIB brand, knowing that without this, the bank would not regain its position as a reliable local bank within Irish communities. As Rothco savs, "people wanted a bank they could believe in, that also believed in them". The idea of AIB "backing" its customers was at the very heart of returning AIB to profitability, and was central to communications with its target markets - people looking for business or personal loans, mortgages, and the sponsorship audience acquired through the bank's partnership with the Gaelic Athletic Association.

The marketing approach was clearly shrewd and ultimately successful. In 2017, the Irish government listed AIB on the stock market once again. The flotation raised €3bn, valuing the company at €12bn. The flotation was the largest and most successful in Europe that year, and the second largest in the world. Demand from Irish and international investors exceeded supply four-and-a-half times over, while it was reported that the €3bn in proceeds from the sale tipped the state's finances back into the black for the first time in nine years. The success of this flotation was only made possible by first restoring the AIB brand to health and profitability, demonstrating just how important brand perception is in winning and keeping loyal customers.





Find out more

The story of AIB's revival will be on Stage 4 -Ad Shapers, **Wednesday**, **20 March 4:30 PM**, with AIB CMO, Mark Doyle and Rothco Business Director, Jimi McGrath



NewGen Highlights

Looking for professional and personal development? Our NewGen content will provide motivating advice and tangible takeaways. Here are some of our top picks for this week.

NABS Speed Mentoring

The Things I Wish I Knew

Whose Industry Is It Anyway?

The Marketing Academy Boot Camp

TUESDAY 19 MARCH, 8:30 AM, TECHX

You've got 10 minutes with some of the biggest names in the industry, what will you ask? NABS Speed Mentoring – a different way to learn from the best – offers delegates the chance to meet leading adland figures and ask them any burning questions. From creative and media agencies to media owners and clients, our mentors have a wealth of experience from across the industry and beyond. **TUESDAY** 19 MARCH, 11:10 AM, AW LEARN WORKSHOP STAGE

You may notice some similarities between this title and what's on p36, and we can assure you this was pure chance. That said, if you're tired of hearing the same sugar-coated advice, sitting back and listening to this session will be a welcome change. Hear some hardhitting advice from panellists at the top of their field as they share their moments of failure, frustration, and perhaps even, the occasional contented smile.

TUESDAY 19 MARCH, 12:00 PM, AW LEARN WORKSHOP STAGE

The same faces consistently rising to the top in our industry and shining in education suggests we have a persistent problem with diversity and inclusivity. While both businesses and colleges can point to examples of people from diverse backgrounds in their staff/student bodies. they are more often the exception, than the rule. This panel asks whether new relationships between universities and businesses can act as a springboard to a more diverse future.

THURSDAY 21 MARCH, ALL-DAY, STAGE 1 - IMPACT MAKERS

The Marketing Academy Boot Camp returns to the stage this year, open to all ticket holders. A range of subjects will be covered spanning the four Ps – People, Purpose, Professional, Personal. Learn the tricks of the trade to become an inspirational leader and change-maker. Leave the day an even more exceptional marketer and an extraordinary human being!

PRESENTED BY SKY

REW GEN

Inspiring the rising stars of advertising

How NewGen nurtures talent and creates a pathway into the advertising industry.

Simon Reynolds

s Millennials and Generation Y make their way into the media and advertising industry, they'll come armed with fresh ideas, ambitions and points of view. Many of the skills they'll need to acquire didn't even exist a decade ago. Social media, data analytics, copywriting across print and digital platforms ... there's now more demand for content than ever before.

Getting started may seem like a herculean task, but as part of Advertising Week Europe's continued dedication to cultivating the next generation of industry talent, this year's event will play host to NewGen, an initiative designed with the rising stars of tomorrow in mind. NewGen passes have been made available to anyone 30 or under at a reduced price, meaning those at the beginning of their career can attend Advertising Week Europe at a cost that's less than half that of a full price Delegate ticket. The thinking behind this is to make the week accessible to all who want to attend

Advertising Week Europe always has industry leaders on stage to share a view from the top, but that doesn't necessarily speak to everyone. This is where NewGen comes in. Emma Williams of Soho's independent agency MJ Media sits on NewGen's advisory council. Its board is comprised of under 30s from across the industry, brought together to develop ideas and create bespoke content that best represents their collective viewpoint of the industry. "This industry is fueled by this younger generation yet often that 'millennial' perspective doesn't have a place – the NewGen initiative will quite literally give it a stage," she says.

Williams adds that the week's sessions will champion fresh perspectives and support people in growing their careers. "The aim for us is to address issues that we think are important with a clear voice that is not always heard," she explains. "Hopefully by giving people an insight into that under 30 audience – be it to recruit them, keep them or connect your brand to them – it's worth everybody seeing their point of view."

In addition to the NewGen initiative, Advertising Week Europe continues to deepen its ties with organisations looking to nurture talent. These include the London College of Communications, School of Communication Arts 2.0 and Ideas Foundation. Expect to see their students roaming the halls, travelling screen to screen in a bid to write articles and cover panels for Advertising Week's digital portal, AW360, throughout the week.

What's the best piece of advice for NewGen attendees setting off on their journey in advertising? "Try lots of different things and find the role or the part of the job that motivates you and excites you and run with it because that is where you will excel," Williams says. "Network, even if it feels awkward there are some incredible people to inspire you in this wonderful industry, Advertising Week will have many!"



Find out more

The Things I Wish I Knew will be on the AWLearn Workshop Stage, **Tuesday**, **19 March**, **11:10 AM**

What advice would you give to your younger self?

Julian Lloyd-Evans



MANAGING DIRECTOR, DENNIS PUBLISHING

I now know that I am incredibly lucky to work in such a dynamic, interesting and passionate industry. My advice to my younger self would be to try and appreciate the small moments in our work life that make our careers so special. As a younger person, I used to think it was about the big moments - the promotions, an acquisition, a launch, a closure, a change of job - but it is the small moments of kindness, an amazing piece of work I might read, the talent I meet or the great conversations on the way to a meeting that make my day and prepare me for the next.

Clare Valoti



VP INTERNATIONAL, SNAP INC.

I definitely projected a version of myself I thought would please people and sometimes felt the need to position myself in a certain way. I've learned the importance of being my authentic self - it's okay to connect with people on a human level and be vocal about what I believe in business.

Paul Davies



MICROSOFT UK, CONSUMER MARKETING DIRECTOR

I used to think that careers were very linear – big mistake. Where I couldn't see connections before I now just see opportunity. As a result, I now say yes to most things - well, not everything! - as every new conversation creates new stimulus, new thinking, and new contacts. I've learnt the thrilling power of possibility and oh boy, it is way more interesting.



Every new conversation creates new stimulus

Time. It's the most precious commodity

It's the small moments of kindness

I've learned the importance of being my authentic self

Showing vulnerability as both a leader and a human being in the workplace is critical

There is almost nothing more important than being happy at work

Mark Eaves FOUNDER, GRAVITY ROAD



Time. It's the most precious commodity. The working week gnaws away at it with wasteful distractions. Don't let it. Protect your time. A day of brilliant work can often be done in a few minutes. The rest is filler. Being great in this industry is not about absolute time spent in an office, it's about time well spent.

Chris Forrester CHIEF REVENUE OFFICER, THE TELEGRAPH



There is almost nothing more important than being happy at work. It takes a remarkable person to separate their life outside work from work. Doing well at the job you're doing, and enjoying it, will get you to where you want to be. Worrying what's next just leaves you frustrated and dissatisfied; you'll find that you're so busy focusing on what's next, you'll never get any enjoyment out of the now. The right attitude, application and appraisal of the now will usually enable what's next to look after itself.



DIRECTOR, BAUER MEDIA ADVERTISING

I wish I had known sooner that showing vulnerability as both a leader and a human being in the workplace is critical at a time of unprecedented change. How can we, as leaders, know everything? Well, we can't. But what we can do is create a safe and supportive environment for our people where they feel empowered to be brave and bold and vulnerability is instrumental in allowing that to happen.

"In the fight against criminal activity in advertising, our industry knows that we must stop every attack and plug every crack in the ad tech ecosystem. OpenX is one of only five companies in the world to have taken an equally comprehensive approach in their internal systems by undergoing the rigorous application and review process needed to receive all four of TAG's available seals. Platinum status is TAG's highest accomplishment, and we are delighted and proud to recognize OpenX' for taking the steps necessary to ensure that their digital advertising operations are impervious to the corroding effects of fraud, malware, piracy, and lack of transparency."

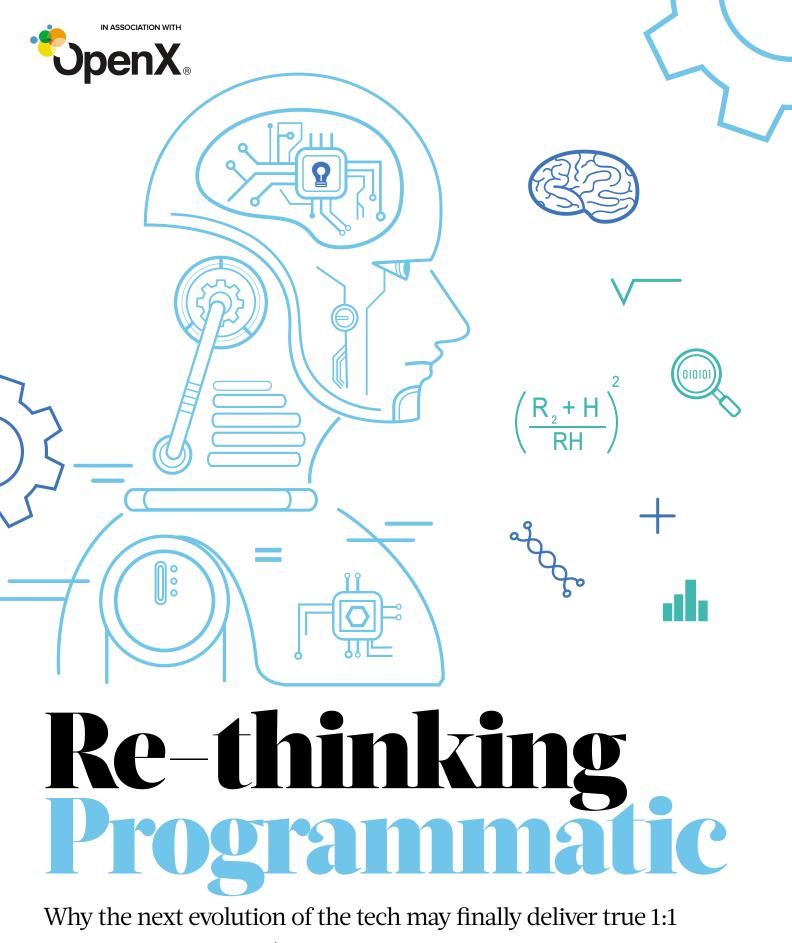
Mike Zaneis President and CEO - Trustworthy Accountability Group

QUALITY IS A CHOICE.

OpenX is the world's leading independent digital and mobile advertising technology provider. We operate the industry's highest quality advertising exchange, connecting leading publishers and app developers with the most respected brands and agencies worldwide.

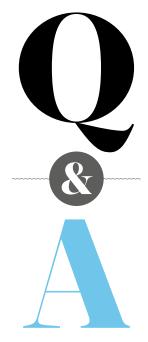


openx.com



consumer engagement.

+



As programmatic advertising aims to compete with the walled gardens and shift advertising spend back towards the open web, companies like **OpenX** are looking closely at how to provide more value to advertisers and better match the type of solutions they can get from walled gardens. We spoke with Gavin Stirrat, VP of EMEA at **OpenX to learn more.**



AW Years ago, programmatic advertising

burst onto the scene offering engagement at scale in a 1:1 fashion. Has programmatic lived up to initial expectations?

GS Programmatic has been a huge success in many ways, and over the last decade, we have seen lots of innovation and massive growth in marketing spend. It's fair to say, however, that programmatic has struggled to keep pace with the walled gardens.

The original idea with programmatic was to gather the world's online content and efficiently sell the ad space that existed around it, and this has generally happened. What programmatic was not necessarily focused on was providing great 1:1 experiences for consumers. Brands want the ability to target people, not audiences. Their goal is to provide a really personalised experience for consumers. Yet, the inability for programmatic technology to deliver that personal experience continues to be an issue today, and it's something the industry at large needs to address.

AW So you feel that this is something that has impacted the larger programmatic industry?

GS Absolutely. This failure of the programmatic industry to recognise and adjust to the needs of marketers has caused ad spend to shift towards walled gardens, like Facebook, that can provide them with what they are looking for. That said, there is still a huge opportunity for the pendulum to swing back towards the open web. Marketers want diversity in their spend, they want independent options, and they would love to take advantage of the massive scale of consumer attention on the open web.

AW What are some of the key things that advertisers, publishers and technology companies can do to make this shift happen?

GS First and foremost, we need to understand what the walled gardens are doing well, and how that has helped shape consumer expectations around what effective advertising now looks like.

The way people want to consume media is changing all the time. From a marketer's perspective, some of the changes are obvious, such as the declining importance of linear TV. Other things are more nuanced though, such as the fact that brand recognition matters less in today's ecosystem.

Brand advertising used to be predicated on the fact that people trust companies they have come to know. That is no longer the case, and we've seen this with the rise of direct to consumer businesses like Casper or Harry's. Customers aren't buying a portfolio name, instead they're making purchase decisions based on what they believe is a great product. For marketers, the goal is to find the right product for the right person, and then the right touchpoints to give them the opportunity to try the product.

Companies like Facebook and Amazon have got this right and focused their



advertising solutions on matching an individual with a product.

For brands, publishers and tech companies, the number one thing we need to do is open our eyes and look at what's happening today. Consumers are showing us how they want to be marketed to, and now we need to figure out how to deliver this at huge scale.

AW What does the programmatic industry have to do to better align itself with consumer expectations?

GS Programmatic needs a solution for reaching the individual that sits behind an impression. This goes beyond just looking at cookies or device IDs. Instead the focus must be on helping brands deliver relevant messages to their target consumers across multiple touchpoints. Permission and privacy are also absolutely critical. As the programmatic industry brings new solutions to market, we need to have a "privacy by design" mindset, where we build things from the ground up with privacy in mind, and everything is created with the latest regulations and best practices already built in.

If we can rethink how we look at, package and analyse behaviours and attributes, develop better technology to leverage this data to enable 1:1 engagements, and do this all with a privacy by design mindset, we'll be able to blend the best parts of the walled garden advertising experience with the massive scale of the open web, and truly unlock the power of programmatic.







0 Ine Bi Track



The Brand Innovation Track runs throughout Monday, 18 March on Stage 4 - Ad Shapers, and will examine lofty consumer expectation for memorable and touching brand experiences. Here's a selection of sessions you can expect to see:

The State of Digital Advertising in 2019

MONDAY, 18 MARCH, 9:15 AM, STAGE 4 - AD SHAPERS

OpenX VP of EMEA, Gavin Stirrat kicks off The Brand Innovation Track by sharing his take on the current state of affairs in digital advertising. Gavin explains why brand marketers need to reimagine their digital strategies to deliver engaging and relevant advertising experiences for consumers.

The Future CMO: How **Global Brand Leaders Are** Tackling Today's Marketing Challenges with Big Ideas

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MONDAY, 18 MARCH, 11:30 AM, STAGE 4 - AD SHAPERS

CMOs have a lot of responsibility and are easily one of the most scrutinised in the C-suite. They are often tasked with building a memorable brand, managing the company's reputation and deploying marketing strategies that tie back to measurable success. And now, in an increasingly digital world, plagued by growing consumer aversion to advertising, they are being called on to become technology experts as well. Three of today's most influential CMOs will take to the stage in this session led by OpenX Co-Founder Jason Fairchild, to discuss how they are innovating to stay ahead and building stronger relationships with consumers in today's increasingly fragmented digital ecosystem. Great Marketing Can **Deliver Great Impact**

MONDAY, 18 MARCH, 1:30 PM, STAGE 4 - AD SHAPERS

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Hear from iconic shoe company TOMS and the ethical advertising platform Good-Loop, how it is infinitely possible to improve the lives of millions of people around the world while creating a for-profit sustainable business model. TOMS Shoes, the company that through its 'One for One' programme matches every pair of shoes purchased with a new pair of shoes for a child in need, has grown into a powerful business model that combines profits with purpose in a truly authentic manner. To date TOMS has given over 86 million pairs of shoes to children across 70 countries.



STAGE 3 - STORY CRAFTERS sounds, like BMW's custom-

created door-close, to new places where brand sounds flourish, like smart speakers; the wealth of new options - new sounds, channels, devices - makes understanding what works best for an array of brand scenarios increasingly complex. As always, wellinterpreted, actionable data brings order to the chaos. Join Veritonic as it brings together leaders from across the industry - brand, agency, technology - for an insider's

look at brand building in the

audio renaissance.

PRESENTED BY VERITONIC

THURSDAY 21 MARCH 11:45 AM. From new kinds of brand

Storytelling remains core to our industry.

Experience four days of programming with dedicated full day tracks on Influencer Marketing, Sports Media & Entertainment, Content Marketing, and the Power of Audio & Future of Media.

It's Not About Who Anymore

The Beautiful Game: A New Reality

Native Ad Forum

MONDAY

18 MARCH, 11:45 AM, **STAGE 3 - STORY CRAFTERS**

2018 was all about brands learning which influencers to work with, but in 2019 the focus will be on how to activate them. As more marketing budget finds its way into the space, the importance of a good brief enabling influencers to create authentic work that strikes chords with consumers should not be underestimated. Join Solberg Audunsson, CEO of Takumi, as he provides guidance on crafting briefs, whilst showcasing examples of influencer campaigns that cut through the noise.

PRESENTED BY TAKUMI

TUESDAY 19 MARCH, 11:45 AM, STAGE 3 - STORY CRAFTERS

We are on the cusp of a

historic breakthrough. From growth to exposure, to participation, women's football is at a tipping point of acceptance. You need only look across the Channel, towards this year's World Cup in France, where viewership is expected to exceed its previous record-breaking 750 million high. In this session, Manchester City CMO Nuria Tarré is interviewed by COPA90 Chief Business Officer, James Kirkham, in an exclusive reveal of Manchester City Football Club's research into women's football around the world.

WEDNESDAY 20 MARCH. 09:00 AM. STAGE 3 - STORY CRAFTERS

This year's 2019 Native Ad Forum presented by Sharethrough will dive deep into the changing landscape of the digital advertising world. Through a series of lightning talks, panel discussions, and keynote speeches, the Native Ad Forum returns to showcase how publishers, advertisers, and brands are working together to tackle key industry issues, all while preserving the integrity of digital content through respectful user experiences. Leaders from media brands, ad tech players and more share with you their native success stories.

PRESENTED BY SHARETHROUGH



Story Crafters Highlights





The power of the base of the b

Podcasts have evolved into a compelling storytelling medium, but how commercially attractive are they?

odcasting, like Netflix, Bitcoin and *Game of Thrones*, has grown from something that an annoying friend kept telling you about into an enormous global phenomenon.

According to Apple, there are more than 550,000 different podcast series on iTunes alone, and shows like *Serial, My Dad Wrote A Porno* and *The Ricky Gervais Show* have all proved that podcasting is a medium with well-established popularity.

Podcasts weren't always such high-profile affairs; the first examples started as RSS feeds released by hobbyists in 2003. By 2004, the term 'podcasting' was being used to describe the format, and in 2005 Apple added support for podcasts to iTunes.

Fast forward to today, and the universe of podcasting is vast, spanning almost every imaginable genre including news, entertainment, cookery and sports. The number of podcast listeners grew by more than 200% from 2013 to 2017, reaching a total of 78 million by the end of 2017. In fact, some of the most popular shows rake in comparable audiences to major TV productions.

Adam Shepherd

For example, the first episode of last year's *I'm A Celebrity, Get Me Out Of Here* – which was the UK's most-watched, ad-supported television programme outside of the World Cup – drew 13.7 million viewers. When the team behind *Serial* launched its latest podcast *S-Town*, it cracked ten million downloads in just four days.

Serial and S-Town are backed by non-profit public broadcasting entities, but most podcasts aren't so lucky; they need to find other ways to sustain themselves. One of the most common is listener donations through platforms like Patreon, which allow fans to sponsor their favourite creators for a certain amount per month.

These campaigns can be surprisingly successful, too. Satirical news show *Chapo Trap House* has more than 25,000 sponsors on Patreon, who contribute a total of more than \$115,000 every single month. Horror podcast *Last Podcast On The Left* makes more than \$50,000 per month from its Patrons, while Canadian news podcast Canadaland makes almost \$27,000 a month.

For Anushka Asthana, *Guardian* journalist and host of the paper's *Today in Focus* podcast, the format has allowed her to engage with her audience in a deeper way than ever before. I ALSO FIND THAT THROUGH PODCASTING I HAVE DEVELOPED A MUCH CLOSER RELATIONSHIP TO LISTENERS THAN WAS EVER POSSIBLE 

Find out more

Anushka Asthana, host of The Guardian's Today in Focus Podcast will be on Stage 3 - Story Crafters, Thursday, 21 March, 10:55 AM

"We are reaching audiences who are put off by more traditional radio formats, and who are used to the high production quality of US podcasts," she says. "We are able to cover the news in a really serious and in-depth manner but in an accessible way.

"I also find that through podcasting I have developed a much closer relationship to listeners than was ever possible either through writing for a paper or website or reporting on TV bulletins," she continues. "It's the future!"



OF PODCAST LISTENERS TYPICALLY LISTEN TO ALL OR MOST OF A PODCAST Some advertisers have already spotted this and moved to capitalise; the advertising revenue of podcasts as a format has grown tenfold in just four years, according to PwC's 'Global Entertainment and Media Outlook 2018-2022' report. Hernan Lopez, CEO and founder of podcast network Wondery, says advertisers are champing at the bit to get their brands on his network.

"We sell all our inventory in the US directly to clients and ad agencies and, as an industry, we have managed to keep the ad experience a positive one for consumers and advertisers alike," he says.

"Most ads are read by the hosts of the shows, organically integrated into each episode, and have through-the-roof degrees of brand lift and direct sales."

"Podcasting is one of the most exciting means for advertisers to connect with an engaged, often educated audience who are looking for content they can learn from," agrees Catherine Cribbin, industry initiatives manager at IAB UK.

"The opportunity for advertisers to tailor advertising to the subject matter and the sponsor read (or sung!) endorsements mean that ads often fit seamlessly into the environment; I still have Jessie Ware's mum, Helena saying 'Oh Jessie, I love a Rioja' chiming around my head from the latest episode of *Table Manners*."

