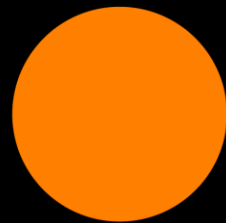


WMxAWNY

#AW2020

*Key themes and
actionable takeaways*
September 29 – October 8



What is Advertising Week?

Advertising Week (AW2020) is an annual event that brings together marketing, advertising, tech, and creative professionals from around the world to discuss, debate, network, and decide what the future of the industry could and should be.

Pre-pandemic, we typically attended Advertising Week New York, our pick of the 6 AW events scheduled in major cities around the world. This year, the pandemic forced Advertising Week to reimagine its global presence, resulting in AW2020 being a virtual event designed for a global stage - touting more panels, presentations, whitepapers, and insight-driven debate than ever before.

Focused on bringing people together across all facets of the industry and stages of their careers to drive change and challenge the future of advertising (and communications overall), AW2020 featured 750+ speakers (including many of our very own Wavemaker experts) participating in 350+ events across 12 channels over 8 days.

#AW2020
Sept 29 - Oct 8



Our Key 2020 Takeaway:

It's Business as Unusual

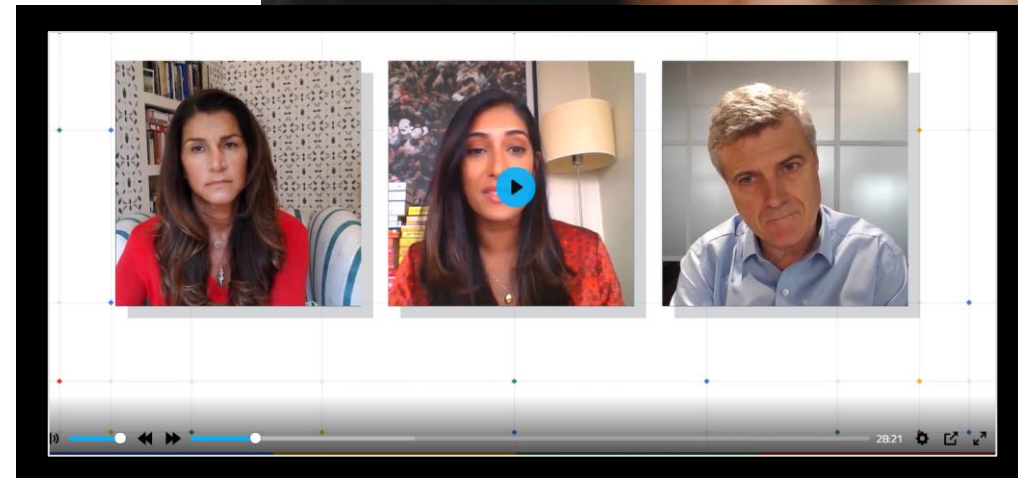
The ad industry's rapid pace of change has been further accelerated by the events of 2020. As Yonca Dervisoglu, Chief Marketing Officer, Google EMEA, explained, "Pandemics don't change things, but they do accelerate shifts that were already underway." Consumers expect more from brands than ever before. According to Verizon Media, 83% of consumers now look for brands to connect people.

Frankly, we should expect more from ourselves.

It's ok to be apprehensive. Epic change brings with it much uncertainty and many questions. The change afoot also makes us excited and, dare we say, optimistic about our chance to make tangible change and move forward to a stronger, safer future.

Nadine Heggie, Vice President, Brand Partnerships, National Geographic, Europe & Africa (The Walt Disney Company) explained that the impact of the pandemic is "a reminder that natural human behavior means that we often need a catalyst to shock us into changing our behaviors. History also shows that moments of mass crisis are followed by significant positive shifts in long-term behavior that break the creature of habit mentality."

As consumer (and human) behavior begins to scab or scar as a result of the pandemic and trends already unfolding pre-pandemic, we embrace the future with optimism and the commitment to understanding – and responding to – these behavior and habit changes.