However, building a reliable advertising market in any medium relies on the ability to accurately measure the success of a campaign, and while reliable metrics for podcast advertising may have lagged behind more established mediums like TV and radio in the past, they have rapidly caught up. In December 2017, the Interactive Advertising Bureau (a US-based sister organisation to the IAB UK) launched its Podcast Measurement Technical Guidelines, establishing a shared set of standardised metrics for the podcasting industry which measures a podcast's number of downloads, listeners and ad deliveries. This was followed by a certification system for podcast publishers to show that they are adhering to these guidelines.

NPR, one of the industry's largest podcast producers, has also been working on this issue, creating the Remote Audio Data (RAD) system to provide publishers and advertisers with a more in-depth overview of listener activity by identifying exactly how far into a podcast they get.

The answer, it turns out, is pretty far. 80% of podcast listeners typically listen to all or most of a podcast, according to a study by Edison Research, which can partly be attributed to the fact that podcasters provide their listeners with a trusted voice – one that they can establish a personal connection with.

Podcasters like Asthana put a lot of work into earning and maintaining that trust, so she says it's very important to ensure the ads on her podcast are a comfortable fit.

"The pieces are heavily produced and sound designed," she says; "We want to offer a very high level of quality."

The podcast medium has experienced a meteoric rise over the last five years, and it doesn't show any signs of stopping; as Lopez points out: "Higher revenue is bringing even higher-quality content, which in turn is bringing more listeners to the medium."

"Really," he says, "we're just getting started."



The lost art of **face-to-face** communication

Despite the ease of email and simplicity of social media, meeting people in real life is still essential for successful business relationships.

James Morris

ccording to an Ofcom report from 2018, the average person in the UK now spends more than one full day a week online, double the duration of ten years earlier. A large proportion of this time is taken up by different forms of communication, with around a third being via social media, according to Global Web Index. These figures show just how much the way we relate to each other has become biased towards digital online systems. Facebook, Instagram, Skype, Twitter, and the venerable email are clearly taking precedent over talking to each other in the flesh. But how much have we lost along the way?

Concern has been rising for some years about the social impact of this shift from the physical to the virtual. Back in 2011, American psychologist Sherry Turkle coined the phrase "alone together" in her book of the same name. She was referring to our tendency to compulsively communicate via social networks when at home on our own, and ignore our physical companions in favour of our smartphones when out with friends. Amongst young people, dubbed "digital natives", a crisis of epidemic proportions is regularly cited from teen overuse of social media, which can sometimes have tragic consequences.

The average American worker spends 28% of their working day reading and answering emails



But the impact of online communication on the way we do business is just as substantial, if not more so. Online conferencing systems like Skype have made the expense of business travel seem like a massive waste of money. As far back as 2008, *The Scotsman* newspaper ran the headline "Video killed the passenger numbers" in response to falling business air traveller income. According to McKinsey, the average American worker spends 28% of their working day reading and answering emails – more than twice the time spent on the phone.

Unless you work for an airline, it's hard to see the downside from reducing air travel budgets and carbon emissions thanks to videoconferencing. Nevertheless, there are clear negative side effects to not meeting your clients and customers in the real world alongside these virtual forms of communication. Even with videoconferencing, as you generally just see a talking head, it's very easy to miss visual cues that can tell you the meaning of what is being said. With purely text-based communications like email, instant messaging and most types of social networking, you have even less to go on, and very frequently can fail to spot humour, anger, and (particularly) irony, sending the conversation off in entirely the wrong direction. This is something no amount of different types of smiley and emoticon could ever fix.

For this reason, big networking events remain an essential feature of the business landscape. Although many have fallen by the wayside over the last decade or so, huge festival-like conferences such as CES in Las Vegas for technology and SXSW for film, music and media in Austin go from strength to strength. If you're in marketing, branding, or advertising, there's Advertising Week, with conferences running year-round in London, Mexico City, Tokyo, Sydney and New York. These kinds of events are far from an excuse to attend a massive party at your company's expense. They are an opportunity to build the kind of relationships that are simply impossible online, which can then be empowered by further digital connection.

"Nothing will ever beat in-person communication," argues Rebecca Eaves, director of Advertising Week Europe. "Humour, empathy, listening to the unspoken as well as the spoken are all so much more powerful in real life. Social networks, like all networks, can be both brilliant and challenging - we have greater knowledge and insight into what our peers are up to, think about and have passion for. These are all good conversation starters, but they are never the whole picture. Virtual networks abound and are the starting point for most talent searches, job hunts and business leads. But nothing can replace the phone call, the chat over a coffee, a face-to-face conversation in building relationships, networks and businesses."

The benefits of physical meetings and "just picking up the phone" aren't only about the emotional aspects of doing business. There are very quantifiable advantages to eschewing heavily text-focused online media in favour of real-time alternatives like a meeting or telephone conversation. Whilst email and instant messaging leave a trail that can often be searchable, which is handy for keeping track of who asked for what, there is always a delay in responses that can cause a decisionmaking process to drag on for much longer than it should. A well-managed meeting with all stakeholders present can, in theory, make decisions straight away, which will lead to greater productivity.

For related reasons, the instant to-and-fro of an in-person discussion can engender much faster creative thinking than slowly swapping thoughts over an extended period of text-based exchanges. The beauty of a big conference-style event is that all the important people related to a particular area of business are likely to be present. So you can meet up with them and potentially develop new concepts and connections quickly that can then be built into something valuable via more remote means afterwards.

If you're in the marketing, branding, or advertising businesses, you can inaugurate new strategies at an event like Advertising Week Europe that will set the tone for the rest of the working year. "We aim to enlighten, educate and entertain by bringing the brightest and the best in advertising together," explains Eaves. "The thought leadership programme is the beating heart of the week, but the celebration of our industry, bringing together talent to meet, debate and have fun, is also a really important part of what we do. Our Mixing Hours at the end of each day are open to all and are a chance to unwind and meet up with fellow delegates. For those invited to lunches, dinners or our concerts the opportunity to entertain colleagues, make friends and new business contacts is front of mind. And we particularly love it when creative collaboration during the week initiates something much longer-lasting in real life. Our Culture and Commerce lunches, where we pair up an organisation such as WACL or the IPA with a media partner such as Grazia or MIQ, are great examples of this."

None of these types of outcome would be easy, or even possible, to achieve purely via email, social networking or instant messaging. The technological developments of the last decade have undoubtedly revolutionised how we communicate, and whilst there are problems and dangers from them, overall the net result has been a shift towards much higher levels of communication. This has enabled flexible working and a faster pace of business. But these benefits should always be seen as an augmentation and enhancement of our traditional modes of interacting with each other. Because if we truly lose the art of face-to-face communication, we will lose a core part of why we do business in the first place - and most of the enjoyment with it.



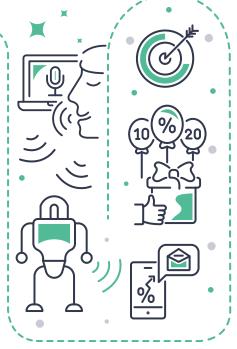
People don't react badly to advertising They react badly to creepy.

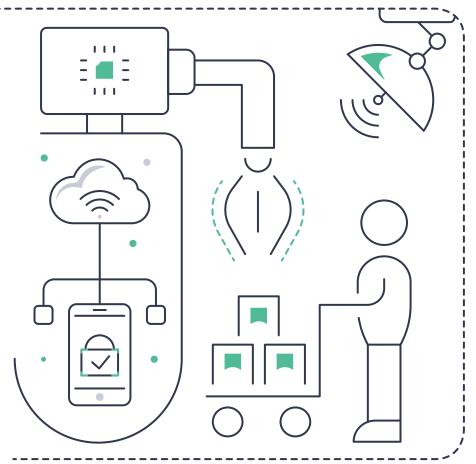
Stuart Andrews

ersonalised ads aren't a new phenomenon – how many times have you been chased from website to website by an ad for a product or your next dream holiday? Yet something's changing in

the way that ads are using personalisation and in the extent to which they can be personalised. Big data analytics, machine learning and other forms of AI are bringing advertisers closer to a fuller understanding of existing and potential customers, enabling them to refine their messaging and target the right customers using the right channels with precision that just wasn't possible before. With the right content and the right approach, this could enhance the experience not just for advertisers, but for individual customers as well. Advertisers have spent years trying to develop this kind of deeper understanding, moving from telephone and paper-based surveys and old-school focus groups to online polls and surveys. As online media and online stores took off, advertisers were quick to make use of the new streams of data to serve adverts that targeted specific users based on their search history, browsing behaviour, past purchase history and more.

Yet the new breed of data-driven advertising goes further. Advertisers can take this information – not to mention a wealth of information available through social media – and employ predictive analytics and machine learning to get even closer to their audience. As Megan Higgins, director of retail analytics for PwC puts it, "through artificial intelligence and, particularly machine learning, we're able to crunch a lot more different data points now to really get to the heart of what





a customer wants and needs, then we can also combine sentiment analysis and natural language processing to understand people's emotions associated with those products and communications too."

Harnessing insights

This doesn't necessarily mean targeting specific customers based on their personal data, but analysing aggregate data to find patterns of interest, social sentiment and behaviour. These can be used to focus in on more specific personas, then look for matches with potential customers as they interact with stores, media and ads. This makes it easier to present other products or options in line with their preferences or personalise ads so that they have maximum impact on an individual who fits that more clearly-defined persona.

What does this mean? Well, it might mean ads where the products or the content are tailored to the individual, or that target the most appropriate channels at the most appropriate frequency with the messages, images and products that are most likely to be relevant to them. Together, data, analytics and machine learning might not just help advertisers refine their picture of the customer but understand the most effective way to reach them. And the same technology can also drive more dynamic forms of advertising, where components including video, audio, text and graphic elements can be recomposed for different audiences on the fly. These systems could also predict which versions of an ad will perform better with specific audiences through specific channels.

The benefits for advertisers are clear: in

Megan Higgins's words "understanding who your customers are and what they want and need, but also then being able to optimise your marketing spend and marketing channels so that you're reaching the right people, but without spending on an audience that's wrong for your brand." Yet this has knock-on benefits for the customer too. They get relevant communications in a form and at a frequency that's right for them. In the words of Sam Tomlinson, who heads PwC's Customer, Marketing and Media Insight team, "the benefit of this type of approach is that you're serving people the type of ads for the types of products and services that they will be interested in - and doing it in a way that is a pleasant or at least bearable user experience, rather than one that makes them feel uncomfortable."

> TECH STARS

Come and learn more The Future of

Personalisation, Presented by PwC, Stage 2 - Tech Stars, Wednesday, 20 March, 11:30 AM



Avoiding creepy

This, of course, is the big concern around personalised ads; that they intrude on customers' privacy and run the risk of giving them a bad dose of the creeps. "People don't react badly to advertising" Tomlinson suggests, "they react badly to creepy or inaccurate or intrusive advertising." The growth of retargeting, where companies track the browsing history on their website to serve ads has sometimes been at fault here, while early experiments with Channel 4's personalised ads, which adapted the ad for the individual viewer, haven't always been met with an entirely positive response.

Keeping things on the right side of creepy is a question of the data you use and the overall approach – though much of this is governed by GDPR. Advertisers can use personal data harvested directly from the individual, but GDPR stipulates that any data so used needs to have been gathered with the informed consent of the individual for the specific purposes it's being used for. However, where data is aggregated and anonymised, so that it's impossible to identify an individual through reasonable means, it's not bound by the same regulations.

Making inferred decisions based on that aggregate, anonymous data still works when personalising ads for a wide range of personas. As Sam Tomlinson notes, people react badly to retargeting because it is "very obviously responding to something they've done personally." Making the link less solid and more abstract changes the experience. "If you are targeting someone with the type of holiday that people like them are interested in" he adds, "then that's a lot less creepy, it's clearly more GDPR-compliant, and it's much more likely to get a positive response."

Whatever approach advertisers take to gathering and using data, a successful personalised campaign isn't just about raw inputs and outputs. Megan Higgins believes it's a case of "you can count the numbers, but the numbers don't always count. There's always a creative element to any advertising, and really understanding your brand and the brand's positioning combined with what the analytics tell you," she says, "It's not just about that 1:1 interaction from a data perspective." A data-driven approach and machine learning will get you closer to the customer, delivering insights you would never gain through any other means, but it's a way to optimise for the audience and the channel - and one that will still take testing, learning and careful application to get the best results.



Tech Stars Highlights

Technology presents brands with endless opportunity and risk in equal measure. Issues of brand safety, fraud, trust and transparency are put under the microscope with full-days of programming dedicated to AI, AdTech, Retail & Martech.

Al Isn't Coming, It's Here

MONDAY 18 MARCH, 9:30 AM, STAGE 2 - TECH STARS

Al is alive and kicking. The impact of AI is already visible across Europe, with technology innovations influencing leading brand campaigns, and positively affecting the returns of digital advertising initiatives. We'll show you the proof. But let's not forget the human power working away in the background. All will be explored in this enlightening session, putting an increasingly mainstream technology under the spotlight.

PRESENTED BY XAXIS

Advertising & AI: The Imitation Game

MONDAY 18 MARCH, 4:30 PM, STAGE 2 - TECH STARS

Take part in a world first* - the advertising industry's own Turing Test. Man and Machine will be pitted against each other for you, the audience, to play spot the difference. The session also outlines cutting edge case studies from work that embraced AI to help deliver extraordinarily creative ideas. Join Sarah Golding, IPA president and chief executive officer of The&Partnership along with some very special guests. *Probably!

PRESENTED BY

Automation 2020

TUESDAY 19 MARCH, 4:30 PM, STAGE 2 - TECH STARS

Despite the complexity of the digital supply chain, automation continues to influence the process of buying and selling. As this process evolves, quality data, brand safety and delivering on high-quality user experiences are essential. But what is next. and what will automation look like in a year's time? And more so, how can businesses small and large benefit and optimise growth through automation?

The Future of Intelligent Search

THURSDAY 21 MARCH, 4:30 PM, STAGE 2 - TECH STARS

Image and voice search are becoming more integrated into daily life. From usertailored fulfilment capabilities of devices like Amazon Echo and Google Home, to discovering billions of ideas through Pinterest visual search technologies, our search behaviour isn't only expanding, but evolving. Come and learn about the current capabilities of search, as panelists unpick best practice methods for measuring and understanding customer search behaviour.



The women that changed advertising

How women have shaped landmark ad campaigns for more than a century.

Rebecca Gillie

"I ♥ NY", "We Try Harder", "the Lynx

effect"... these ad campaigns are so familiar they have become part of everyday speech.

Another thing they have in common is that they are all the work of pioneering female creatives who battled their way to the top of the male-dominated advertising industry.

When the first modern advertising agencies appeared on both sides of the Atlantic in the 19th century, women were seen as passive consumers of marketing rather than active participants in how ads were shaped.

That began to change when Helen Lansdowne was hired by US firm J. Walter Thompson Co. in 1908, becoming the first ever female copywriter at a major advertising agency.

Immediately, Lansdowne made her presence felt. Her adverts for Woodbury's Facial Soap – which depicted sensual clinches under the slogan "A skin you love to touch" – are credited with introducing sex appeal to marketing, changing the industry forever. Her most enduring legacy, however, is the creation of J. Walter Thompson Co.'s Women's Editorial Department. Before American women had even won the right to vote, the department's all-female staff worked on major ad campaigns for household goods, toiletries and cosmetics.

In the process, the department helped to make advertising one of the few professional fields where women could hope to make a career – paving the way for the female executives who would rise to the top in the "Mad Men" era.



None more so than Mary Wells Lawrence, who started her career in 1951 as a department store copywriter and went on to become the first ever female CEO of a company listed on the New York Stock Exchange as founding president of Wells, Rich, Greene.

It was Lawrence who came up with one of the most famous gambits in advertising history. While working on a campaign for Alka Seltzer, she suggested that the ad show two tablets dropping into a glass of

water instead of one. Sales doubled

Lawrence was one of a host of creative and ambitious women who made their mark on Madison Avenue ad agencies in the 1960s. alongside the likes of Phyllis Robinson and Judy Petras.

As is so often the case through history, these female trailblazers did not always get the credit they deserved.

Lawrence's contemporary at Doyle Dane Bernbach, Paula Green – supposedly the inspiration for Mad Men's Peggy Olson - used her struggle for recognition to inspire one of the most memorable ads of the 20th century.

creating a call rental firm Avis, then heav lagging behind market lea Hertz, she ci up with the slogan: "Wh In 1962, tasked with creating a campaign for car rental firm Avis, then heavily lagging behind market leader Hertz, she came

slogan: "When want to be the you're only No. 2, you try best woman; harder".

Δινίς I want to be executives were nervous the best about adopting a tagline which embraced

the firm's struggle to compete, but the ads proved so successful that Avis continued to use the "We try harder" campaign until 2012.

Green, who went on to lead her own agency, would later reflect that the message was "somewhat the story of my life", as an ambitious creative who spent her early

career in meeting rooms where she was frequently the only woman.

Her story is one of those featured in Advertising Week's first ever animated video series, Craftsmen of Creativity, which highlights some of the trailblazers who transformed the industry.

The spirit of the early female advertising pioneers lives on in the likes of Tiger Savage, the visionary behind the iconic "Lynx effect" tagline, as well as award-winning campaigns for brands like Nike, Levis and the BBC.

Head of art at M&C Saatchi London until 2010, Savage remains one of the most prominent women in the industry and "something of an advertising brand in her own right", as industry magazine Campaign put it in 2010.

"To me, it's about the work," she told The Independent in 1998. "I don't want to be the best woman; I want to be the best."

"Tiger was always sensational and someone who I thought of as truly creative in everything she did," says Kerry Glazer, CEO of marketing services consultancy AAR.

"From her ability as a designer and art director to her nose for great emerging talent on the music scene through to her personal style - the latter of which everyone tended to focus on rather than her work."

Glazer highlights Patricia Mann as another huge inspiration. Mann started her career at J. Walter Thompson in 1959 as a copywriter, and worked her way through the ranks to become one of the firm's vice presidents, a position she held from 1981 to 1997.



"Patricia was my original 'if you can see it, you can be it' person," says Glazer. "She navigated her way elegantly through a male-dominated environment making only friends and never enemies.

"Above all, she was unfailingly kind and cared passionately about helping other women move up the ladder of seniority and achievement."

Getting more women into senior roles isn't just about advancing female achievement. From a business perspective, gender diversity in the workplace just makes sense.

"It brings everything," says Glazer. "Balance, empathy, productivity, collaboration and inspiration. How could you not want that?"

IMPACT 7MAKERS

Find out more

Women from across the advertising industry will unite for 'Who Run the World?' Stage 1 - Impact Makers Tuesday, 19 March, 1:15 PM.

TRANSFORMING THE VALUE OF DATA FOR EVERYONE

Data is the key to creating meaningful interactions at scale between consumers and the brands they love. As the data foundation for the world's best marketers, we are dedicated to helping marketers reach audiences with relevant messages, achieve superior business results and deepen customer connections.

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Impact Makers Highlights

Impact Makers brings together thought leadership with social good at the core. Be inspired by four days of content on Diversity, **Empowerment, Brand Purpose, Industry** Progress and Civic Engagement.

Read Between the Lines

timeTo: Where do you draw the line?

with Sadig Khan

In Conversation The Business Revolution for Inclusion

MONDAY 18 MARCH, 10:15 AM, STAGE 1 - IMPACT MAKERS

A £300 million restructure, a radically evolved brand identity and a change in strategic direction where is WPP heading under the leadership of Mark Read? Mark, the successor to Sir Martin Sorrell at WPP, the world's largest advertising group, became CEO under a global spotlight in September 2018. Promptly expediting the transformation of this immense ship, he has plans to return the business to growth. Join Kathleen Saxton, founder & CEO of The Lighthouse Company fireside chat with Mark Read.

PRESENTED BY THE LIGHTHOUSE COMPANY

MONDAY 18 MARCH, 4:15 PM, STAGE 1 - IMPACT MAKERS

Workplace sexual

harassment is unfortunately present in many industries. In advertising and marketing, 26% of respondents in timeTo's 2018 survey revealed that they had experienced sexual harassment while at work, with 72% of those saying they had been harassed more than once. Come and hear the story of timeTo: how a group of industry leaders are drawing the line and putting an end to advertising and marketing industry. The creative team behind the campaign will be on hand, too.

TUESDAY 19 MARCH, 4:15 PM, STAGE 1 - IMPACT MAKERS

The advertising and media industries are keenly aware of their limited diversity and how this inhibits their ability to build relationships with audiences. Join HuffPost's Global Editor-In-Chief, Lydia Polgreen and London Mayor, Sadig Khan for an enlightening and inquisitive look into his policies and vision. The pair will dive into some of the biggest challenges facing London in a post-Brexit world, diversity in our industry and capital city, and how the current political climate is impacting both.

PRESENTED BY **VERIZON MEDIA** WEDNESDAY 20 MARCH, 1:15 PM, STAGE 1 - IMPACT MAKERS

Caroline Casey's parents knew about her condition from just six months old. But it wasn't until age 17 that she was told she was visually impaired. It has served as a springboard to help tackle an issue pushed to the sidelines of business: disability inclusion. #Valuable is a worldwide call for businesses to recognise the value and worth of the one billion disabled people globally. Joining her is Paul Polman, former Unilever CEO for over a decade and avid supporter of the campaign.

Five things you never here about the about the balance of the second sec

Heather Taylor

2019 marks the 47th birthday of the iconic Andrex puppy. Seemingly storming onto our screens overnight, what don't we know about this mischievous little face?





Since the 1972 advert aired, there have been over 120 adverts with 120 dogs.



Andrex has long been committed to training puppies to become guide dogs. In 2012, the brand partnered with Guide Dogs UK raising money to finance the training of 40 puppies as guide dogs. The money was raised through sales of a limited-edition soft toy Andrex puppy with portions of the sales going towards the charity.

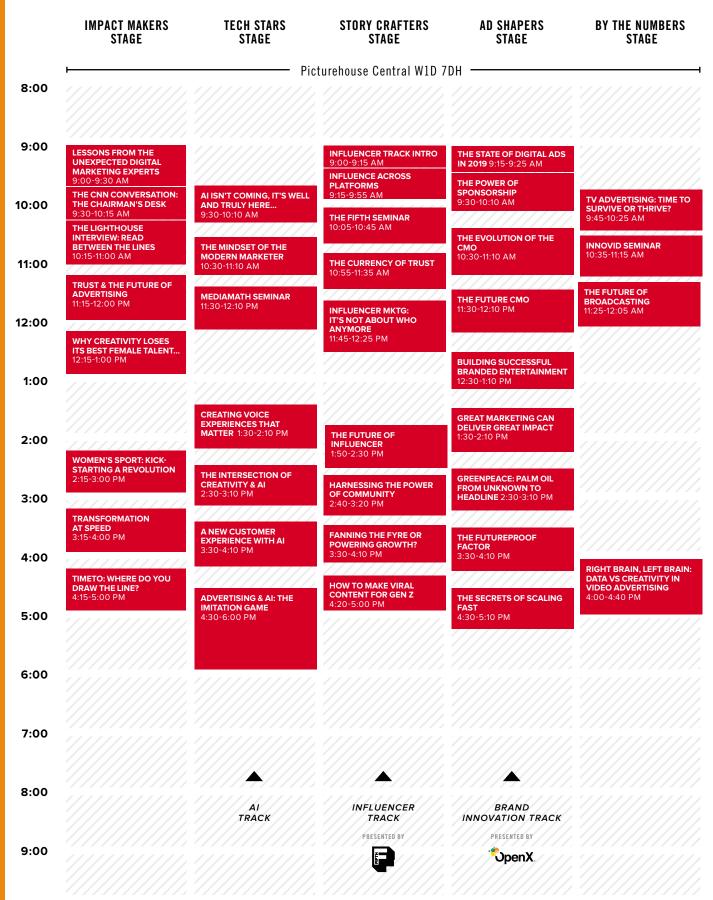


Hey there, animated pooch! In 2011 creative studio Framestore made over the Andrex puppy with a dash of CGI visual effects.



For Andrex's 75th anniversary, the company aired a special, wordless advert showcasing footage from early commercials. Toilet paper unravels towards an older pooch and a Labrador puppy suddenly accompanies the senior dog. The pair play around together before they're joined by the rest of the family with the tagline "Andrex: Loved by families for 75 years".

ADVERTISINGWEEKEUROPE SCHEDULE Monday



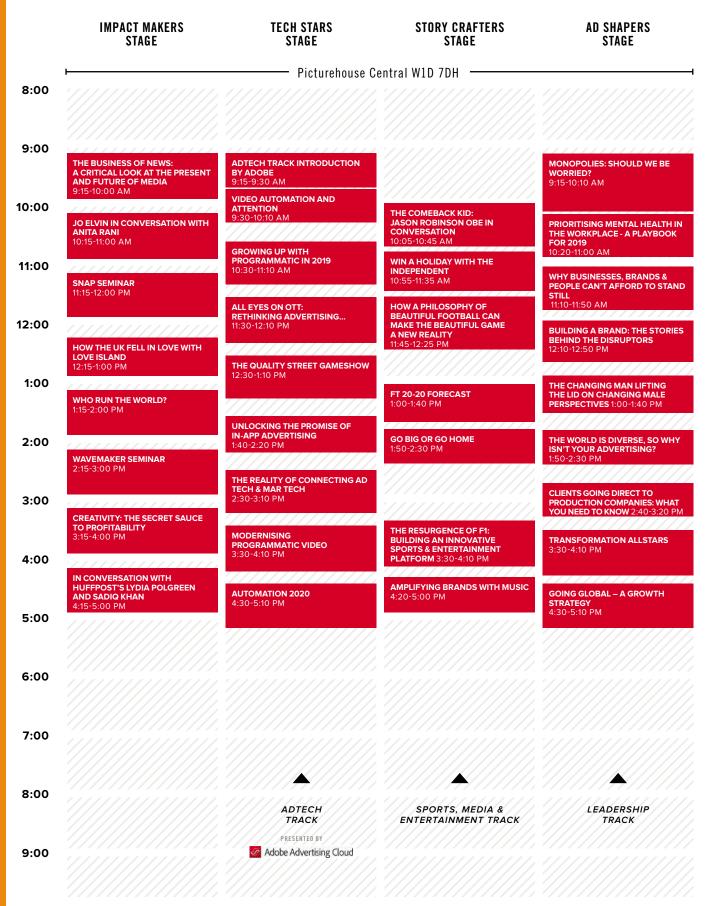
All stages located at Picturehouse Central. Seating is on a first-come, first-served basis. Arrive early to help ensure admission. Find the latest listings & registration at ADVERTISINGWEEK.COM/EUROPE

SEMINARS WORKSHOPS NETWORKING EVENTS

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ADVERTISINGWEEKEUROPE SCHEDULE Tuesday



All stages located at Picturehouse Central.

Seating is on a first-come, first-served basis. Arrive early to help ensure admission. Find the latest listings & registration at ADVERTISINGWEEK.COM/EUROPE

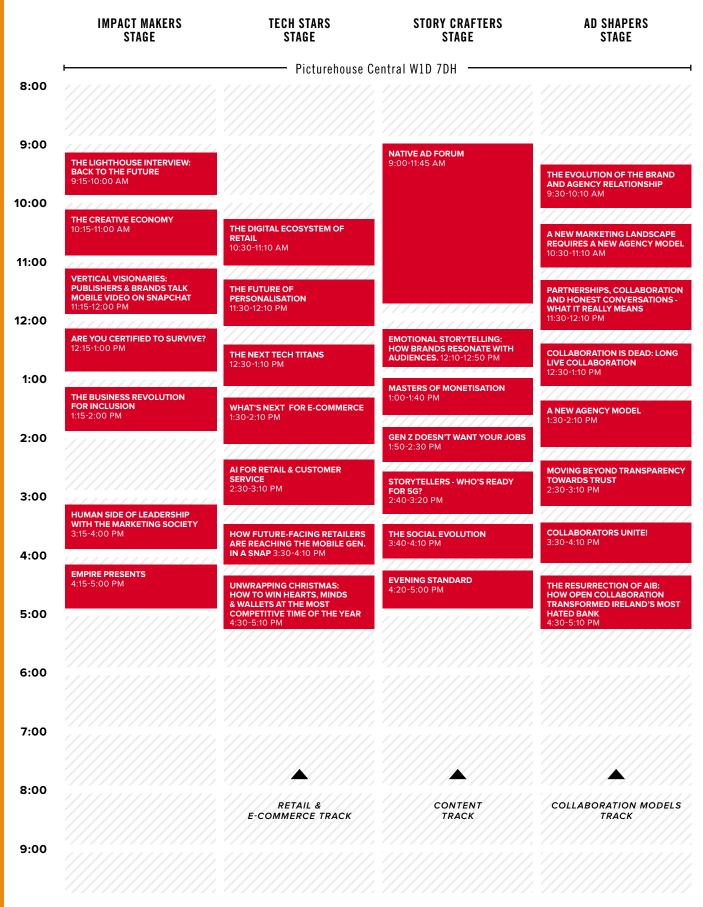
SEMINARS

WORKSHOPS NETWORKING EVENTS



T U E S D A Y

ADVERTISINGWEEKEUROPE SCHEDULE | Wednesday



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All stages located at Picturehouse Central.

Seating is on a first-come, first-served basis. Arrive early to help ensure admission. Find the latest listings & registration at ADVERTISINGWEEK.COM/EUROPE

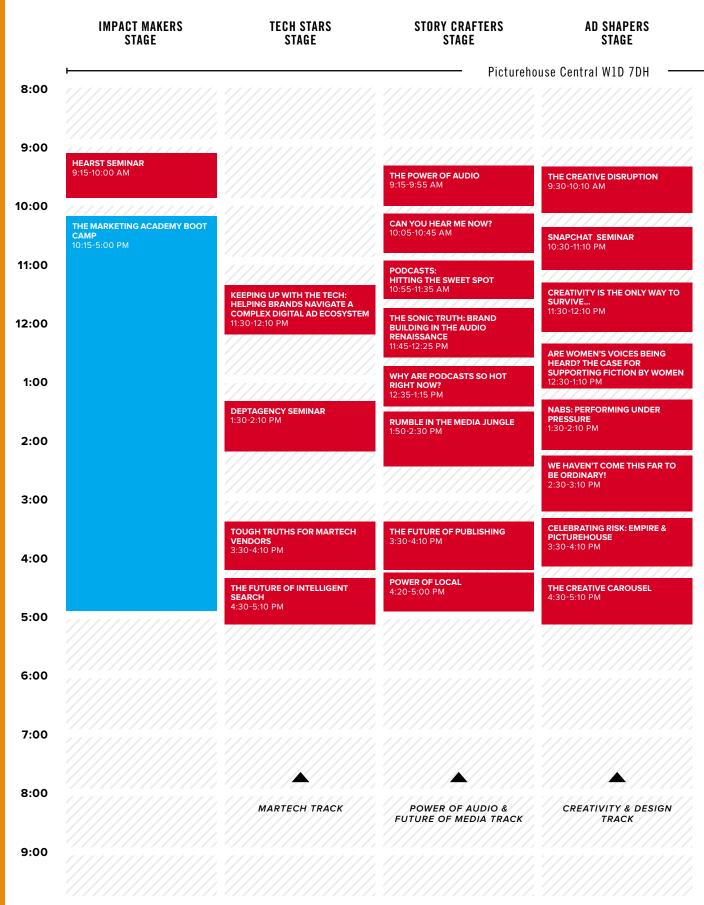
SEMINARS

WORKSHOPS NETWORKING EVENTS



W

ADVERTISINGWEEKEUROPE SCHEDULE | Thursday



All stages located at Picturehouse Central.

Seating is on a first-come, first-served basis. Arrive early to help ensure admission. Find the latest listings & registration at ADVERTISINGWEEK.COM/EUROPE

SEMINARS

WORKSHOPS NETWORKING EVENTS



Т Η U R S D A Y 0 • • • •

—— 18 March 2019

MONDAY Day one of Advertising Week Europe

Today we kick off proceedings as three titans take to the stage: Michael Roth (IPG), Anne Finucane (Bank of America), and Mark Read (WPP). Elsewhere, our dedicated programming tracks demystify three of our industry's most current issues: Al, Influencer Marketing and Addressability, while our Brand Innovation track, presented by OpenX, asks exactly what it takes to be a brilliant CMO. We'll then be turning our attention to an important question on Stage 1 - Impact Makers, as the team behind #timeTo asks how we can end sexual harassment within our industry for good. We finish the day with our Opening Gala hosted at The AllBright, a networking club for businesswomen, and all round celebrators and champions of female empowerment.

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ADVERTISINGWEEKEUROPE SCHEDULE Monday

8:00-10:00^{AM} RONNIE SCOTT'S JAZZ CLUB



The Guardian Leadership Breakfast Brexit: Where Next For The UK?

The Guardian returns as host for the opening leadership breakfast of #AWEurope 2019 at the iconic Ronnie Scott's.

Join Katharine Viner, Editor-in-chief of *The Guardian*, as she discusses Brexit, Britain's place in Europe and the role of the media.

Katharine Viner Editor-in-chief, THE GUARDIAN

PRESENTED BY THE GUARDIAN

9:00-9:30^{AM} IMPACT MAKERS STAGE



Lessons From The Unexpected Digital Marketing Experts

Meet the famous faces challenging best practices and paving new learnings for the ad industry.

Nicola Mendelsohn CBE VP EMEA, FACEBOOK presented by FACEBOOK

9:00-9:15^{AM} STORY CRAFTERS STAGE

Influencer Track Introduction

Check AdvertisingWeek.com/Europe for latest updates.

PRESENTED BY **THE FIFTH**

TRACKS

ARTIFICIAL INTELLIGENCE Tech Stars Stage

INFLUENCER

MARKETING Story Crafters Stage PRESENTED BY

BRAND INNOVATION Ad Shapers Stage PRESENTED BY "OpenX.

EVENTS

SEMINARS

SPECIAL EVENTS

9:15-9:55^{AM} STORY CRAFTERS STAGE

Influence Across Platforms

Discover the future of influencer marketing with a panel of experts discussing the latest platforms, content and technology.

MODERATOR Andrew Canter Global CEO, BCMA William Soulier Founder & CEO, MODEL VILLAGE Adam Williams Chief Revenue Officer, TAKUMI

9:15-9:25^{AM} AD SHAPERS STAGE

The State Of Digital Advertising In 2019

Digital has fundamentally changed the way brands must think about advertising. Changing media consumption habits, a growing numbers of devices and channels available for reaching audiences at scale and the introduction of new technologies, like the forthcoming development of 5G, are making it that much easier for brands to make memorable connections with consumers.

OpenX VP of EMEA, Gavin Stirrat kicks off the Brand Innovation Track at Advertising Week Europe with his take on the current state of digital advertising.

Gavin Stirrat VP, Partner Services, OPENX

PRESENTED BY **OPENX**

9:30-10:15^{AM} IMPACT MAKERS STAGE



The CNN Conversation: The Chairman's Desk

As we're faced with political divisions on both sides of the Atlantic, corporate leaders are stepping up to bring communities together. Elevating initiatives around empowerment, diversity and inclusiveness is more important now than ever as brand purpose continues to anchor in growing share of mind and share of spend. CNN Europe Editor Nina Dos Santos is joined in conversation with champions of empowerment and equality. IPG Chairman & CEO Michael Roth, and Bank of America Vice Chairman, Anne Finucane.

MODERATOR Nina dos Santos Europe Editor, CNN Anne Finucane Vice Chairman, BANK OF AMERICA Michael Roth Chairman & CEO, INTERPUBLIC GROUP

9:30-10:10^{AM} TECH STARS STAGE

Al Isn't Coming, It's Well & Truly Here – & We'll Prove It!

Al is alive and kicking. The impact of Al is already visible across Europe, with technology innovations influencing leading brand campaigns, and positively affecting the returns of digital advertising initiatives. We'll show you the proof.

But let's not forget the human power working away in the background.

PRESENTED BY XAXIS

ADVERTISINGWEEKEUROPE SCHEDULE | Monday





MONDAY 18 MARCH TO THURSDAY 21 MARCH CULTURE & COMMERCE LUNCH SERIES

12:15-2:00 pm Fortnum & Mason

OPEN TO PLATINUM DELEGATES & BY INVITATION

9:30-10:10^{AM} AD SHAPERS STAGE



The Power Of Sponsorship Hear how one of Britain's greatest brands has partnered with AEG to transcend culture forever.

. Nina Bibby Chief Marketing Officer, O2 UK Paul Samuels EVP, Global Partnerships, AEG

9:30-10:10^{AM} WORKSHOP STAGE

Attract A Wider Talent Pool By Becoming More Neurodiverse Friendly

Neurodiversity isn't a new concept but research and best practice in the public domain remains limited. The panel will discuss measures businesses can implement to be better placed to attract neurodiverse talent.

MODERATOR KATE BURNET MD of DMA Talent, DMA Wayne Deakin ECD, HUGE LONDON Lucy Hobbs Founder, THE FUTURE IS ND Matthew Trerise Autism Consultant, Training & Liaison, NHS BRISTOL AUTISM SPECTRUM SERVICE

9:45-10:25^{AM} BY THE NUMBERS STAGE

TV Advertising: Time To Survive Or Thrive?

Viewing of broadcast television has fallen consistently since 2012, the profile of its viewers is getting older whilst there are now more subscriptions to Netflix, Amazon and NOW TV than there are to 'traditional' pay-TV services. Social media platforms like YouTube are taking up an increasing amount of young people's viewing time, whilst platforms like Instagram and Facebook occupy an increasing amount of their downtime. What does this mean for the future of TV and the ads that live on it?

There's no doubt that broadcast television has its place but what's being done to evolve and leverage technology to have smarter advertising opportunities that transcend the big screen? Hear a discussion on the future of TV advertising, how brands should be engaging with it, how it can and should evolve and what creative agencies need to be doing to drive innovation in the space.

Dylan Davenport MD, JUNGLE CREATIONS

10:05-10:45^{AM} STORY CRAFTERS STAGE

The Fifth Seminar

Check Advertising Week.com/Europe for latest updates.

10:15-11:00^{AM} IMPACT MAKERS STAGE



The Lighthouse Interview: Read Between The Lines

A £300 million restructure, a radically evolved brand identity and a change in strategic direction, potentially blurring the traditional lines – where are WPP heading in the next decade?

Join Kathleen Saxton, founder & CEO of The Lighthouse Company and practising psychotherapist, for an in-depth, exclusive fireside chat with Mark Read, CEO of WPP discussing his personal journey, vision for the future and how he will ensure success for the business, their enviable list of clients and the 130,000 people he leads.

Mark Read CEO, WPP Kathleen Saxton CEO & Founder, THE LIGHTHOUSE COMPANY

PRESENTED BY THE LIGHTHOUSE COMPANY

10:20-11:00^{AM} WORKSHOP STAGE

Grow Like A Badass Unicorn

We all aspire to grow our companies, and ourselves as individuals. Doing this effectively is something we'd all like to know the recipe for. In this talk, we'll explore some of the key ingredients we've seen for building this success based on three years at Europe's fastest growing company, Deliveroo. We start with marketing and business strategy, however – crucially – we move on to look at how applying our own unicorn-horn, our "growth-mindset," to our personal selves can be the most powerful tool we have in creating the space to thrive.

Alice Ter Haar International Marketing Manager, DELIVEROO

10:30-11:10^{AM} TECH STARS STAGE

The Mindset Of The Modern Marketer

How we need to think wider, further and higher than ever before.

Prompted by advances in tech and the rise of digital, the marketing industry is in flux, buffeted by the winds of constant and accelerating change. To keep pace, marketers must change, too. Facebook's Philippa Snare draws upon her career in marketing to share ideas on how marketers can free themselves of old bounds and shape a modern marketing mindset - wider, further, higher - to survive and thrive through change.

Philippa Snare EMEA Head of Global Bus. Mktg., FACEBOOK

PRESENTED BY FACEBOOK

10:30-11:10^{AM} AD SHAPERS STAGE

The Evolution Of The CMO

The coveted title of CMO has taken on new meanings for different organisations. While some remain focused on effective customer segmentation and demonstrating growth, others shift towards organisation innovation or being the voice of the customer within their organisation. How will the role evolve in the next year and what skills will be prioritised?

moderator Sarah Ellis MD, GRAVITY ROAD

Paul Davies Consumer Marketing Director, MICROSOFT Sarah Warby Chief Growth Officer, HYPERJAR

10:35-11:15^{AM} BY THE NUMBERS STAGE

Innovid Seminar

Check AdvertisingWeek.com/Europe for latest updates.

PRESENTED BY **INNOVID**

10:55-11:35^{AM} STORY CRAFTERS STAGE



The Currency Of Trust

Leaders in organisations of all shapes and sizes are asking the same question: How do we build more trust?

Yet it's not quite the right question to be asking. Trust is given to us; it's something we earn slowly, over time. It sounds simple but it's increasingly challenging when it feels like we are living in an age of trust on speed. Through engaging stories, Rachel explains the four traits that create trustworthy environments and how to empower leaders and employees to harness the true value of trust.

Rachel Botsman Trust Expert & Author

11:10-11:50^{AM} WORKSHOP STAGE

FDX: Future Proofing Brand Decision Making

We make around 35,000 decisions every single day - from what to watch on TV through to choosing our lunchtime sandwich or sushi!

So how can brands be heard through all this mental activity? And which emerging technology opportunities should they be considering to smooth out those pain points within the consumer decision journey? Bringing together our exclusive DX research approach and our highly acclaimed Futures Trends programme, Mindshare reveals how your brand can start to create a future proofed consumer journey.

Julia Ayling Head of Insight, MINDSHARE UK Sophie Harding Trends & Insights Dir., MINDSHARE UK

PRESENTED BY MINDSHARE UK

ADVERTISINGWEEKEUROPE SCHEDULE Monday

11:15-12:00[™] IMPACT MAKERS STAGE



Trust & The Future Of Advertising

Trust is the backbone of a successful ads ecosystem. Now that the opportunity to engage consumers has never been greater, it's more important than ever to deliver the most relevant and helpful ads, while retaining their trust. Join Google's President of EMEA Matt Brittin and Google's Ads & Commerce SVP Prabhakar Raghavan as they discuss trust, privacy and Google's efforts to support an ads ecosystem that works for everyone.

Matt Brittin President, Google EMEA, GOOGLE Prabhakar Raghavan SVP, Ads and GPI, GOOGLE

PRESENTED BY GOOGLE

11:25-12:05™ BY THE NUMBERS STAGE

The Future Of Broadcast

Discover what multiplatform content means for broadcasters and advertisers.

Stéphane Coruble CEO, RTLADCONNECT Sam Glynne VP Branded Entertainment, FREMANTLE

PRESENTED BY RTLADCONNECT

11:30-12:10[™] TECH STARS STAGE

MediaMath Seminar

Check AdvertisingWeek.com/Europe for latest updates.

PRESENTED BY MEDIAMATH

11:30-12:10^{PM} AD SHAPERS STAGE

The Future CMO: How Global Brands Are Tackling Today's Marketing Challenges

Three of today's most influential CMOs will take the stage in this session led by OpenX Co-Founder Jason Fairchild, to discuss how they are innovating to stay ahead and building stronger relationships with consumers in today's increasingly fragmented digital ecosystem. Key topics will include how today's CMOs are leveraging emerging technology, how brands build authentic and lasting engagement and where they see room for advancement in this new era of marketing.

PRESENTED BY OPENX

11:45-12:25^{PM} STORY CRAFTERS STAGE

Influencer Marketing: It's Not About WHO Anymore

2018 was all about brands learning about which influencers to work with, but in 2019 the focus will be on how to activate the influencers. As brands begin partnering with a mix of influencers and putting more marketing budget into the activity, the importance of a good brief that extracts the most creative interpretation will become increasingly important. Adam 'Sven' Williams, CRO of Takumi will be providing guidance to activate influencers in interesting ways, to cut through the noise and win over consumers.

Adam Williams Chief Revenue Officer, TAKUMI

PRESENTED BY TAKUMI

12:15-2:00PM FORTNUM & MASON PICCADILLY



Grazia & WACL Culture + Commerce Luncheon

Join us to celebrate the sixth year WACL and *Grazia* have joined forces at the first (and in our view best!) Culture and Commerce lunch of the week, in Advertising Week Europe. Always a favourite in the calendar, this year we are looking at how work patterns are fundamentally changing, particularly for women and how we can all better thrive at work.

Hattie Brett Editor, Grazia, BAUER MEDIA

PRESENTED BY BAUER MEDIA & WACL

OPEN TO PLATINUM DELEGATES & BY INVITATION

12:15-1:00[™] IMPACT MAKERS STAGE

Why Creativity Loses Its Best Female Talent & What To Do About It

The IPA's figures show change in diversity is glacial. Why do we lose our best female talent just as they're stepping up to leadership roles? And what can we do to change this? We talk about the impact of a lack of flexible working on women's careers, the perception of 'returners' ('you are only as good as your last job'), bias and what we can do to change this. We look at why brands like Diageo care about the make up of their creative teams and why this step-change must fast-track the industry's drive for equality.

Amanda Farmer MD, VMLY&R

Ali Hanan Founder & Creative Director, CREATIVE EQUALS Caitlin Ryan Regional Creative Director EMEA, FACEBOOK Syl Saller Chief Marketing Officer, DIAGEO Shilpen Shilvani Employment Lawyer, GUNNERCOOK

12:30-1:10**

AD SHAPERS STAGE

Building Highly Successful Branded Entertainment Properties With Talent

With marketers increasingly investing in talent-led branded entertainment formats (such as ad-funded programming or consumer live events), and seeing their effectiveness - what are the key components that make them a success?

Leading global talent agency, YMU Group, and MediaCom Beyond Advertising, share openly how they've developed some of their most successful branded entertainment properties with talent and advertisers (with brands such as Vodafone, Berocca, P&O Cruises, M&S, Suzuki and others) - what the learnings were, and the results they delivered.

Maryam Hamizadeh Head of Live, YMU GROUP Leon Harlow Director of Brands, YMU GROUP Paul Tremain Partner, Branded Entertainment, MEDIACOM

1:15-1:55[™] WORKSHOP STAGE



Once Upon A Choice...

At Aardman's heart sits our purpose of, and craft in, storytelling. As the platforms on which we tell these stories change, and the relationship between audience and director shifts so do the techniques used to tell successful and emotionally rich stories.

This talk will take a candid look at some recent interactive adventures Aardman has been on - such as their award-winning VR projects or their recent console game 11-11: Memories retold - considering how they attempted to use story to evoke emotion, and with them an honest account of what they learnt in the process.

Dan Efergan Creative Director, Digital, AARDMAN

1:30-2:10[™] TECH STARS STAGE

Creating Voice Experiences That Matter

Voice-first platforms such as Amazon Alexa and Google Assistant present marketers with a powerful new opportunity to engage customers at scale. Yet, in these early days, many brands seem stuck on novelty experiences that users may try once but rarely return. In this conversation, leading marketers will discuss how they are grappling with this challenge, designing to provide value and encourage the sort of sustained engagement that can unlock the potential of these new - and constantly evolving - platforms.

Patrick Givens VP, Head of VaynerSmart, VAYNERMEDIA Kathryn Maytham ED, Digital, WARNER BROS. PICTURES James Poulter CEO, VIXEN LABS

PRESENTED BY VAYNERMEDIA

1:30-2:10[™] AD SHAPERS STAGE

Great Marketing Can Deliver Great Impact

In this session we'll hear from iconic shoe company TOMS and the ethical advertising platform Good-Loop, how it is infinitely possible to improve the lives of millions of people around the world while creating a for-profit sustainable business model.

Lisa Hogg EMEA Marketing Director, TOMS Amy Williams CEO, GOOD-LOOP

1:50-2:30[™] STORY CRAFTERS STAGE

The Future Of Influencer

Jo Burford, Whalar's Head of Creator Solutions, is joined on stage by three coveted influencers to discuss the new wave of creativity in influencer marketing and what the inclusion of ALL creative voices means for advertising now and in the future.

MODERATOR JO Burford Head, Creator Solutions, WHALAR

PRESENTED BY WHALAR

2:05-2:45^{PM} WORKSHOP STAGE

Sponsorship & Membership: How To Stop Chasing Your Scale

With Apple trying to take control of the publishing industry and with Google and Facebook taking the lion's share of global digital ad spend, media brands are increasingly turning to sponsorship and membership models to secure their future success.

In this session, Jonny will share stories of three publishers who, rather than chasing scale, are focusing on building high value relationships with their partners and readers.

Jonny Kaldor Founder, PUGPIG

PRESENTED BY **PUGPIG**



Women's Sport: Kick-Starting A Revolution

Join *The Telegraph's* Sport team and special guests as they discuss the scale of ambition for women's sport, opportunities for brands and reveal a ground-breaking editorial initiative.

Maggie Alphonsi MBE Rugby World Cup Winner, ENGLAND RUGBY Paul Hayward Chief Sports Writer, THE TELEGRAPH

PRESENTED BY TELEGRAPH MEDIA GROUP

ADVERTISINGWEEKEUROPE SCHEDULE | Monda

2:30-3:10

AD SHAPERS STAGE



Greenpeace: Moving Palm Oil From **Unknown To Headline News**

Greenpeace is known for headline grabbing direct action to help shine a spotlight on environmental issues. In 2018 a different approach was taken, changing tone with a lovable mascot called Rang-tan, an animated baby orangutan, to bring rainforest destruction to life. This talk unpacks how Greenpeace managed to effect attitudes towards palm oil and encourage corporate and consumer behaviour changes

Hermeti Balarin ECD, MOTHER John Sauven Exec Director, GREENPEACE UK

2:30-3:10^{PM} **TECH STARS STAGE**



The Intersection Of Creativity & Artificial Intelligence

Can AI be taught how to be creative without guidance? Can it truly understand what is beautiful and what is art, or will it merely mimic the experts? Join a distinguished panel of award-winning creatives alongside the brightest minds in artificial intelligence and marketing as they answer these questions and more. Find out how far AI can and should go in the creative process during what is sure to be a stirring debate around the hottest topic in advertising

MODERATOR JASON MILLER Head of Brand, MICROSOFT David Shing Digital Prophet, VERIZON MEDIA

PRESENTED BY MICROSOFT

2:40-3:20^{PM} **STORY CRAFTERS STAGE**

Harnessing The Power Of Community

Live streaming services such as Twitch, Mixer, and live features on platforms such as Instagram and Facebook allow marketers engaging ways to connect with consumers and grow their audience How can brands leverage communities within these live environments to provide value and sustain engagement at scale? How can communities come together to experience a moment in real time together, all at once?

Join Adam Harris with key players in the industry who can speak to experiences and best practices for engaging with communities at scale that will best leverage your brand's best assets.

Adam Harris Dir., Custom Solutions Europe, TWITCH

PRESENTED BY TWITCH

2:55-3:35^{PM}

WORKSHOP STAGE

The Future Has Purpose: What Social Good Means For Brand Success

In today's geopolitical landscape, brand and agency leaders must find their purpose in order to inspire their workforce and collectively work toward something bigger than consumerism. In this session, hear from industry veterans with real social impact experience to learn how you can use your powers for good and strengthen your brand.

MODERATOR LINDSAY STEIN US Editor, CAMPAIGN US Rebecca Baron Social Mission Manager, BEN & JERRY'S UK Jason Harris President/CEO, MEKANISM

3:15-4:00^{PM} IMPACT MAKERS STAGE



Transformation At Speed

The Digital Revolution began with a series of technological innovations that quickly coalesced into a completely new connected way of living, working and communicating. After decades of progress and trillions of dollars of investment, why are brands still struggling to navigate these evolutions in technology and the corresponding shifts in consumer behavior?

Join R/GA as they unpack the briefs that every brand should be tackling to transform their business, customer experience and marketing.

Rob Campbell Head of Strategy, EMEA, R/GA LONDON Bob Greenberg Founder & Executive Chairman, R/GA Sean Lyons Global CEO, R/GA

PRESENTED BY **R/GA**

3:30-4:10^{PM} **TECH STARS STAGE**

A New Customer Experience With AI

In 2019 the customer is at the center of everything, and delivering on experience is no longer optional. Marketers are learning to effectively leverage AI to better understand their customer needs and behaviours in real time - and transforming how. when and where they engage with consumers.

3:30-4:10^{PM} STORY CRAFTERS STAGE

Influencer Marketing: Fanning The Fyre Or Powering Growth?

The now infamous Fyre Festival highlighted just how much can go wrong when organising and promoting a large-scale event. They did get one thing right however, they demonstrated the power influencer marketing has to create something, from absolutely nothing perfectly.

But how has it evolved since its inception, how should brands work with influencers and what technology is available to help marketers power growth in this space?

PRESENTED BY INCA

| | 3:30-4:10 ^{PM} | AD SHAPERS STAGE |
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| Snapchat Four Rooms | | The Futureproof Factor Is your business fit for the future? |
| | | Ve live in turbulent times and to weather an ever- changing set of challenges, companies need to future proof themselves to ensure they keep growing. |
| | | The FutureBrand Index reveals how the most futureproof companies are not defined by their age, their sector, their tech or data knowledge but by their ability to consistently align their corporate purpose with the experiences they create. The strength of the connection between why a brand exists and what it does every day is the key to how well positioned they are to succeed in the future. This is especially relevant as new innovation presents both great opportunity bu also new challenges to business as usual planning. |
| | | Terracycle is a company doing just this through groundbreaking innovation. The Loop scheme unites a coalition of major consumer companies to trial refillable and returnable containers for some of the world's leading brands in an effort to significantly reduce waste. |
| | | Laure Cucuron GM, Europe, TERRACYCLE Jon Tipple Chief Strategy Officer, FUTUREBRAND |
| | | PRESENTED BY FUTUREBRAND |
| | 3:45-4:25™ | WORKSHOP STAGE |
| | | Difference Matters |
| | | Our session will cover what the UK really looks like now and how it's changing, showing first-hand the impact that inauthentic advertising will have on your brand. It will offer the opportunity to learn from brands that are leading the way in diverse advertising and understand how to make your bran relevant to the whole of the UK, and not just the shrinking majority. |
| | | John Beardsworth Content Director, MEDIACOM Lindsey Jordan Head of Media Creativity, MEDIACOM Chile Mlemchukwu AD, Partnerships Lead, MEDIACOM Tag Warner CEO, THE GAY TIMES Nafisa Bakkar Co-Founder, AMALIAH |
| | | PRESENTED BY MEDIACOM |
| | 4:00-4:40 ^{₽м} | BY THE NUMBERS STAGE |
| On the ground floor throughout the week | | Right Brain, Left Brain: Data Vs Creativity In Video Advertising |
| | | "Data is great at giving you information, giving you knowledge; but it doesn't give you understanding and that is its great failing." - Sir John Hegarty |
| | | Consumers want to build meaningful personal connections with the brands they engage with. We all know that video advertising presents a huge opportunity to do so - but how can brands ensure their stories will capture their audience's attention? Should we rely on data or creativity? Does one undermine the other, or do they go hand in hand? |

undermine the other, or do they go ha Herdeep Natt Head of Data Strategy, OGILVY

PRESENTED BY TABOOLA

ADVERTISINGWEEKEUROPE SCHEDULE Monday

4:15-5:00^{PM}

IMPACT MAKERS STAGE

timeTo come together timeTo change things for the better timeTo put an end to sexual harassment

timeTo: Where Do You Draw The Line?

It's time to end sexual harassment in the advertising industry.

Hear from the timeTo steering committee, endorsers and creative team on why now is the time to come together as an industry to tackle sexual harassment.

Helen Calcraft Founder, LUCKY GENERALS Kerry Glazer CEO, AAR Pippa Glucklich Vice-President, WACL Lorraine Jennings Director of Services, NABS Stephen Woodford CEO, THE ADVERTISING ASSOCIATION

PRESENTED BY **TIMETO**

4:20-5:00^{PM} STORY CRAFTERS STAGE

How To Make Viral Content For Generation Z

'Going Viral'. A special kind of social media magic that makes your marketing break all the rules and go further than you could have ever predicted. But almost all content never manages to spark a conversation beyond its own extended networks. Viral content is a digital unicorn that's more of a myth than a method. Generation Z are coming of age. We're scrambling to understand them. It's foolish for marketers to think they're just young millennials, they're a completely different breed and brands need to act fast if they are going to capture their imagination. Hannah Anderson has found the formula to making viral content for Generation Z, and she's going to share her secret recipe with you.

Hannah Anderson Dir., Media, Creative & Brand Strat., MEDIA CHAIN

4:30-5:10[™] AD SHAPERS STAGE

Disruptive Influence: The Secrets Of Scaling Fast

Today's breakthrough businesses are scaling fast and building large audiences in the process. From finance to health to retail, they specialise in establishing trust and building tribes of engaged customers – and do it rapidly.

Brought to you by the authors of Mission: How The Best In Business Break Through, this session will explore the new wave of high-velocity businesses - the fast-scaling technology platforms that are disrupting incumbents and redefining their industries.

PRESENTED BY SEVEN HILLS



MONDAY 18 MARCH OPENING GALA Presented by

6:30-8:30 pm

OPEN TO PLATINUM DELEGATES & BY INVITATION

4:30-6:00[™] TECH STARS STAGE



Advertising & AI: The Imitation Game

Take part in a world first* with the advertising industry's own Turing Test. Man and Machine will be pitted against each other and you the audience can play spot the difference...Games aside, this session will also outline cutting edge case studies from clients that have all embraced AI to work alongside agencies and deliver award winning creative ideas.

*probably!

Mark Boyd Co-Founder, GRAVITY ROAD Alex Collmer Founder and CEO, VIDMOB Mike Dodds Global President, PROXIMITY Sarah Golding President, IPA Nigel Gwilliam Director of Media Affairs, IPA Parry Main CEO, PHRASEE Alex Newland Co-Founder & Director, VISUAL VOICE

PRESENTED BY IPA

4:35-5:15[™] WORKSHOP STAGE

New Rules Of Engagement: 3 Unavoidable Trends For 2019

Space is getting tight in the adland graveyard for well-intentioned yet failed forays into thorny #woke issues.

Meabh Quoirin will discuss where offense is worth it, whether we're deluding ourselves over diversity and if our moral compass has shifted to brands once and for all? Who are the brands that genuinely deliver depth and challenge the superficial? Meabh will be a joined by a special guest to reveal more.

Meabh Quoirin CEO & Co-Owner, FORESIGHT FACTORY

PRESENTED BY FORESIGHT FACTORY

5:30-7:30[™] PICTUREHOUSE CENTRAL



AWEurope Mixing Hour Come network and meet your fellow Delegates from all over the world at this special cocktail reception. OPEN TO ALL DELEGATES

6:30-8:30[™] THE ALLBRIGHT



Opening Gala

Join us at The AllBright on Rathbone Place as we celebrate and champion women as inspirational changemakers.

More so than at any time in modern history, business and society are focused on gender equity and ensuring equal pay and opportunity for all. Advertising Week is proud to be on the front lines, fostering change and partnering with *Cosmopolitan* and *Women's Health* and The AllBright for our 2019 Opening Gala.

PRESENTED IN PARTNERSHIP WITH HEARST

OPEN TO PLATINUM DELEGATES & BY INVITATION

19 March 2019 –

TUESDAY Day two of Advertising Week Europe

Join London Mayor Sadiq Khan as he talks about the impact of advertising on the capital. We'll be asking 'Who Run the World?' as a line-up of female leaders share their career 'roses and thorns'. Speed Mentoring returns to Picturehouse Central, as a number of industry leaders share their advice on shaping your career – better think of some questions. We'll also be lifting the lid on Gen Z and gamers, while on our Leadership track, we'll be discussing the future of our industry; from diversity and inclusion to transformation, evolution and disruption. At the end of the day, come and join us for the AW Mixing Hour to network and meet your fellow delegates from all over the world at a special cocktail reception. Open to all delegates.

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ADVERTISINGWEEKEUROPE IEDULE | Tuesd

8:00-10:00^{AM} **RONNIE SCOTT'S JAZZ CLUB**



Promote UK Leadership Breakfast

Day two of Advertising Week Europe kicks off with the Leadership Breakfast Series at the iconic Ronnie Scott's.

As part of the UK advertising industry's first ever Export Month, the Advertising Association, the IPA and the Department for International Trade will be discussing how UK advertising is selling its services around the world. The event will also see the launch of the UK's Ad Exports Report, an annual-tracker of the industry's export performance, produced by the advertising industry.

Stephen Woodford CEO, ADVERTISING ASSOCIATION Janet Hull OBE Promote UK Chair & Dir., Mktg. Strategy IPA JAMES MURPHY Founder, Group CEO, ADAM&EVEDDB

PRESENTED BY AA. IPA & DIT

OPEN TO SUPER + PLATINUM DELEGATES & BY INVITATION

PICTUREHOUSE CENTRAL 8:30-10:00



NABS Speed Mentoring

You've got 10 minutes with some of the biggest names in the industry, what will you ask? NABS Speed Mentoring - a different way to learn from the best - offers delegates the chance to meet leading figures from across adland and ask them burning questions that will help inform, inspire and shape careers. From creative and media agencies to media owners and clients, our mentors have a wealth of experience across the industry and beyond, so don't miss out on this opportunity to learn from some of adland's finest!

Rachel Bristow Dir., Client Partnerships, SKY MEDIA Danny Donovan MD, London, MEDIACOM Caroline Foster-Kenny CEO EMEA, IPG MEDIABRANDS Mark Howe MD, Agencies & Ad Industry Relations, EMEA, G EMEA, GOOGLE Sophie Maunder CEO, VCCP EXPERIENCE DESIGN Sion Owen Charlie Parkin Strategic Partnerships Director, NABS

Rak Patel Head of Sales, UK, SPOTIFY Matt Teeman Managing Director, PRIMESIGHT Jason Trout Managing Director EMEA, UNRULY Diana Tickell CEO, NABS Dallas Wiles Chief Commercial Officer, JCDECAUX

PRESENTED BY NABS

OPEN TO ALL DELEGATES

9:15-10:00 IMPACT MAKERS STAGE



The Business Of News: A Critical Look At The Present & Future Of Media

David Pemsel, CEO Guardian Media Group in conversation with CNN Media and business reporter, Hadas Gold to dissect the current media landscape and look at what the future could hold.

Hadas Gold Reporter, EU Politics, Media & Bus., CNN David Pemsel CEO, GUARDIAN MEDIA GROUP

PRESENTED BY THE GUARDIAN

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TRACKS

ADTECH Tech Stars Stage

PRESENTED BY Adobe Advertising Cloud

SPORTS MEDIA & ENTERTAINMENT Story Crafters Stage

LEADERSHIP Ad Shapers Stage

GEN Z By the Numbers Stage

GAMING & E-SPORTS By the Numbers Stage

EVENTS

SEMINARS

SPECIAL EVENTS

🔵 workshops

ADVERTISINGWEEKEUROPE SCHEDULE Tuesday

9:15-10:10^{AM} AD SHAPERS STAGE

Monopolies: Should We Be Worried?

Today's tech giants are more like countries than companies. It's not just the vast resources at their disposal, but these multinationals also encompass a constitution, a cabinet, a foreign policy, an annual budget and even social policy – with a sphere of influence that can impact the average consumer and the state.

They have cornered entire markets in search, ecommerce, and social media. They have forced the consolidation of their competitors, creating more monopolies.

We'll hear from all sides how the David can best co-exist with Goliath, how can we fully understand our new monopolies, and what we should expect of them.

PRESENTED BY **KELKOO**

9:15-9:30^{AM} TECH STARS STAGE

Adtech Track Introduction By Adobe

An introduction to the AWEurope Adtech track hosted by Adobe Advertising Cloud's Phil Duffield, MD of EMEA.

Phil Duffield MD, Adobe Advertising Cloud EMEA, ADOBE

PRESENTED BY ADOBE ADVERTISING CLOUD

9:30-10:10^{AM} TECH STARS STAGE

Video Automation & Attention

Video data may account for 80% of all website data by 2020, yet 55% of marketers are still manually tracking their video metrics. Here, this panel of experts will uncover how automation can help look beyond the likes and shares, and enhance our understanding of viewers, increase productivity, improve engagement and grow conversions.

9:30-10:10^{AM} WORKSHOP STAGE

How #EmotionAl Can Help Brands Be Heard In The Age Of Distraction

We live in the Age of Distraction - a time when the average human attention span online is now down to just eight seconds, the lowest it's ever been. Brands need all the help they can get to be heard above the din of an increasingly noisy internet. In this interactive session, attendees will learn how Emotion AI can help brands inform their content strategy, minimise risk and optimise their ad content.

Mihkel Jäätma CEO, REALEYES

PRESENTED BY REALEYES



DOWNLOAD THE APP TO NAVIGATE THE WEEK!



9:45-10:25^{AM} BY THE NUMBERS STAGE

You Don't Know Gen Z

A look into the lives of the Gen Z: their thoughts, behaviours and passions, IRL and online. What are their motivations, aspirations and struggles? Who influences them? How do they talk about brands? What is important for them in life? We reveal unexpected insights from We Are Social and Boiler Room before we speak to two influential centennials who took part in their studies.

Alice Bresciani Research & Insights Dir., WE ARE SOCIAL Sam Woods VP Commercial, BOILER ROOM

10:05-10:45^{AM} STORY CRAFTERS STAGE



The Comeback Kid: Jason Robinson OBE In Conversation

Join former rugby union star Ugo Monye as he interviews Jason Robinson; three time rugby World Cup finalist and scorer of the winning try that launched England to victory in the 2003 World Cup in Sydney. But they won't just be talking rugby: after a challenging upbringing, an absent father and binge drinking, how has Jason managed to use life's obstacles to forge a positive path to forgiveness, wellbeing, success and happiness?

Ugo Monye Jason Robinson

10:15-11:00^{AM} IMPACT MAKERS STAGE



Jo Elvin In Conversation With Anita Rani

Editor of *You Magazine*, Jo Elvin chats with the funny and forthright Anita Rani about her journey to becoming 'the Asian face' in a dazzling band of female presenters aged 40 plus.

As one of TV's most wanted and loved broadcasters, Anita embodies inclusiveness but her journey to primetime has meant she needed to break down numerous social barriers along the way ...

Jo Elvin Editor, You Magazine, THE MAIL ON SUNDAY Anita Rani Broadcaster, BBC

PRESENTED BY MAIL METRO MEDIA

10:20-11:00^{AM} AD SHAPERS STAGE

Prioritising Mental Health In The Workplace: A Playbook For 2019

In response to the fantastic reception that our Mental Health Allies scheme has received throughout the industry, we are sharing our mental health journey, showing why it's important, the work we have implemented and what we've learnt along the way.

Nancy Lengthorn Future Talent, D&I Mgr., MEDIACOM Maggi Rose Senior Facilitator & Project Lead, MENTAL HEALTH AT WORK

Mark Sandford Co-Founder, THE BOOK OF MAN

PRESENTED BY MEDIACOM

10:20-11:00^{AM} WORKSHOP STAGE

The Things I Wish I Knew

Tired of hearing the same sugar-coated advice? These leading ladies will give it to you straight, sharing moments of failure, frustration, and the satisfaction of breaking through. Hear their hardhitting advice and the things they learned along the way they wish they knew all along.

10:30-11:10^{AM} TECH STARS STAGE

Growing Up With Programmatic In 2019

After years of developing the basics, it seems that programmatic advertising has entered a new golden age. We've come a long way from programmatic monetising long-tail display inventory to fast becoming a crucial strategic enabler for the buying and selling of advertising. Today, as we look to emerging formats like Audio, Connected TV, and OOH, programmatic is helping drive innovation, and it's a central and vital part of any digital advertising toolkit. This panel will discuss the next phase of programmatic advertising.

MODERATOR Steve Wing MD, UK & Nordics, RUBICON PROJECT Zuzanna Gierlinska Head, Programmatic, EU, SPOTIFY Kristen Kelly EVP, EMEA, PUBLICIS MEDIA PRECISION Harriet Perry GM, Programmatic, OMG UK Damon Reeve CEO, THE 0-ZONE PROJECT

PRESENTED BY RUBICON PROJECT

10:35-11:10^{AM} BY THE NUMBERS STAGE

Gen Z Doesn't Love You ... Yet

New research finds Gen Z harder to win over by brands, media, and the companies recruiting them. This comprehensive study, done by Atlantic Re:think, *The Atlantic's* creative marketing group, with Comscore and Harvard College Consulting Group, focuses on three specific areas as yet untapped in prior studies of this influential demographic: revealing Gen Z's preferences as a user, a consumer, and a decision maker.

Hear the findings and learn how to connect with this young and powerful generation.

Gina Bulla Senior Director, Brand & Marketing Insights, THE ATLANTIC

PRESENTED BY THE ATLANTIC

ADVERTISINGWEEKEUROPE SCHEDULE | Tuesday

10:55-11:35^{AM} STORY CRAFTERS STAGE

Win A Holiday With The Independent

Hear from one of *The Independent's* leading lifestyle writers, Simon Calder, in this globe-trotting session. Simon will be giving his top tips on where to travel in 2019, discussing the highs and lows that the industry can expect in the year ahead and why travel content continues to be so important to newsbrands.

Plus, one lucky member of the audience will win a trip to one of Simon's recommended destinations!

Simon Calder Travel Correspondent, THE INDEPENDENT (ESI MEDIA)

PRESENTED BY ESI MEDIA

11:10-11:50^{AM} AD SHAPERS STAGE

Why Businesses, Brands & People Can't Afford To Stand Still

It's no secret that the world is changing before our eyes. From the way we digest news, watch films, eat and exercise, to the way we work and how our children play. So how can businesses adapt to these rapid changes to remain relevant to their customers whilst remaining true to their brand? Dennis hosts a panel of experts who have put change at the centre of their business model, and come out on top.

PRESENTED BY DENNIS PUBLISHING

11:10-11:50^{AM} WORKSHOP STAGE

It's OK To Talk: Tackling Male Mental Health Through Advertising

In the UK, 12 men take their own lives each day, and suicide is the biggest killer of men under 45. Statistics link rising men's mental health issues to an oppressive gender stereotype reinforced through social media. Many young men think that expressing emotions is considered "girls' talk"; they feel that they have to "be a man", and that they can't express what's really going on. What if we could use advertising to help men break free from the oppressive stereotypes compounded by social media?

PRESENTED BY DENTSU AEGIS NETWORK

11:15-12:00[™] IMPACT MAKERS STAGE

Snapchat Seminar

Check AdvertisingWeek.com/Europe for latest updates.

PRESENTED BY SNAPCHAT

WANT TO WIN

A HOLIDAY?

The Independent presents **Simon Calder**, our Travel Correspondent, with his top travel tips and the

chance to

win a holiday.

TUESDAY 19 MARCH 10.55AM STORY CRAFTERS STAGE

ESIMEDIA



*Terms and Conditions Apply

11:30-12:10[™] TECH STARS STAGE

All Eyes On OTT: Rethinking Advertising In The New Era Of Viewing Behaviour

The way people view content has changed dramatically, especially when it comes to TV and video. Mobile devices, streaming services and on-the-go viewing - among many other changes - has opened the door for marketers to reach consumers in new ways with relevant messages and at massive scale.

This session will cover the opportunity that exists with OTT, how the technology stands to enhance both publishers and marketers interaction with consumers and outline current hesitations or challenges limiting investment.

PRESENTED BY OPENX

11:45-12:25^{PM} STORY CRAFTERS STAGE

How A Philosophy Of Beautiful Football Can Make The Beautiful Game A New Reality

In this session, Manchester City CMO Nuria Tarré is interviewed by COPA90 Chief Business Officer James Kirkham, in an exclusive reveal of Manchester City Football Clubs' release of their research into women's football around the world. The session will highlight the clubs' ambitions to inspire a new movement, empower and embolden the trailblazers and support the women's game in years to come.

James Kirkham Chief Business Officer, COPA90 Nuria Tarre CMO, CITY FOOTBALL GROUP

12:00-12:40[™] WORKSHOP STAGE

Whose Industry Is It Anyway?

Both education and industry know there is a problem with diversity and inclusivity. It's still the same sorts of faces that rise to the top in industry and shine in education. While both businesses and colleges can point to examples of people from diverse backgrounds in their staff/student bodies, they are more exception than rule. Arguably the structures in industry and academia determine the career trajectories and chances of women, BAME, LGBTQ and the disabled. This panel asks whether new relationships between Universities and Businesses can act as a springboard to a more diverse future; whether it is up to industry and academia to change to enable change.

The panel features Dr Paul Caplan from London College of Communication and his students who will present the results of a new way of working between industry and academia that looks to develop NewGen leaders. The panel will discuss new models for education and training, and explore how they can be more inclusive and diverse.

Dr. Paul Caplan Course Leader MA in Advertising, LONDON COLLEGE OF COMMUNICATION Mia Powell New Business Coord., PRETTYBIRD

PRESENTED BY LONDON COLLEGE OF COMMUNICATION



The Power of Play

Ian Livingstone, joins us to tell his story of entrepreneurship in the 70s as he co-founded Games Workshop and launched Dungeons & Dragons in Europe. From analogue to digital, he will give a brief history of computer games past, present and future. A talk that is not to be missed.

Introduced by

<u>Tapj</u>oy

Tuesday 19th 2:20 PM By The Numbers Stage

ADVERTISINGWEEKEUROPE SCHEDULE | **Tuesday**

12:10-12:50™ AD SHAPERS STAGE

Building A Brand: The Stories Behind The Disruptors

How do you build a brand when no-one knows you exist? It takes creative prescience to see the ever-thinner slices of opportunistic white space that exist in the global market today, as a small group of dominant digital platforms infiltrate business from every imaginable angle. This session looks at why, how and when DTC companies will disrupt the digitally-enabled dominance that has come to define the current market landscape. The speakers for this session are building the next generation of content and commerce.

MODERATOR Adam Singolda Founder & CEO, TABOOLA Melanie Goldsmith Co-Founder & MD, SMITH & SINCLAIR

PRESENTED BY TABOOLA

12:20-1:00** **IMPACT MAKERS STAGE**



How The UK Fell In Love With Love Island

RadioTimes.com interviews the key players behind ITV's smash-hit show - and some of its stars to get under the skin of what makes it such an enormous success, and how ITV have created appointment live TV viewing in an age of ondemand.

MODERATOR TIM Glanfield Editor, RADIOTIMES.COM Richard Cowles Executive Producer, ITV Claire Heys Head of Branded Partnerships, ITV **Camilla Thurlow**

PRESENTED BY IMMEDIATE MEDIA

FORTNUM & MASON PICCADILLY 12:15-2:00PM

Culture + Commerce Luncheon

Day two of the Culture and Commerce lunch series at Fortnum & Mason.

OPEN TO PLATINUM DELEGATES & BY INVITATION

12:30-1:10** **TECH STARS STAGE**

The Quality Street Gameshow: Why Not All Digital Media Is Equal

We all instinctively believe that not all digital media is equal and that the impact of an ad depends largely on where it appears. Yet with programmatic, this fact is often not appreciated enough.

But what are the key factors that make up a quality media buy and the benefits?

Find out in The Quality Street Gameshow, where our contestants, made up of industry experts and a leading brand, will discuss and debate what makes a quality media buy and how it drives greater effectiveness for advertisers as a result

PRESENTED BY XAXIS

1:00-1:40^{PM} **STORY CRAFTERS STAGE**

FT 20-20 Forecast

FT Brexit Editor Dan Dombey leads a discussion on the future of the UK and broader global economy. Where are the greatest challenges, and the most likely areas of opportunity in our connected world? Breaking down the barriers to economic success, and the pathways and pitfalls in a polarising political environment.

Dan Dombey Brexit Editor, FINANCIAL TIMES

PRESENTED BY FINANCIAL TIMES

1:00-1:40^{PM} AD SHAPERS STAGE

The Changing Man: Lifting The Lid On Changing Male Perspectives

What does manliness, masculinity and machismo mean in 2019? How has marketing to men and the portrayal of men in today's society changed and is there still more to do to shift the dialogue beyond dusty stereotypes? Join CALM (Campaign Against Living Miserably) in conversation with a panel of experts to discuss changing male perspectives.

DERATOR SIMON GUNNING CEO, CALM CHERIE CUNNINGHAM Head, Mktg., DAVE TV / UKTV Fernando Desouches MD, NEW MACHO Martin Robinson Editor, CEO, THE BOOK OF MAN

IMPACT MAKERS STAGE 1:15-2:00

Who Run The World?

Women across the industry come together on this panel to talk the roses and thorns of their careers, their greatest triumphs and failures, and get the audience fired up and inspired to walk out knowing what it feels like to be a bad-ass leader in this business.

MODERATOR NICOLA Kemp Trends Editor, CAMPAIGN Rebecca Holman Lifestyle Editorial Dir., BAUER MEDIA Seema Jaswal TV and Radio Presenter Karen Stacev CEO, DCM

1:15-1:55™ BY THE NUMBERS STAGE

Riot Games Building Successful Partnerships In Esports

Join Naz Aletaha - Head of Esports Global Business Development at Riot Games - as she shares insights from her experience in building premiere esports partnerships for the world's most viewed esport. Riot Games is the owner and operator of League of Legends, whose 2018 World Championship saw 99.6M unique viewers tune in to the final match. Having recently announced partnerships with Mastercard & Dell Alienware, Naz will speak about the growing esports industry and what it takes to create successful brand partnerships

Naz Aletaha Head, Esports Global Bus. Dev., RIOT GAMES

1:40-2:20[™] TECH STARS STAGE

Unlocking The Promise Of In-App Advertising

While consumers spend more time in-app, are advertisers following them? Does in-app advertising herald the future for reaching and engaging with audiences or are concerns around quality, fraud and how to approach this new environment deterring investment? This session, chaired by PubMatic, brings together sellers and buyers to discuss the challenges and opportunities around in-app and what needs to be done to ensure it can deliver on its potential.

Greg Carroll Head, EMEA, ACTIVISION BLIZZARD MEDIA Milton Elias Head of Platforms & Innovation, NEWS UK Andrew Hayward-Wright Head, Programmatic Solutions, GUARDIAN NEWS & MEDIA

Emma Newman Vice President, UK, PUBMATIC PRESENTED BY PUBMATIC

PRESENTED BY **PUBMATIC**

1:50-2:30[™] STORY CRAFTERS STAGE

Go Big Or Go Home

Delivering one of a kind experiences puts brands front and center in consumers' minds and hearts. Through sponsorships, custom activations, and naming rights, brands become an even bigger part of the everyday - and notably, part of the special moments that capture the senses and remain in memories.

MODERATOR John McCarthy Reporter, THE DRUM Sally Burtt-Jones Global Bus. Dev. Dir., RAKUTEN VIBER ADAM HARRIS Dir., Custom Solutions Europe, TWITCH Kate Ward EVP & Head, International, REFINERY29

1:50-2:30[™] AD SHAPERS STAGE

The World Is Diverse, So Why Isn't Your Advertising?

Imagine the possibilities if an accurate representation of ALL people is included at the beginning of any project or idea, how different would this world look? It's time to turn the diversity and inclusion conversation from an internal discussion to now include our advertising. Listen in as a panel of distinguished experts addresses the challenges and opportunities currently at our doorstep.

PRESENTED BY MICROSOFT

2:05-2:45[™] WORKSHOP STAGE

Flexing Your Voice

As the importance of voice moves rapidly up the marketing agenda, brands are working quickly to find their voice. How do they sound and how do they ensure that in a voice-controlled future they aren't mute? But with such a focus on consistency of brand sound, what is the un-tapped opportunity for brands to tailor their voice to speak to different audiences? Neuroscientist Dr Sophie Scott and impressionist Duncan Wisbey join the IAB on stage for an interactive exploration of how brands can flex their voice.

Sophie Scott Professor Duncan Wisbey Impressionist

PRESENTED BY IAB UK

2:15-3:00[™] IMPACT MAKERS STAGE

Wavemaker Seminar

 $\label{eq:check} Check \ Advertising Week.com/Europe \ for \ latest \ updates.$

PRESENTED BY WAVEMAKER

2:20-3:00^{PM} BY THE NUMBERS STAGE

Tapjoy: The Power Of Play

Hear an entertaining and visual account of Ian Livingstone's struggles as an entrepreneur in the 1970s while he co-founded Games Workshop and launched *Dungeons & Dragons* in Europe. He will talk about his multi-million selling interactive gamebooks, *Fighting Fantasy*, and the increasing use of interactive narrative in media today. From analogue to digital, he will give a brief history of *Lara Croft: Tomb Raider* and computer games past, present and future. This part of the talk will cover how 'digital' has transformed consumer habits and business models, expanding video games from a niche market to a \$120 billion global entertainment industry referencing the cultural, social, economic and educational context of games.

Ian Livingstone CBE Bestselling Children's Author & Co-Founder, GAMES WORKSHOP

PRESENTED BY TAPJOY

2:30-3:10[™] TECH STARS STAGE

The Reality Of Connecting Ad Tech & Mar Tech

"While 58% of B2C marketers want to reduce the number of vendors they use, less than one-fifth believe they can get everything they need from a single vendor." - Forrester.

Ad Tech and Mar Tech are converging to put quality customer experiences at the centre. This shift in the industry's mindset, focusing on quality over scale, seeks to satisfy modern consumer's demand for engaging and relevant experiences. Find out how the right technologies will help companies deliver just that.

Toccara Baker Senior Product Marketing Manager, EMEA, ADOBE

PRESENTED BY ADOBE

2:40-3:20^{PM} AD SHAPERS STAGE

Clients Going Direct To Production Companies: What You Need To Know To Make A Success Of It

Check AdvertisingWeek.com/Europe for latest updates.

Barnaby Spurrier Partner, TOMBOY FILMS Danny Fleet Founder, WATCHABLE Marta Bobic Executive Producer, CANADA LONDON Nicola Kenney Global Executive Producer, RANKIN Steve Davies CEO, APA

PRESENTED BY ADVERTISING PRODUCERS ASSOCIATION

ADVERTISINGWEEKEUROPE SCHEDULE Tuesday

2:55-3:35

The Millennial Disruption

WORKSHOP STAGE

"The Millennial Disruption" explores the impact of the internet and modern technologies on the millennials' consumer behaviour and why so many legacy brands are struggling in the digital era. It features interviews with industry leaders from *The Economist*, *Marie Claire*, Bentley, Jaguar Land Rover, Steinway & Sons and Gary Vaynerchuk.

Join the film's creator as she dissects the 9 major factors that impact the millennial generation's social and economic behaviour: 1) Abundance of Choice 2) Attitude Towards Health & Wellness 3) Closing the Gender Gap 4) Diversity and Immigration 5) Entertainment (how they consume media) 6) Influence of Peers VS. Seniors 7) The Financial Climate 8) The Speed of Change 9) The Why.

Somi Arian Producer & Dir.; Founder & MD, SMART COOKIE MEDIA

3:10-3:50[™] BY THE NUMBERS STAGE

Gaming The System: Exclusive Research Launch From The World's Largest Social-First Gaming Community

Gaming remains one of the most active verticals on social media but many brands still struggle to assimilate with gaming communities. Campaigns targeting gamers are often ignored or mocked for their inauthenticity, outdated cultural references and misjudged tone of voice. 'Gamers' are a multifaceted group often clustered under one banner by marketers who haven't taken the time to learn about their differences. So how do can brands be a part of the gaming conversation on social media?

Tom Sweeney Dir., Gaming, MEDIA CHAIN

3:15-4:00[™] IMPACT MAKERS STAGE



Creativity: The Secret Sauce To Profitability

Rankin and Benny Higgins, two global titans, talk creativity, leadership and how they navigate the fast-changing marketing landscape in pursuit of growth with Suki Thompson.

MODERATOR Suki Thompson ED, XEIM; Co-Founder & Chair, OYSTERCATCHERS Parkin Founder PANKIN CROUP

Rankin Founder, RANKIN GROUP Benny Higgins Strategic Adviser, THE SCOTTISH NATIONAL INVESTMENT BANK

PRESENTED BY **XEIM**

HUFFPOST

IN CONVERSATION WITH HUFFPOST'S LYDIA POLGREEN AND SADIQ KHAN



Tuesday 19, 4:15 PM Impact Makers Stage

Join HuffPost's Global Editor-in-Chief Lydia Polgreen and London Mayor Sadiq Khan for a conversation around diversity in our industry and capital city, and how the current political climate is impacting both.

verizon

TECH STARS STAGE

3:30-4:10^{PM}

Modernising Programmatic Video The video advertising industry is in its early stages of maturity. In order for media companies to truly capitalise on their content, the infrastructure and strategy around programmatic advertising need to modernise and adapt to support video's

unique needs. Join a panel of voices from leading marketing, media, and technology companies to discuss both the opportunity and hurdles that face this burgeoning segment. MODERATOR LUCINDA Southern UK Sr. Reporter, DIGIDAY

Eric Korsh Head of Studio, JELLYSMACK Dino Myers-Lamptey MD, MULLENLOWE MEDIAHUB Brian Rifkin Co-Founder & Head, Strategic Partnerships JW PLAYER

Allison Stern Co-Founder & CSO, TUBULAR

PRESENTED BY JW PLAYER

3:30-4:10[™] STORY CRAFTERS STAGE



The Resurgence Of F1: Building An Innovative Sports & Entertainment Platform

With new ownership, F1 has reinvented itself as the most technologically advanced, global sports & entertainment platform there is. Before the take-over by Liberty Media, F1 was perceived as a champagne fuelled, unattainable lifestyle.

This session will explore the rapid evolution of F1 with perspectives from F1, an F1 team as well as a leading sponsor. What's the vision for the future and what role can it play for brands and partners?

Murray Barnett Head, Global Sponsorship & Commercial Partnerships, FORMULA 1 Oliver Hughes Head of Marketing, RED BULL RACING Hans Erik Tuijt Dir., Global Sponsorships, HEINEKEN

3:30-4:10[™] AD SHAPERS STAGE

Transformation Allstars

Growing ever more important than the climb to the top of an organization is remaining strong and agile at the peak. Learn from C-suite leaders about their key decisions around business transformation - and how they knew (or didn't quite know) what they were doing along the way.

James Brown MD, EMEA, RUBICON PROJECT IAN EDWARDS Planning Dir. Northern EU, FACEBOOK

4:15-5:00[™] IMPACT MAKERS STAGE





In Conversation With HuffPost's Lydia Polgreen & Sadiq Khan

The advertising and media industries are keenly aware of their limited diversity - and how this inhibits their ability to build relationships with their audiences. Join *HuffPost's* Global Editor-in-Chief Lydia Polgreen and London Mayor Sadiq Khan for a conversation around diversity in our industry, our capital city, and how our current political climate impacts both.

Sadiq Khan Mayor, LONDON

Lydia Polgreen Editor in Chief, HUFFPOST

PRESENTED BY VERIZON MEDIA

4:20-5:00^{PM} STORY CRAFTERS STAGE

Amplifying Brands With Music

Brands and music collaboration is a multi-million pound business, we invite industry experts to share their approach, advice, experience and best practices. We look at how the landscape has evolved, how you develop content to drive mass appeal, maintain authenticity and ultimately connect to your audience.

MODERATOR Finn Russell Cobb Head, Creative Development & Partnerships, PARADISE LONDON Ronnie Traynor Artist Manager & Partner, James Sutcliffe Dir., Music, EMEA, MONSTER ENERGY Nick Jekyll Creative Director, PARADISE LONDON Jennifer Hills SVP, Strategic Marketing & Partnerships, UNIVERSAL MUSIC GROUP

4:30-5:10[™] TECH STARS STAGE

Automation 2020

Despite the complexity of the digital supply chain, automation continues to influence processes of buying and selling. As this process evolves, quality data, brand safety and delivering on the user experience are essential to keep top of mind. What does this look like in a year's time? And how can businesses small and large benefit and optimise growth through automation?

Bill Swanson Chief Revenue Officer, EMEA, PUBMATIC Natalie Gabathuler-Scully SVP, Revenue Operations, VEVO Silvia Sparry MD, Operations, XAXIS EMEA

ADVERTISINGWEEKEUROPE

SCHEDULE | Tuesda

4:30-5:10^{₽м}

AD SHAPERS STAGE

Going Global – A Growth Strategy

Check AdvertisingWeek.com/Europe for latest updates.

Ronald Urbach Chairman, DAVIS & GILBERT LLP

PRESENTED BY DAVIS & GILBERT

4:35-5:50[™] WORKSHOP STAGE

4:35PM - R U OK? Managing Mental Health in the Ad Industry

Did you know that 1 in 6 people of working age suffer with a mental health issue? It's time to get it all out in the open. Let us educate, inspire, inform and entertain you with a candid conversation around mental health, how to deal with it in the long term, how to handle it in the workplace, and how, no matter what, you can still take on the world.

PRESENTED BY AWEUROPE NEWGEN ADVISORY COUNCIL

5:10PM - #IAMHUMAN

It's time to bring some humanity back into this industry. In recent years the topic of gender and race has been on the tip of everyone's tongues, but what does it mean to be truly inclusive? There are so many "isms" which have been left out of the conversation, until now. Join us fellow humans for a panel discussion that unpacks the true meaning of intersectionality. Whether you are gay, straight, rich, poor, disabled, BAME, male, female, or other, the time is now to celebrate our differences and pledge for a truly inclusive industry.

PRESENTED BY AWEUROPE NEWGEN ADVISORY COUNCIL

5:30-7:30[™] PICTUREHOUSE CENTRAL



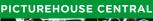
The Stylist Group Exhibition & Drinks

Following a recent art project with The Stylist Group, artist and consumer behavioural expert, Paula Zuccotti, will be giving an informal talk on the secrets behind the modern woman; how she lives, what she loves and what her biggest influences are. Join us for a drink and enjoy the exhibition of her work. Come, network and meet your fellow Delegates from all over the world at this special cocktail reception.

PRESENTED BY THE STYLIST GROUP

OPEN TO ALL DELEGATES

6:30-9:00^{₽м} Р





DCM Film Club

Digital Cinema Media (DCM) is excited to host the official movie night at Advertising Week Europe for the seventh year running. Please visit **dcmfilmclub2019.eventbrite.com** for more information and to secure your seat.

PRESENTED BY DIGITAL CINEMA MEDIA (DCM)

OPEN TO ALL DELEGATES @ DCMFILMCLUB2019.EVENTBRITE.COM

Advertising at a crossroad

From disparate exposures to seamless engagements.

Adobe is the presenting partner of the Adtech Track, where it will be hosting sessions centered on supercharging digital ad performance. Come and see how, **Tuesday 19 March, Stage 2 – Tech Stars.** he current climate for digital advertising conjures up a flurry of industry woes over data privacy, security, and ownership. But the silver lining is the dawn of redefined digital experiences that turns advertising into an essential part of an experience-led strategy and makes the most of a market that will be worth more than £252.7 billion globally in 2019*.

The General Data Protection Regulation (GDPR) is front of mind for consumers and government officials alike. They're concerned over privacy, how data gets used, and what it will take to make changes. Legacy, walled data gardens however, make it difficult to know if their work is resonating with customers. To become experience-led and GDPR compliant, you must move from a singular focus on data-driven targeting at scale to total consumer-centricity for consistent, personalised, and seamless experiences across every channel.

Adobe is here to help. As the only major marketing cloud provider with a fully integrated advertising solution that is also GDPR ready, we can break down the walls between advertising and marketing in a way no one else can. Our deep connections between Adobe Advertising Cloud and the rest of the Adobe Experience Cloud allows you to unify your technology and create a "single source of truth" — so you can navigate people, devices, and ad tactics seamlessly.

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As brands consolidate media buying platforms, it's more important than ever to choose the right one. We go to great lengths to bring you the best cross-channel platform that spans everything from search to traditional TV. We are fully independent because we don't own media and we aren't in the third-party data business. We're dedicated to building your trust with consumers and objectively measuring results.

We also tap into our deep roots in content creation by leading a new creative revolution with dynamic ads that are built at scale and Al-optimised, so consumers can always receive relevant, personalised ads.

Are you ready for customer-centric experiences combined with a singular brand voice across advertising and marketing? If so, then it's time to connect the dots in your advertising strategy and move from disparate exposures to seamless advertising experiences.



Over the last 10 years, most advertising technology companies focused their attention on activating thirdparty data on large pools of questionable inventory. We caught up with Philip Duffield, managing director of Adobe's Ad Cloud EMEA on how Adobe is contributing to turning the tide, and building technology that enables brands to engage and delight consumers seamlessly across multiple platforms.



AW What are the key challenges the industry needs to overcome over the next 12 months?

PDData has been such an overwhelming focus, that creative brilliance has fallen by the wayside. So it's no surprise that consumers are frustrated. The emergence of GDPR and other regulations are the backlash to this decade of data-driven advertising that has had limited benefits for consumers.

People now, and rightfully so, are far more wary of sharing their data, and completely intolerant of advertising that's irrelevant to them.

At Adobe, we believe these changes are accelerating the arrival of a critical inflection point in digital advertising, where the industry as a whole needs to move from a singular focus on data-driven targeting at scale, to complete consumer-centricity.

AW The Adobe Advertising Cloud website says 'the days of siloed media are finally over,' what do you mean by siloed, and why is it important?

PDGiven the backdrop of changing consumer expectations, emerging data privacy regulations and a shifting ecosystem of large and small players, Adobe has an important role to play in our industry and we are building upon three distinct product pillars.

First, it is clear that brands and agencies want to use cross-channel DSPs and we are constantly evolving our platform to enable you to plan, buy, measure and optimise across all channels from search, audio, video, and mobile all the way through to TV, while making these channels work better together and break down the silos that exist today. Second, we want to reignite the focus placed on creative in the advertising value chain. We are building tools for brands and agencies that accelerate content velocity and enable more intelligent and relevant creative targeting.

Third, we are integrating with other Adobe solutions, including Analytics, Audience Manager and as we move into next year, our Adobe Experience Platform. These integrations will fulfill marketers' desire to provide connected experiences across owned, earned and paid channels.

AW How does this affect relationships between brands and agencies?

PDOur industry is changing and the relationships between brands, agencies and technology vendors is shifting.

Mark Read recently stated that WPP should not try and compete with Google and Adobe but look to partner with them to better service its brands' needs. Brands are demanding more transparency and ownership around their technology but are still very reliant on agencies for strategy and activation.

This has obviously shifted the relationship and there is now more accountability on agencies and their technology partners to ensure that brands have a clear view on existing supply chains.

AW What are some of the most interesting features to be found on Adobe's Advertising Cloud?

PDGiven our

independence, our creative heritage, and our relationships with brands around the world who use our marketing technology, Adobe is uniquely positioned to deliver on these pillars I mentioned before. Beginning with our core search and DSP platform, we continue to drive innovation across multiple areas to deliver a robust media management solution. This begins with integrating all screens and formats of digital advertising, so you can operate seamlessly across channels with a unified audience strategy. Across digital and TV, we are leveraging our scale and independence to make major inventory sources available in more automated ways, bringing greater efficiency and effectiveness to your holistic buys. We are also redesigning our DSP user experience to deliver more powerful tools for managing complex campaigns. Finally, our focus on brand safety and supplychain transparency remains unwavering and we are innovating on multiple fronts here.

AW What makes Adobe a trusted source when compared to other players in the adtech/martech space?

PDWith our independent stance and brand safety leadership, we continue to build the core layers of protection, while innovating in new channels. To do this, we constantly iterate on our own brand safety technologies, while also partnering with the leading companies in the space. We offer both Pre-Bid and Post-Bid solutions from every major verification provider in the industry. And we are not sitting still - we are currently investing in fraud and safety technology for Connected TV & Mobile App. In Connected TV, a whole new technology approach is required. We're partnering with WhiteOps to build fraud prevention solutions that include bot detection and scanning the inventory for domain spoofing. On the Mobile App side, where the challenge has been adoption of SDKs by app developers, we are

working with DoubleVerify on a solution that does not require the installation of an SDK. All of our brand safety investments have been in advance of scathing press headlines and industry gossip – you can count on us to continue to focus here simply because it's the right thing to do for advertisers.

Focusing on transparency, our existing clients know we have a history of pushing the industry forward in this area. Our industry has not done itself any favours with the lack of transparency into fees charged along the various hops in the supply chain. We believe supply chain transparency is about knowing with confidence what you are buying, who you are buying it from, and what price you paid for it. We have helped evolve the industry in all three areas.



Find out more

The Evolution of the Brand and Agency Relationship **Wednesday, 20 March, 9:30 AM** Stage 4 -Ad Shapers

IN ASSOCIATION WITH

_____ 20 March 2019

WEDNESDAY Day three of Advertising Week Europe

The third day of Advertising Week Europe sees Tristram Hunt, director of the V&A, taking to the stage to discuss the role of the creative economy. Activist and campaigner for disability inclusion in the workplace, Caroline Casey, will be discussing her #Valuable campaign with former Unilever CEO Paul Polman. The Native Ad Forum takes place all morning, where an impressive line-up will explore content success stories and what's in store for the year ahead. We'll close Wednesday's thought leadership programme with *Empire's* annual interview – and move on to the AW Mixing Hour, giving you a chance to drink a cocktail or two whilst talking to your fellow delegates. And for the night owls among you, Vevo will once again be hosting its infamous, intimate live show at Ronnie Scott's. Join Vevo at the legendary London music venue for an evening of entertainment.



Connected is how advertising should be.

Adobe Advertising Cloud is the first-of-its-kind platform that unites traditional and digital media, so you can build the connected experiences that drive customer engagement. As a true omnichannel solution, we break down silos to bring together creative, data, and media - transforming your business into an experience business.



ADVERTISINGWEEKEUROPE SCHEDULE | Wednesday

8:00-10:00^{AM} RONNIE SCOTT'S JAZZ CLUB



Activision Blizzard Media Leadership Breakfast: The New Entertainment Game

Join us for Wednesday's leadership breakfast at Ronnie Scott's for a thought provoking conversation with industry insiders. Mobile games are upending the entertainment paradigm by introducing new audiences to the scene and creating immersive experiences that are primed for advertisers. Are you prepared to keep up?

MODERATOR GREG CARROLL Head, EMEA, ACTIVISION BLIZZARD MEDIA

PRESENTED BY ACTIVISION BLIZZARD MEDIA

OPEN TO SUPER + PLATINUM DELEGATES & BY INVITATION

9:00-11:45^{AM} STORY CRAFTERS STAGE

Native Ad Forum

This year's 2019 Native Ad Forum hosted by Sharethrough will dive deep into the changing landscape of the digital advertising world.

Through a series of lightning talks, panel discussions, and keynote speeches, this year's event will walk you through how publishers, advertisers, and brands are working together to tackle key industry issues, all while preserving the integrity of your digital content through respectful user experiences. Leaders from media brands, ad tech players and more will also share with you their native success stories, how they integrate it into their overall marketing strategies, and what to expect in the year ahead.

PRESENTED BY SHARETHROUGH

SPECIAL EVENTS

TRACKS

PEOPLE BASED

MARKETING By the Numbers Stage

CONTENT MARKETING Story Crafters Stage

COLLABORATION MODELS Ad Shapers Stage

RETAIL & ECOMMERCE Tech Stars Stage

EVENTS

SEMINARS

WORKSHOPS

9:15-10:00^{AM} IMPACT MAKERS STAGE



The Lighthouse Interview: Back To The Future

When Sir Martin Sorrell resigned from the world's largest advertising and marketing company he was asked where he was headed next, he didn't miss a beat when replying – "Back to the future".

Join Kathleen Saxton, founder and CEO of The Lighthouse Company and practising psychotherapist, in an exclusive conversation with Sir Martin Sorrell to deliberate his next chapter, discussing the digital revolution, differentiating directions and no doubt, DeLoreans.

Kathleen Saxton CEO & Founder, THE LIGHTHOUSE COMPANY

SIR MARTIN SORRELL Executive Chairman, S4 CAPITAL

PRESENTED BY THE LIGHTHOUSE COMPANY

9:30-10:10^{AM} AD SHAPERS STAGE

The Evolution Of The Brand & Agency Relationship

Customer expectations are getting higher, the need for personalisation combined with digital transformation across the industry is presenting new challenges for both brands and agencies. In this panel, we will ask the question: "How will the new challenges facing brands and agencies evolve, define and transform the agency brand relationship?" Adobe brings together an expert panel from both agency and brand side to discuss.

PRESENTED BY ADOBE

9:30-10:10^{AM} WORKSHOP STAGE

Global TV Trends: Where Does The Value Sit For Advertisers?

What trends should you expect to see on TV? What shoud you expect to see in digital content? And what is being consumed?

Stéphane Coruble CEO, RTLADCONNECT Daniel Bischoff CMOO, RTLADCONNECT

PRESENTED BY RTLADCONNECT

9:45-10:25^{AM} BY THE NUMBERS STAGE

Driving Growth Through Data-driven Marketing

Data-driven marketing allows brands to deliver what consumers want - advertising that's helpful, relevant and responsible. New research from Boston Consulting Group (BCG), commissioned by Google, and conducted over the course of more than a year, found that these best-in-class digital marketers benefit from 1.4 times greater cost benefits and up to 2.5 times revenue impact. Yet just 2% of EMEA marketers are best-in-class at data-driven marketing. Why is so much value being left on the table? Join BCG as they share the specific practices that leading marketers follow to achieve these compelling growth results.

PRESENTED BY GOOGLE

10:15-11:00^{AM} IMPACT MAKERS STAGE



The Creative Economy

Tristram Hunt, the Director of the V&A sits down for a fireside chat discussing a range of passion points, from exploring the role of British museums and art in the age of fake news, to technological disruption. In this session he will also explore how the V&A is changing, as well as spotlighting the creative economy.

Tristram Hunt Director, VICTORIA & ALBERT MUSEUM

10:20-11:00^{AM} WORKSHOP STAGE



Activision Blizzard Media: Unlocking The Power Of Mobile Gamers

The number of gamers has surpassed 2 billion globally. Games are the third most popular mobile app category among consumers, but advertising spend in the space has been slow to follow. In this insightful session, we'll uncover fresh Newzoo research about the purchasing power of mobile gamers and the implications for brands.

Jan Bojko Global Head of Market Research,

ACTIVISION BLIZZARD MEDIA

PRESENTED BY ACTIVISION BLIZZARD MEDIA

10:30-11:10^{AM} TECH STARS STAGE

The Digital Ecosystem Of Retail

Seemingly everything we do today is online or digital – so what makes shopping any different? Now is the time of modern commerce in the digital world, allowing brands to evolve how they sell and consumers to evolve how they buy. What challenges must retailers face as this new wave of retail innovation makes its way into the industry?

This panel discussion will dissect challenges in making the transformation to deliver a fully contextualised, multi-channel customer experience, that delivers consistent, relevant and engaging content to drive purchases.

10:30-11:10^{AM} AD SHAPERS STAGE

A New Marketing Landscape Requires A New Agency Model

In an increasingly fast-paced, fragmented media landscape, is the on-site, multi-disciplined agency the answer to keeping up with customers old and new?

PRESENTED BY **M/SIX**

10:35-11:15^{AM} BY THE NUMBERS STAGE

Acxiom Seminar

Check AdvertisingWeek.com/Europe for latest updates.

PRESENTED BY ACXIOM

11:15-12:00^{PM} IMPACT MAKERS STAGE Vertical Visionaries:

Publishers & Brands Talk Mobile Video On Snapchat

Pink News, The Guardian, Vice and MediaCom join Snapchat GM Ed Couchman to discuss how they use vertical video to reach the mobile generation in a Snap.

Ed Couchman General Manager, UK, SNAP

PRESENTED BY SNAPCHAT

11:25-12:05[™] TECH STARS STAGE

Location, Location, Location

The ability to communicate to consumers during their movements throughout the day is impacting purchasing behaviors in real time. More and more marketing spend is being allocated to these capabilities, allowing brands to establish a continuing dialogue with their target audiences. Where is the line in the sand? When does this opportunity become to personal? What are the implications of GDPR? This panel will explore location data, best practices, and the feedback from consumers and brands alike.

11:30-12:10[™] TECH STARS STAGE

The Future Of Personalisation

Hear how PwC is unlocking the power of spend, travel and telecoms data to drive personalised marketing strategies (that are GDPR compliant!) and deliver £100m of revenue growth for the 600 members of London's New West End Company (centred around Bond St, Oxford St and Regent St).

Megan Higgins Director, PWC Paul Lorraine GM, UK, LONGCHAMP Jace Tyrell CEO, NEW WEST END COMPANY

PRESENTED BY **PWC**

11:30-12:10[™] AD SHAPERS STAGE

Partnerships, Collaboration & Honest Conversations: What It Really Means

Natasha Murray, director of client partnerships at *The Guardian*, will be joined by representatives from across the media industry to debate what advertisers want from media partners today, how media owners can add real value to advertisers' marketing plans and what a modern, mutually beneficial collaboration looks like.

MODERATOR Natasha Murray Head, Client Partnerships, THE GUARDIAN

Mike Florence Chief strategy officer, PHD Claire Hilton MD Global Brand & Insight, BARCLAYS Andrew Mortimer Dir., Client Strategy, SKY MEDIA

PRESENTED BY THE GUARDIAN

ADVERTISINGWEEKEUROPE SCHEDULE | Wednesday

STORY CRAFTERS STAGE 12:10-12:50™

Emotional Storytelling: How Brands Resonate With Audiences

Hear from a panel of agency, brand and content leaders as they explore the ways to make emotional connections and engagement.

Pippa Scaife Commercial Director, GREAT BIG STORY.

PRESENTED BY CNN

12:15-2:00™ FORTNUM & MASON PICCADILLY



Microsoft Culture + Commerce Luncheon: Supporting Diverse Homegrown Talent To Enter The Ad Industry

The UK advertising and marketing communications industry recognises how crucial a diverse talent pool is. This diversity and cultural richness helps make our industry among the most creativelyawarded in the world.

In the face of Brexit, our industry in the UK must now adapt, to ensure this critical supply of talent is in no way restricted, and our focus on homegrown diverse talent from the UK will become even more important.

Hear from our esteemed panel who will highlight existing programmes and discuss the ambitions and the essential role our whole industry must take to invest in a more diverse domestic workforce.

PRESENTED BY MICROSOFT & THE AA

OPEN TO SUPER + PLATINUM DELEGATES & BY INVITATION

12:15-1:00™ **IMPACT MAKERS STAGE**

Are You Certified To Survive?

Putting profit and purpose on an equal footing

In this special session, Havas London will explain what it means to be a B-Corporation and why it's not just in the work we make, but in how we work, think and behave, that will dictate the impact we have on the world around us.

We're not just being worthy - long-term if you don't sign up to being a new, more humane business, you won't survive the political activism that is driving a new generation of marketers.

MODERATOR JEREMY LEE Contributing Editor, CAMPAIGN Mark Cuddingham CEO, ELLA'S KITCHEN Bryony Gordon Journalis Xavier Rees CEO. HAVAS LONDON

12:30-1:10^{PM} **TECH STARS STAGE**

The Next Tech Titans

Meet the brightest emerging British entrepreneurs who are making a fortune by changing the world. PRESENTED BY TELEGRAPH MEDIA GROUP

AD SHAPERS STAGE 12:30-1:10^{PM}

Collaboration Is Dead: Long Live Collaboration

Collaboration has long been a marketing buzzword - used to imply cultural credibility, but in reality, often just denoting marriages of creative convenience. With consumers now infinitely more spoilt for content isn't it time that we re-interrogate this buzzword? The Brooklyn Brothers is built on a sense of shared creative responsibility and it's this that we use to identify and power our most successful partnerships. In this session we'll join with a selection of our power collaborators and share our secrets for breathing new life into any project, brand or business

PRESENTED BY THE BROOKLYN BROTHERS

1:00-1:40^{PM} STORY CRAFTERS STAGE

Masters Of Monetisation

In the booming age of strategising cross-screen content in the media-driven world of today, business leaders take a state-of-the-union look at the only line that matters - the bottom line. Join an all-star roster of leaders on the front lines of revenue production, media sales and partnership marketing as they share insights, explore risks and fears and debate strategies for achieving success in the 'always on' ecosystem of digital users.

Greg Carroll Head, EMEA, ACTIVISION BLIZZARD MEDIA Kevin McGurn Chief Sales Officer, VEVO

1:15-2:00 IMPACT MAKERS STAGE



The Business Revolution For Inclusion

Caroline Casey sits down with Paul Polman for an insightful and inspiring conversation on the responsibility of business to not only recognise the greater need for inclusivity in the workplace, but to also embrace and cater to the excluded.

Caroline Casey Founder, VALUABLE Paul Polman Former CEO, UNILEVER

1:15-1:55™

WORKSHOP STAGE

Designing Brand Experiences: Driven By Data & Al

Data-driven brands are taking over. The Internet of Things connects them to customers like never before – and gives our industry a whole new challenge. How do we harness data to design memorable brand experiences and create a whole new ongoing relationship with users? This talk will dig deeper into design powered by data, with case studies from across the global R/GA network and industry at large.

Zoha Zoya Associate Creative Director, R/GA LONDON

1:30-2:10[™] TECH STARS STAGE

What's Next For E-Commerce?

The number one search engine in China, Baidu is leading the way in E-Commerce. Gain insights into what's next and the possibilities in E-Commerce when you combine artificial intelligence with visual recommendations and search.

Daisuke Takahashi Vice President, POPIN INC.

Peng Yifen Mgr., E-Commerce Bus. Center, POPIN INC. PRESENTED BY BAIDII / POPIN INC.

PRESENTED BY BAIDU / PUPIN INC

1:30-2:10[™] AD SHAPERS STAGE

A New Agency Model

The story of how two would-be competitors left their ego's at the door to build a bespoke sports marketing model spanning strategy, creative, social and partnerships.

This new, mission-oriented model is designed around principles of being agile, entrepreneurial and above all, an ability to embrace change; all factors our experience has taught us that the great marketers of today are looking for.

Could this collaborative model of working be a blueprint for future success in the industry?

Louise Johnson CEO, FUSE Simon Dent Founder, DARK HORSES

1:30-2:10[™] BY THE NUMBERS STAGE

Human Marketing

We are witnessing a shift in device centric targeting to human targeting - putting the focus on human behavior, inspiration and emotions. It is no longer just about meeting targeting demands, but about striking emotional chords and effectively resonating with your consumers - the humans. This panel will explore this concept of how to unfold your data, utilising it effectively to communicate with your core demographics and their passions while driving ROI.

MODERATOR Frederic Olivennes MD, France, WEBORAMA

1:50-2:30[™] STORY CRAFTERS STAGE

Gen Z Doesn't Want Your Jobs

Is the creative industry doing enough to stop young talent turning the other way?

Join this session in association with the Creative Industries Federation to discuss how to stay relevant and provide viable careers to the most entrepreneurial, knowledgable and creative generation yet.

PRESENTED BY BRAVE BISON

2:05-2:55[™] WORKSHOP STAGE

Out-of-Home: The New Digital Medium

Innovation in the digital out-of-home space is simply staggering. From better content, to anonymous video analytics, attribution, measurement, use of location data, programmatic and more ... out-of-home is the new digital medium. We'll take a look at innovation through the lens of key players representing all parts of the digital out-of-home advertising ecosystem. The session will be moderated by DP-AA - the global trade group representing digital out-of-home everything!

MODERATOR Barry Frey CEO, DP-AA

JC Conti CEO, VIOU Rupert Day Global CEO, TENTHAVENUE Dominic Dunne MD, EMEA, VISTAR MEDIA Stefan Lameire Chief Customer & Revenue Officer CLEAR CHANNEL INTERNATIONAL

PRESENTED BY DIGITAL PLACE-BASED ADVERTISING ASSOCIATION (DP-AA)

2:20-3:00[™] BY THE NUMBERS STAGE

Winning Back Consumer Confidence

A discussion around monetising customer behaviours without invading privacy or crossing lines that make customers uncomfortable.

Cristina Constandache CRO, RAKUTEN VIBER Anna Watkins UK MD, VERIZON MEDIA

2:30-3:10[™] TECH STARS STAGE

AI For Retail & Customer Service

Hear a panel discussion about opportunities in the retail and customer service categories thanks to AI. Featuring a panel of C-level executives from Fortune 500 companies and innovation leaders in the advertising, media, and customer service industries.

Vince Lynch CEO, IV.AI

presented by **IV.AI**

ADVERTISINGWEEKEUROPE SCHEDULE | Wednesda

2:30-3:10[™] AD SHAPERS STAGE

Moving Beyond Transparency Towards Trust: Aligning Agency & Advertiser Interests

Discover how ISBA and IPA, supported by PwC, are seeking to move beyond the tired "transparency" debate towards practical steps that ensure alignment of interest between agencies and advertisers.

Phil Smith Director General, ISBA Sam Tomlinson Partner, PWC

PRESENTED BY **PWC**

2:40-3:20^{PM} STORY CRAFTERS STAGE

Storytellers: Who's Ready For 5G?

With 5G networks rolling out across 2019 in the UK and 2020 in Europe, the promise of a new generation of connectivity brings technological evolutions destined to change how we live, work, play, and consume content. But what opportunities will 5G bring for advertisers looking to tell their story? What technological trends will both challenge and super-charge the advertising industry's creativity? RYOT Studio and Verizon Media explore 5G and its impending impact on the future of content and advertising.

Mark Melling Head, RYOT Studio EMEA, VERIZON MEDIA

PRESENTED BY VERIZON MEDIA

2:55-3:35[™] WORKSHOP STAGE

What Skills & Qualities Are Needed In Advertising Over The Next Five Years?

The industry is in need of talent and universities are constantly working on ways to improve their curricula to prepare students for a job in an agency. The edcom Talent Roundtable, in partnership with Kantar Millward Brown, hosted nine professionals with different backgrounds from across Europe to discuss what skills and qualities are required from the next generation of talent. In this panel, they will share their thoughts on the outcome of the whitepaper and the critical question how to attract, nurture and retain talent in adverting.

PRESENTED BY EUROPEAN ASSOCIATION OF COMMUNICATIONS AGENCIES (EACA)

3:15-4:00[™] IMPACT MAKERS STAGE



Human Side Of Leadership With The Marketing Society

Join us to hear never-heard-before secrets from three leading industry experts as they reveal how, like all of us, they messed up, felt vulnerable and failed.

Gemma Greaves CEO, THE MARKETING SOCIETY

Fran Davies Marketing Director, WEETABIX, UK&I

PRESENTED BY MARKETING SOCIETY

3:30-4:10[™] TECH STARS STAGE

How Future-facing Retailers Are Reaching The Mobile Generation In A Snap!

Check AdvertisingWeek.com/Europe for latest updates.

PRESENTED BY SNAPCHAT

3:30-4:10[™] AD SHAPERS STAGE

Collaborators Unite!

Customer experience is the new battleground; and it's clear that delighting customers with hyperrelevant, authentic experiences requires new levels of collaboration across a brand's internal teams and ecosystems. How can brand leaders champion change to rewire their organisations for a customerfirst mindset? Uncover insights on how smarter collaboration models are driving success.

3:40-4:10[™] STORY CRAFTERS STAGE

The Social Evolution

The social media phenomenon is real and here to stay. If your brand isn't communicating to consumers on these platforms - you're not reaching your audience and you're behind on the times. Running your own organic content is a must and engaging outside influencers has become a core strategy for growing your audience and driving purchases. This panel of social experts will speak to success stories on social media - purchasing behavior you should keep in mind and the future of social ad placement.

David Schneider Founder & CEO, THAT LOT Jonathan Kitchen Commercial Dir., JUNGLE CREATIONS Will Pyne Chief Creative Officer, BRAVE BISON

TELL US A SECRET WE EXPLORE THE HUMAN SIDE OF LEADERSHIP

AS PART OF OUR BRAVE AGENDA



GEMMA GREAVES CHIEF EXECUTIVE THE MARKETING SOCIETY

MARK GIVEN MARKETING DIRECTOR SAINSBURY'S FRAN DAVIES MARKETING DIRECTOR WEETABIX

WEDNESDAY 20 MARCH, 3.15PM STAGE 1 - IMPACT MAKERS

3:45-4:25™



The Happiness Of Being You

Danny takes you on a journey into the life less ordinary. A life that led him to be named one of the Top 100 Happiest people in the UK. A life powered by one statement, 'To be the best version of yourself'. Listen to Danny's stories of being on the Hell Week on the BBC, breaking world records, fundraising more than 1/2M for charity, of being held at gunpoint and so much more. This is a wellbeing talk without the fluff and gloss. It's gritty and stirs something in you you'll not be able to ignore.

Danny Bent

4:00-4:40[™] BY THE NUMBERS STAGE

Beyond User Privacy

Discover how consented data can fuel your marketing strategy and drive tangible benefits to your business.

Matt Taylor MD Sales UK, OGURY

PRESENTED BY OGURY

4:15-5:00^{PM} IMPACT MAKERS STAGE



Empire Presents

Terri White, Editor-in-Chief of *EMPIRE*, the world's biggest film and entertainment brand, gets up close and personal with one of the industry's greatest icons.

Terri White Editor-In-Chief, Empire, BAUER MEDIA

PRESENTED BY BAUER MEDIA

4:20-5:00[™] STORY CRAFTERS STAGE

The Evening Standard

London's flagship newsbrand, *The Evening Standard*, brings the spirit of the capital to life, with a focus on why international brands are committed to investing here.

PRESENTED BY ESI MEDIA

4:30-5:10[™] TECH STARS STAGE



Unwrapping Christmas: How To Win Hearts, Minds & Wallets

Christmas dominates the agenda for many advertisers and creating an impact at this time of year is often critical for both the brand and business. Manning Gottlieb OMD will give a look back at what has driven success and helped businesses like John Lewis, Waitrose, Starbucks and Age UK succeed at this pivotal time of year. Sharing their view on the principles that made a difference and form the foundations of their thinking each year.

Clare Peters Chief Bus. Strategist, MANNING GOTTLIEB OMD David Bratt ED, Head, Retail, MANNING GOTTLIEB OMD

4:30-5:10[™] AD SHAPERS STAGE

The Resurrection Of AIB: How Open Collaboration Transformed Ireland's Most Hated Bank

In 2008, Ireland's biggest bank became the country's most hated when it had to be bailed out by the taxpayer. Media commentary on AIB was 90% negative, and on social a shocking 99% negative. AIB faced it's toughest challenge of its 50-year existence, and something drastic needed to happen to bring the brand back from the brink.

Fast forward to today and AIB is coming back into favour with an NPS brand score of 23 at the end of 2017. How did they do it? They let go.

Attend this frank and honest session to hear how open collaboration can become the creative catalyst needed to produce world-class ideas and content that reimagine not only how your customers see your brand but how they experience it.

Jimi McGrath Bus. Dir., ROTHCO I ACCENTURE INTERACTIVE Mark Doyle CMO, AIB

4:35-5:15[™] WORKSHOP STAGE

Context Is Everything: How Contextual Advertising Works

A scientist, a professor and an anthropologist walk into a bar...

This panel investigates contextual storytelling, and how it can be applied for digital publishers and marketers. As user experience, video and new advertising models make headlines, equip yourself with the tools to reach consumers with advertising in the right context.

MODERATOR Luc Benyon Head, Mktg., VIDEO INTELLIGENCE ALEXANDRA GEORGAKOPOULOU-NUNES Professor, KINGS COLLEGE LONDON Leslie Hallam Course Dir., Psych. of Advertising, LANCASTER UNIVERSITY Ali Jennings Neuroscientist

ADVERTISINGWEEKEUROPE SCHEDULE | Wednesday

4:50-5:30^{PM}

BY THE NUMBERS STAGE

Developing Data-Led Creative

In 2019, modern communication needs more than creative content and media working together to be effective. It needs to use data to constantly improve itself. In this panel, learn from agency and brand experts on how to leverage data-driven insights to create more valuable advertising and media.

DuBose Cole Dir., Strategy, London, VAYNERMEDIA AMERICO DA SILVA Global Head, Integrated Brand & Comms, SHELL Tom Pepper Head, Marketing Solutions, UK, LINKEDIN

PRESENTED BY VAYNER MEDIA

5:30-7:30[™] PICTUREHOUSE CENTRAL



AWEurope Mixing Hour Come network and meet your fellow Delegates from all over the world at this special cocktail reception.

OPEN TO ALL DELEGATES

11:00-LATE RONNIE SCOTT'S JAZZ CLUB



Late Night At Ronnie Scott's

Vevo will be once again hosting its infamous intimate live show at Ronnie Scotts. Join Vevo at the legendary London music venue for an evening of entertainment.

PRESENTED BY **VEVO**

OPEN TO PLATINUM + SUPER DELEGATES & BY INVITATION



ADVERTISING WEEKEUROPE

MONDAY 18 MARCH TO THURSDAY 21 MARCH AWEUROPE MIXING HOUR

5:30-7:30 PM Picturehouse Central

OPEN TO ALL DELEGATES



"I can't churn out headlines like a robot" Can a robot?

Join IPA President, Sarah Golding, as she pits human creativity against machines and asks if you can spot the difference. Stay with her as she explores how three blue-chip brands have already used the combination of agencies and AI to come up with award-winning creative ideas. Discover how the right combination of new tech and age-old skills can make us all happy (grumpy writers included)

Advertising & Al: The Imitation Game Monday 18th March, 4.30pm – 6.00pm Tech Stars Stage

Delivering trust and transparency across advertising

PwC's Customer, Marketing & Media Insight team combines marketers, researchers, statisticians, lawyers,

auditors, data scientists, ad-tech specialists and ex-agency leaders to deliver services supporting advertisers, ad-tech, agencies and media owners. We use data science to deliver personalised marketing in a GDPR compliant way; the latest econometric techniques to quantify both short- and longterm marketing Rol; technology audit techniques for audience certification and campaign reporting; and media specialists to advise on media spend management, including a commitment to proper agency remuneration in return for high quality services and demonstrable campaign outcomes.

In short, we are a neutral independent party committed to delivering trust and transparency across the advertising ecosystem.

To find out more please contact:



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— 21 March 2019

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THURSDAY Day four of Advertising Week Europe

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On our last day, The Marketing Academy Bootcamp takes over Stage 1 - Impact Makers with a focus on four key pillars for the next CMO: Leadership, Person, Purpose and Marketing. On Stage 3 - Story Crafters we'll explore the evolution and future of audio. We'll bring some of our industry's best creative minds together for our annual Creative Carousel, and over an extended interactive session, new research entitled 'What Women Want', will uncover everything you need to know about the hits and misses of marketing to women. Of course, the Week wouldn't be done without our wrap party, taking place at Scala – but who will be our special musical act?

ADVERTISINGWEEKEUROPE SCHEDULE | Thursda

8:00-10:00^{AM} RONNIE SCOTT'S JAZZ CLUB



PwC Leadership Breakfast: The Future Of Personalisation

Join for Thursday's leadership breakfast at Ronnie Scott's and discover the future of personalised marketing.

Hear how PwC is unlocking the power of spend, travel and telecoms data to drive personalised marketing strategies (that are GDPR compliant!) and deliver £100m of revenue growth for the 600 members of London's New West End Company (centred around Bond St, Oxford St and Regent St).

Megan Higgins Director, PWC Paul Lorrainel GM, UK, LONGCHAMP Jace Tyrell CEO, NEW WEST END COMPANY

PRESENTED BY **PWC**

OPEN TO PLATINUM + SUPER DELEGATES & BY INVITATION

9:00-11:50^{AM} WORKSHOP STAGE

What Women Want: How Smart Brands Are Responding

The What Women Want initiative recently hosted an exhibition of trail-blazing, brand campaigns that engaged women over the past 100 years. It showcased best-practice cases and debriefed new research on what good looks like in marketing to women today. We distil the best learning from the initiative here and invite you to hear from leaders at the vanguard of a new era in progressive gender portrayal, on how rethinking products, experiences and communications is delivering greater shareholder returns.

MODERATOR Bart Michels UK Country Manager, KANTAR Amy Cashman UK MD, KANTAR TNS Aideen Clarke Brand Partnership Manager, MUMSNET Kate Dale Strat. Lead: Brand & Digital, SPORTS ENGLAND Isabel Ferrer EMEA Marketing Director, Barbie, MATTEL Jude Kelly Founder, WOW FOUNDATION Caitlin Ryan Regional Creative Director EMEA, FACEBOOK Megan Van Someren Founder & Global Head, Canteen Consulting, JWT

Kate Waters Director, Client Strategy & Planning, ITV

9:15-10:00^{AM} IMPACT MAKERS STAGE



Hearst Seminar

Check AdvertisingWeek.com/Europe for latest updates.

Claire Sanderson Editor-in-chief, WOMEN'S HEALTH Farrah Storr UK Editor, COSMOPOLITAN PRESENTED BY HEARST

9:15-9:55^{AM} STORY CRAFTERS STAGE



The Power Of Audio

With a growing audience, enhanced distribution and a healthy economic forecast, audio has emerged as a medium that didn't just weather the digital transition, but flourished within it. Discover the latest developments in consumer behaviour around audio, the evolving audio advertising marketplace, and what audio still stands to gain as digital innovation continues to impact media and advertising.

MODERATOR Lucinda Southern UK Sr. Reporter, DIGIDAY Scott Simonelli Founder & CEO, VERITONIC Paul Sylvester Content Dir., Absolute Radio, BAUER Oli Walters Head, UK Sales, AUDIOBOOM Susie Warhurst Global Head, Content, ACAST

TRACKS

POWER OF AUDIO & FUTURE OF MEDIA Story Crafters Stage

CREATIVITY & DESIGN Ad Shapers Stage

MAR TECH Tech Stars Stage

EVENTS

SEMINARS

WORKSHOPS

SPECIAL EVENTS

9:30-10:10^{AM} AD SHAPERS STAGE



The Creative Disruption

Sir John Hegarty in discussion with Whalar's Chief Growth Officer Mike Hondorp

Sir John Hegarty Chairman, WHALAR, Founder, BBH Mike Hondorp Chief Growth Officer, WHALAR

PRESENTED BY WHALAR

10:15-5:00[™] IMPACT MAKERS STAGE



The Marketing Academy Boot Camp

This year's Marketing Academy Boot Camp will run for the full day on Thursday 21st March. The Boot Camp will cover The Marketing Academy's 4 P's – People, Purpose, Professional, Personal. Learn the tricks of the trade to become an inspirational leader and change-maker.

Leave as an exceptional marketer and an extraordinary human being!

PRESENTED BY SKY Powered by THE MARKETING ACADEMY

OPEN TO ALL DELEGATES - RSVP REQUIRED

10:05-10:45^{AM} STORY CRAFTERS STAGE

Can You Hear Me Now?

Al platforms like Amazon Alexa and Google Assistant are placing voice in the drivers seats. These are voice-first operating systems that are providing brands with the opportunities to engage and communicate directly to their consumers. Join this panel of voice experts as they discuss the current offerings of voice and what the future holds for marketers and personalised communication.

Patrick Givens VP, Head, VaynerSmart, VAYNERMEDIA

10:30-11:10^{AM} AD SHAPERS STAGE

Snapchat Seminar

Check AdvertisingWeek.com/Europe for latest updates.

PRESENTED BY SNAFGRA

10:55-11:35^{AM} STORY CRAFTERS STAGE

Podcasts: Hitting The Sweet Spot

The Guardian's Head of Audio, Katherine Godfrey will be joined by a panel of advertisers, planners and podcasters to discuss the craft behind audio storytelling, and getting it wrong and right on the journey to the sweet spot.

Rhianna Dhillon Podcaster, Broadcaster & Film Critic, BBC 6 MUSIC

Katherine Godfrey Head of Audio, THE GUARDIAN

PRESENTED BY THE GUARDIAN

11:30-12:10[™] TECH STARS STAGE

Keeping Up With The Tech: Helping Brands Navigate A Complex Digital Ad Ecosystem

Brand marketers, agency executives and industry consultants take the stage to discuss the changing dynamic of their relationships with brands and marketers, and how the new ideas and innovative thinking they are bringing to the table are helping their clients successfully navigate an increasingly complex digital environment.

PRESENTED BY **OPENX**

11:30-12:10[™] AD SHAPERS STAGE

Creativity Is The Only Way To Survive: But It Doesn't Happen Without Diversity

Why perspectives from outside 'the bubble' are essential for meaningful brands

It's ironic that we, as an industry, talk about diversity in such non-diverse ways. We look to stats and quotas to drive diversity forwards across restricted parameters such as gender and race rather than focusing on the authentic and humanistic solution – inclusion. The purpose of advertising and marketing communications is to help brands play a meaningful role in people's lives, and the way to do that is to connect with the consumer, to walk in their shoes.

This session will discuss the importance of looking beyond our creative, Zone 1 industry bubble so that we understand how true parity can drive creativity - and vice versa.

Mark Lund CEO, MCCANN WORLDGROUP

PRESENTED BY MCCANN WORLDGROUP

ADVERTISINGWEEKEUROPE SCHEDULE | Thursday

11:45-12:25™ STORY CRAFTERS STAGE

The Sonic Truth



The Sonic Truth: Brand Building In The Audio Renaissance

Back in the day, building a holistic brand was a lot easier. For the audio side in particular, perhaps you had a sonic tag, a jingle and/or signature voice for TV and radio ads. It goes without saying that, now, there are infinitely more opportunities to bring far more comprehensiveness to a 'whole' brand. How do you capitalise on them without getting tangled in complexity?

David Horowitz Executive Creative Director, MEKANISM John-Paul Hughes Group Creative Dir, COMMUNICORP UK Scott Simonelli Founder & CEO, VERITONIC Simon Valcarcel Head of Creative and Media, O2

PRESENTED BY **VERITONIC**

12:00-12:40^{PM} WORKSHOP STAGE

The Future Of Advertising Regulation In The UK

Guy Parker, CEO at the Advertising Standards Authority (ASA) takes a closer look at the direction of advertising in the UK; how methods are evolving, and how the UK's advertising regulator has itself made changes to keep pace with this change. Guy will explain the ASA's key priorities, the growing importance of online ad regulation and a look at what is in the pipeline for the UK's regulator in the not so distant future – could AI really help to keep more ads responsible?

Guy Parker CEO, ADVERTISING STANDARDS AUTHORITY

12:15-2:00[™] FORTNUM & MASON PICCADILLY



Verizon Media Culture + Commerce Luncheon

Join Verizon Media and the IAB for a conversation over lunch as part of the Culture + Commerce series.

PRESENTED BY VERIZON MEDIA & THE IAB

OPEN TO PLATINUM DELEGATES & BY INVITATION

12:30-1:10[™] AD SHAPERS STAGE

Are Women's Voices Being Heard? The Case For Supporting Fiction By Women

The Women's Prize for Fiction was set up in 1996 to celebrate excellence, originality and accessibility in writing by women across the world. Join decision makers from the publishing world as well as the Prize's sponsor partners Diageo, Fremantle and Natwest to discuss the power and importance of celebrating women's voices through sponsorship.

Laura Barlow Head, Large Corp. & Institutional Banking, NATWEST

Sam Glynne VP Global Branded Entertainment, FREMANTLE Anne Nosko Marketing Director, Europe, BAILEYS Joanna Prior MD, Penguin General Books, PRH

12:35-1:15™ STORY CRAFTERS STAGE

Why Are Podcasts So Hot Right Now?

Acast, the largest podcast platform in the world, will bring together both podcasters and advertisers for a deep dive into this medium. Come hear from Joe Copeman, UK country manager for Acast on why audio has become the centre of the universe for so many creators and brands..

Joe Copeman UK Country Manager, ACAST

AD SHAPERS STAGE

PRESENTED BY ACAST

1:30-2:10™

NABS: Performing Under Pressure

When a second might as well be a mile, when the eyes of the world are watching you with anticipation, how can you use your mental attitude to perform under pressure?

Join Nigel Redman Head of Performance Team Development for British Swimming, to explore building competitive advantage and performing under pressure.

Nigel Redman

PRESENTED BY NABS

1:30-2:10[™] TECH STARS STAGE

DeptAgency Seminar

Check AdvertisingWeek.com/Europe for latest updates.

PRESENTED BY DEPTAGENCY

1:50-2:30[™] STORY CRAFTERS STAGE

Rumble In The Media Jungle

Digital media has been having a tough time of late. The layoffs at *BuzzFeed* and *Vice* are symptomatic of the difficulties these organisations are having in developing reliable revenue streams to spur growth. But it's not all bad. Hear from some of the leaders in this field on how they are navigating the choppy waters of monetising social media content.

Jamie Bolding Founder & CEO, JUNGLE CREATIONS

PRESENTED BY JUNGLE CREATIONS

2:05-2:45^{PM} WORKSHOP STAGE

Beyond Byron, Binet & Bytes

If you follow the industry narrative, you'd be forgiven for thinking that media planning is simply a case of applying the works of Byron Sharp or Binet and Field, combined with some precisely targeted programmatic activity. Far from it - this session explores some underexposed but essential aspects of media planning and strategy that are crucial considerations in 2019.

Geoff De Burca Managing Partner, Head, Strat., MEDIACOM Steve Gladdis Chief Strategy Officer, MEDIACOM Lindsey Jordan Head of Media Creativity, MEDIACOM

PRESENTED BY MEDIACOM

2:30-3:10[™] AD SHAPERS STAGE

We Haven't Come This Far To Be Ordinary!

Join BBH for a series of thoughtful and provocative points of view on the ways our industry can approach things differently.

From different ways to get to great creative work, effectiveness and the value of difference, through to diversity and inclusion and the power of different people. Ultimately, this session will be an exploration of the power of difference, to make a difference.

PRESENTED BY **BBH**

2:55-3:35[™] WORKSHOP STAGE

Alexa Or Alex? Our Subconscious Response To The Gender Of Voice Assistants

An interactive session exploring how the gender of a voice assistant can shape our subconscious responses, based on recent neuroscience research carried out in partnership between Mindshare & Neuro-Insight.

Jeremy Pounder (Mindshare) and Heather Andrew (Neuro-Insight) will lead a discussion involving a group quiz, live brain measurements and prizes for the winning team!

Jeremy Pounder Futures Director, MINDSHARE Heather Andrew CEO, NEURO-INSIGHT UK

PRESENTED BY MINDSHARE

3:30-4:10[™] TECH STARS STAGE

Tough Truths For Mar Tech Vendors

Nearly a third of CMO budgets are now allocated to marketing technology (Gartner). What do marketers really want from the tech they are being pitched and how do they want to be approached? Propeller presents a panel of brand marketers to explain how they make their decisions on marketing and advertising tech investments. Advice will be on hand for those whose job it is to sell the benefits.

MODERATOR Branwell Johnson Dir., Content, PROPELLER Keith Moor Chief Marketing Officer, SANTANDER

PRESENTED BY **PROPELLER**



ADVERTISING WEEKEUROPE

THURSDAY 21 MARCH THE MARKETING ACADEMY BOOT CAMP

Presented by Sky Powered by M

10:15am-5:00 pm Impact Makers Stage

OPEN TO ALL DELEGATES - RSVP REQUIRED

ADVERTISINGWEEKEUROPE SCHEDULE | Thursda

3:30-4:10^{PM} **STORY CRAFTERS STAGE**

The Future Of Publishing

Having weathered the digital revolution and its many challenges, modern publishers are prioritising innovation and forward-thinking as they blaze a trail into the next era of content creation, monetisation, and delivery.

MODERATOR Richard Reeves MD, AOP Hamish Nicklin CRO, GUARDIAN NEWS & MEDIA Jon O'Donnell MD Commercial, ESI MEDIA Katie Vanneck-Smith Co-Founder, TORTOISE Pete Wootton MD. DENNIS INTERACTIVE

3:45-4:25™ WORKSHOP STAGE

More Than Meets The Eye: **Demanding More Of Digital Ad** Measurements

We spend more time online engaging with brands than ever before. But do we really know how effective digital media is as a marketing platform?

Join our panel of media experts who will debate how effective we really are at measuring digital advertising. Is viewability as fundamentally flawed as the CTR? Does responsibility for ad effectiveness lie with publisher, agency, technology or brand? Isn't there a better solution?

MODERATOR Steve Machin Group Advertising Dir., DENNIS AUTOMOTIVE Patrick Fuller Consultant, SOPHUS3 Martin Salo Founder, REALEYES

PRESENTED BY DENNIS PUBLISHING

4:20-5:00PM STORY CRAFTERS STAGE



The Power Of Local

For decades London has been the centre of the UK advertising universe. But are things changing? Has London lost its ability to talk effectively to the rest of the country? Then again, could it ever? With more adlanders now working outside of London than inside, is there power in local? And what does the future of nation-wide advertising look like?

MODERATOR Rebecca Stewart Sr. Reporter, THE DRUM Simon Crunden MD, REPUBLIC OF MEDIA John Marshall Managing Partner, RUNNING TOTAL LTD. Mark Harrison Managing Director, CBJWT Nicky Unsworth CEO, BJL GROUP

4:30-5:10^{PM} **TECH STARS STAGE**

The Future Of **Intelligent Search**

Image and voice search are becoming more and more integrated into our daily lives. From traditional to voice to visual search technologies, it is clear that search behaviour are expanding and evolving. This panel will discuss the current capabilities of search and the best methods to understand and measure your customer search behaviour.

MODERATOR JESSICA DAVIES UK Editor, DIGIDAY Dominic Joseph CEO & Co-Founder, CAPTIFY

4:30-5:10^{PM} AD SHAPERS STAGE



The Creative Carousel

Creative innovators will each have a turn on the carousel during this all-star panel. Listen as these experts share their insights into the creative universe and creative mindset. Each panelist will share secrets of finding creative success, and how to build great campaigns. Listen to personal inspirations, creative admirations, and what they hope is in store for the future of advertising.

MODERATOR Benedict Buckland Creative Services Dir. RACONTFUR Harsh Kapadia Executive Creative Director, VMLY&R

4:35-5:15^{PM} WORKSHOP STAGE

From Macro To Nano Influencers: Leveraging Influence At Scale

We are in a new era of influencer marketing trending away from focusing on fewer, bigger influencer relationships to broad campaigns with influencers from diverse ranges of followings. As engagement rather than just reach becomes a key metric for measuring the success of these campaigns, the high engagement rates of micro (and nano) influencers is appealing.

This panel will discuss how their approach to influencer campaigns has evolved and how they are managing influence at scale to great effect.

PRESENTED BY ALIST DAILY



AWEurope Mixing Hour Come, network and meet your fellow delegates from all over the world at this special cocktail reception.

OPEN TO ALL DELEGATES

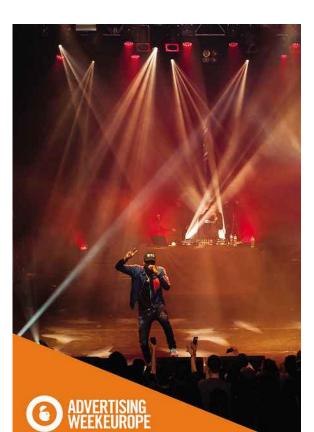
7:30-11:00PM SCALA



Wrap Party The closing night bash of the Week featuring a special live performance.

PRESENTED BY JUNGLE CREATIONS

OPEN TO PLATINUM + SUPER DELEGATES & BY INVITATION



THURSDAY 21 MARCH

~3



7:30-11 PM Scala

DPEN TO PLATINUM DELEGATES & BY INVITATION

This ad will end in 16 secon

AdTech Panel

MODERNISING PROGRAMMATIC VIDEO

15:30 Tuesday 19th March **Tech Stars Stage at Picturehouse Central**

Join a panel of media and advertising leaders as they discuss the future of programmatic video advertising, and how to modernise to support its unique needs.

Stop by the JW Player Simulcast Stage at Picturehouse Central to watch every session live!





How the Brexit vote rocked adland

Since voting to leave the European Union, the advertising and media industry has been faced with uncertainty and unknowns.

Hollie Clemence



n 23 June 2016 the British people voted to leave the European Union, diving into the political unknown. The value of the pound swung wildly, the prime minister resigned and Leave supporters declared "Independence Day" for the United Kingdom.

Then, once the initial

celebrations and commiserations subsided, the country began to look towards how Brexit might actually unfold.

For the UK's advertising and media sector, which prides itself on its diversity and considerable contribution to UK exports, there was wide concern.

A survey of nearly 200 companies by advertising thinktank Credos in late 2016 found that a fifth had already lost work due to Brexit and two-thirds believed the UK to be a less attractive place to do business.

A key issue has been access to talent after Brexit. It is estimated that one in five workers in the UK's advertising industry is from the EU. Therefore any change to the UK's immigration system after Brexit has the potential to disrupt the lives of many existing employees, as well as the ability of agencies and brands to recruit the best and the brightest.



AWEUROPE | 105

The Government announced early on that free movement would end when the UK leaves the bloc. Last year, it published details of its settlement scheme for EU citizens already in the country, which it claimed was designed to allow them to "carry on with their lives broadly as now".

Plans for the UK's future skills-based immigration system were also published in 2018; the current dual system – which admits highly skilled workers from outside the EU and all workers from inside the EU – would be replaced with a single access route for highly skilled workers from around the world.

The Advertising Association (AA) broadly welcomed the proposals, particularly plans to remove the annual cap on skilled work visas.

"UK advertising has benefited from a virtuous circle of attracting the world's best talent, attracting more business and, in turn, that attracting more talent – creating jobs for international and British workers," says Stephen Woodford, chief executive for the trade association.

"The AA believes that skilled migrants from anywhere in the world should be able to come to the UK and contribute to our economy and society as a whole."

Another pressing question for adland has been what will happen to Europe-wide advertising campaigns.

Part of London's attractiveness to global media companies carrying advertising is that they can base their

> entire European operations in the UK, with licences granted by Ofcom allowing them to broadcast across the EU under its Audiovisual Media Services (AVMS) Directive.

> > However, if the UK leaves the single market, these licences will no longer be valid without alternative arrangements.

In September 2018, the Government issued a technical notice essentially warning media service companies that it was their responsibility to check whether they have the correct licences after Brexit.

But even when Prime Minister Theresa May's 585-page draft withdrawal agreement was finally published two months later, businesses had little clarity on what would happen next.

Meanwhile, other countries were finding ways to make themselves more attractive to overseas creative talent.

The Dutch government delayed plans to reduce its 30% tax exemption scheme for highly skilled migrants from eight years to five years. France tried to entice businesses to cross the Channel, and the

Confederation of Danish Industry, which represents about 10,000 companies, urged its government to fill its labour shortage by doing more to attract EU citizens currently in the UK.

ADSPEND FOR 2018 AS A WHOLE IS FORECAST TO REACH £23.5BN, AN INCREASE OF 6.0% FROM 2017, INDICATIVE OF AN INDUSTRY IN RUDE HEALTH As the fractious Brexit debate dragged on in Westminster, brands including Dyson and Sony announced plans to move their headquarters out of the UK.

With all the focus on 29 March 2019, or "Brexit Day", it has been easy to forget that the country is only in the first stage of negotiations. Fully fledged trade talks have not been permitted under EU law while the UK remains a member state. That means there is still much to be decided in the future – and therefore many more unknowns for businesses.

Yet, for all the uncertainty and decline in general consumer confidence over Brexit, the UK's advertising industry has experienced record investment.

Adspend in the third quarter of 2018 rose 5.1% year-on-year to reach £5.6bn, according to the latest AA/WARC Expenditure Report figures. This marks the 21st consecutive quarter of market growth and the industry's strongest third quarter since 2015.

Adspend for 2018 as a whole is forecast to reach £23.5bn, an increase of 6.0% from 2017, "indicative of an industry in rude health", says James McDonald, data editor at WARC.

He added that 2019 – the year of Brexit – is predicted to see continued growth of 4.6%, based on a businessfavourable outcome from the EU withdrawal agreement.

"While it often seems that our

relationship with the EU has already changed since the EU referendum, in fact nothing will fundamentally change until 29 March this year," Woodford adds.

"UK advertising continues to perform strongly, demonstrating the commitment of British advertisers to invest in the growth and success of their businesses. As the clock ticks down to our departure from the EU, it is crucial the Government provides the certainty business is seeking for the future."

The sector has been making its own efforts to bang the drum for Britain abroad and find new ways to work.

For example, the UK's behavioural media agency Total Media Group has teamed up with Europe's largest independent media group, Mediaplus, to launch Total Mediaplus, establishing two new central hubs in London and Munich.

The AA has also launched Promote UK to position the country as the top global hub for advertising.

Janet Hull, chair of the new industry group, says: "We want buyers to feel that, unless they choose a British company, they have not quite bought the best there is."

Promote UK is working directly with the Department for International Trade in a bid to secure more global business and test new regions. Priority markets include North America, China, India, Japan, Middle East, Germany, France and Hong Kong.

"The ideal outcome from Brexit is a future economic partnership with the EU and ambitious trade deals with the rest of the world that promotes growth and facilitates exports of advertising services," says the AA's Woodford.

"The UK must be seen as the best place to work, the best place to invest and the best place to do business."



Brilliantly different...

Why Businesses, Brands And People Can't Afford To Stand Still

HOSTED BY DENNIS

It's no secret that the world is changing before our very eyes. From the way we digest news, watch films, eat and workout, to the way we work and how our children play. So how can businesses adapt to these rapid changes to remain relevant to their customers whilst remaining true to their brand. Dennis hosts a panel of experts who have put change at the centre of their business model, and come out on top.

HOST Julian Lloyd-Evans





PICTUREHOUSE CENTRAL, AD SHAPERS STAGE, TUESDAY 11:10 - 11.50 AM

seed to bloom The transformation of Dennis

Simon Reynolds

How the media company built by **Felix Dennis** is anchored in entrepreneurial spirit and promises to be more experimental than ever before.

elix Dennis's life in publishing began in the late '60s with counterculture magazine OZ. Rising from street vendor to co-editor in the space of two years, Dennis's time with the underground publication saw him deliver the first review of Led Zeppelin's landmark debut album, gatecrash the stage of The David Frost Programme with a water pistol and a four-letter expletive, and face an obscenity trial alongside Richard Neville and Jim Anderson in 1971. After his acquittal on appeal, Dennis founded Dennis Publishing in 1974. Kung-Fu Monthly was the first magazine out of the gate, capitalising on the popularity of martial arts star Bruce Lee's box office hit Enter the Dragon

Dennis's maverick entrepreneurial spirit and instinct for finding gaps in the market quickly turned him into one of the UK's biggest publishing moguls. Throughout the early '80s titles launched to cater for the emerging technology market, a space where Dennis remains number one in the market to this day. Felix was bold in his ideas, launching *Maxim* in the US in 1997 to an uncertain market – but it went on to become the biggest lads' mag in the world with a circulation of over 2.5 million. Always one step ahead of the curve, Dennis anticipated the demise of lad culture, and sold off all 31 international editions of *Maxim* in 2007.

Current affairs magazine *The Week*, a digest of the previous seven days' headlines, also proved extremely popular, and preempted the online formula for aggregated news in print. Today, *The Week* boasts a UK circulation of more than 175,000, a US edition reaching 550,000 and an offshoot targeting 8 to 14 year-olds in *The Week Junior*.

"Do it and apologise later"

Underpinning Dennis Publishing's success was Felix Dennis's desire to be creative and ambitious – his motto of "do it and apologise later" is one that the company still lives by. People, and their intrinsic value to a business, are also at the heart of Dennis's philosophy.

Julian Lloyd-Evans, chief revenue officer at Dennis, worked with Felix Dennis for more than 15 years. He says a large part of Dennis's success was down to his "huge passion" for product and thinking like a consumer.

"He always put the reader first and that continues at Dennis today," Lloyd-Evans explains. "If you can get people interested, you can create an engaged and loyal audience, which is hugely valuable to your business. Felix also said don't be afraid to fail but learn fast and keep trying to innovate – an ethos we put at the heart of every business decision."

Continuing Felix's legacy, one tree at a time

When Felix Dennis died in 2014 after a long battle with cancer, ownership of his publishing empire transferred to his estate. Profits from the business went towards maintaining the Heart of England Forest, the charity Dennis established in 2003 to help reverse woodland decline by planting a 30,000 acre contiguous forest of native broadleaf trees in England. Now under the leadership of CEO James Tye, Dennis continues to thrive by building on its founder's cultural values.

Dennis has carried on being experimental in its outlook, consistently assessing emerging needs, being bold in its thinking and fast in its execution. In the first year after Felix's death alone, Dennis launched five brands and acquired two businesses. FELIX SAID DON'T BE AFRAID TO FAIL BUT LEARN FAST AND KEEP TRYING TO INNOVATE These were both print and digital launches, and into new sectors – despite the ever declining newsstand trends, Dennis dared to take risks where others wouldn't. And it paid off. *The Week Junior* has gone on to become the fastest growing children's magazine in the UK with over 63,000 subscribers, less than three years from launch. Tech website *Expert Reviews* has transformed into a buoyant e-commerce proposition, and lead generation has become integral to Dennis's B2B publishing strategy.

Dennis also understands that with innovation there is occasional failure - and the need to fail fast is crucial in the fast-paced media landscape. But this doesn't hinder its appetite for new opportunity. As traditional revenue streams come under increased threat from trends such as newsstand decline, ad blocking and viewability standards, publishers must react. In 2015, Dennis purchased a small online automotive retailer, buyacar.co.uk, applied its digital expertise to the platform, and expanded its reach through its market leading automotive titles. Fast forward to 2019 and Dennis now directly sells over 500 cars a month, and buyacar.co.uk accounts for a third of its overall revenue. Dennis has adjusted its business ambitions to meet this need, aiming to become a full endto-end supplier for the automotive industry whether that's creating content for readers or selling cars on buyacar.co.uk.

"We have so many different and evolving revenue streams," says Lloyd-Evans. "Partnerships, e-commerce, programmatic, licensing – but this isn't to the detriment of our traditional revenue – we remain focused on delivering engaged audiences for clients, and that is key to our success. Dennis has been successful for five decades now and you can only do this if you stay relevant for your audience and customers, and stay passionate about what you do."

In 2017 Dennis moved its London headquarters to new offices at Alfred Place in Fitzrovia. The switch saw Dennis undertake a cultural transformation, embracing an agile working environment and providing staff



with flexibility to balance both their role and working day. The rebrand saw the adoption of the mantra "brilliantly different", words which can be seen displayed in neon lights on the reception wall at Alfred Place.

Alison Hunter, chief people officer at Dennis, said that the office move provided an opportunity to transform the company's working environment and attract new talent.

"We pride ourselves on being a people first business and the agile environment we have now created ensures that our talent feel proud to work here, feel empowered and trusted and have the right technology to do the very best they can every day," she says. "Our 'brilliantly different' approach has made a real difference to how we attract, acquire and retain talent in our aim to become a destination employer of choice by 2020."

ARE YOU BRILLIANTLY DIFFERENT?

Dennis creates brands that people want to work on and a culture that people want to work in.

To join Dennis is to join a family.

Well-established comfortable, and always full of surprises.

Find out more www.dennis.co

> future to see a renewed focus on diversifying revenue streams and challenging the media status quo.

One thing is certain: Felix Dennis can be proud that his fearlessness and entrepreneurial spirit live on in the people at Dennis – and with his name still above the door, that shows no signs of changing.

IN ASSOCIATION WITH



Dennis in 2019 and beyond

In October 2018, Dennis found new owners in the form of British private equity firm Exponent. Proceeds from the sale went to the Heart of England Forest, helping to continue Felix's dream and legacy: to create the largest broadleaf woodland that the UK has seen in a century. Dennis will maintain strong links with the charity going forward. "Dennis is a unique, innovative and dynamic publishing and e-commerce business," says Exponent's David McGovern of the acquisition. "We believe that there is a significant opportunity to grow both its print and digital platforms, which will allow it to reach and engage even more readers and customers."

In 2019, Dennis is in a stronger position than ever, eyeing acquisitions, expansion, and the bringing together of its UK and US arms. Talent will very much be central to that ongoing journey, and Dennis has promised to focus on identifying areas of growth and provide the framework to invest, scale and build long-term value.

Dennis has stood the test of time under very different ownerships, remaining true to the core brand values that have kept it relevant and thriving for the last 45 years. Expect the company's



MEXICO CITY

19 - 21 FEB 2019

LONDON

ASIA

18 - 21 MARCH 2019 28 - 30 MAY 2019

SYDNEY

29 JULY - 1 AUG 2019 23 - 26 SEPT 2019

NEW YORK

AFRICA

28 - 31 OCT 2019





Introducing Advertising Week Africa

Having grown Advertising Week events beyond just London and New York, to Mexico City, Tokyo and Sydney, hosting the sixth global edition of Advertising Week on the African continent wasn't so much a choice, but an inevitability. We caught up with Tosin Lanipekun, executive director of the inaugural Advertising Week Africa about how the event is shaping up for its October 2019 launch.

AW Why South Africa for the sixth global edition of Advertising Week?

What we plan to achieve with Advertising Week Africa is the ambitious goal of having a truly African experience that galvanises and engages all 54 countries on the continent. In choosing the destination, it became clear to us fairly quickly that we had a difficult decision to make. There were so many great destinations to choose from. Should we go with Nigeria, for its sheer economic and cultural presence and scale? Or Ethiopia, a country with deep and well documented historical roots going back thousands of years? Ghana was a great option "the gold coast" as it's called, one of the thriving commercial nerve centres of West Africa. And then there was Kenya; uniquely positioned with its worldleading tech scene whilst also boasting outstanding natural beauty.

Amongst this heady mix of contenders was South Africa. A country that holds so much ideological significance for the continent and the rest of the world. It is the birthplace of Madiba, Nelson Mandela. A man whose ideals have helped make the world a better place.

South Africa felt like the right choice because it has emerged as one of the true commercial powerhouses on the African continent. Also, when we look at what the country represents to the world, it becomes a very sensible decision. A symbol of remarkable growth, progress and strength, all in spite of an extended season of extreme division and chaos called apartheid. Then we had the challenge of selecting the host city.

It was a battle between the two main contenders; Johannesburg and Cape Town. Johannesburg won, in part because it is the one of the most cosmopolitan cities in Africa.

AW How long has this been in the works?

Conversations on Advertising Week Africa commenced with Matt Scheckner and Lance Pillersdorf in Autumn 2016. We believe the basis of every rewarding business is establishing an excellent working relationship and gaining an in-depth understanding of the product. We've spent time attending different editions of Advertising Week globally and introducing the global team to the nuances of the marketing and creative industries on the African continent.

AW Africa will have some of the world's fastestgrowing economies in 2019. What impact do you expect that growth to have on the advertising industry?

Lt is true that Africa as a whole is still experiencing rapid growth. There are some interesting stories coming out of the continent. For instance, Ethiopia's economy has maintained about 10% year on year growth in the last decade. This has been in large part due to the Government's concentrated effort on manufacturing and a focus on industrial production.

One of the biggest drivers of growth in Africa has been innovation in the mobile space, which has driven growth in digital

marketing. In Africa, we can actually point to mobile-only strategies that have been impactful. Kenya for instance, boasts the fastest and most affordable connectivity on the continent, and is a leader in the mobile payments realm with the M-Pesa platform, normalising the idea of paying for goods or services via phone. And as millions of Africans come online for the first time, something interesting is happening. Digital advertising continues to rise and is likely to outpace that of TV and traditional advertising within the next five years. Also, the fact that Africa has a largely young population, with over 50% under the age of 25 and is the only region in the world where the youth population is increasing, means media consumption habits continue to tilt towards mobile. PwC predicts that by 2022, internet advertising will surpass its TV counterpart for the first time on the continent.

AW Naturally, some African countries fare better than others when it comes to advertising. Which countries stand out to you for their creativity, and what do you think it will take for the whole region to flourish?

TL There are so many exciting hotspots of creativity across the continent. But if we were to really focus on some of the outstanding countries, there are at least eight notable ones to mention. Anglophone countries: South Africa, Nigeria, Kenya, Ghana and Ethiopia. Then there are the francophone countries: Cote D'Ivoire, Senegal and Rwanda.

South Africa shines as a beacon of creativity on the continent, with a lot of the regional creative



and advertising agencies headquartered in its key cities of Johannesburg and Cape Town. Nigeria is also one of the continent's premier creative powerhouses, with established hubs for most of the global and regional agency networks and unparalelled dominance in entertainment and music. Kenya also punches well above its weight creatively on the continent, due to thriving digital and broadcast media industries.

AW What are your ambitions for Advertising Week Africa?

TL The story of entrepreneurship, innovation, inspiration, and positive disruption via vibrant startup communities across the continent – from Lagos to Nairobi, Kigali to Johannesburg – has not been told. We want to amplify these stories and bring them to the world's attention through Advertising Week Africa's global platform.

We want to create a truly African event. One of the challenges the continent faces is the question of how well countries from East, West, North and South Africa do business with each other. By bringing together a premier audience of global brands, agencies and networks, media owners and tech giants into one big space to have an engaging and enlightening time, we expect to foster a spirit of cross-regional entrepreneurship within Africa's creative community.

Liberating the Creative Voice



(O) @ hiedra

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NET-A-PORTER

× JWANDERSON

ET-A-PORTER approached Whalar to engage with creators in an entirely new way for the launch of JW Anderson's exclusive capsule collection on its site. Looking at the collection's

inspiration, which was rooted in the theme of 'art for art's sake' and the aestheticism movement, Whalar partnered with five female artists from the UK, US and Sweden, instead of working more traditionally with fashion and lifestyle influencers.

The artists were commissioned to create bespoke pieces of art around the collection and document their process along the way. This resulted in a stunning body of artwork that ranged from needlework, tapestry and ceramics to painting, illustration and poetry, with each piece telling a unique story.





@itsjoeyyu



(O) @fongminliao







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yatt Hotels invited a selection of Whalar's most creative influencers to experience the Dutch-inspired design of Andaz Amsterdam Prinsengracht. Audiences were taken on a sensory journey, through creative expressions of touch, taste, sight, sound and scent. This series of inspiring travel journals let a global audience experience Amsterdam and the Andaz[™] brand, uniquely

audience experience Amsterdam and the Andaz[™] brand, uniquely captured through the lens of each creator.





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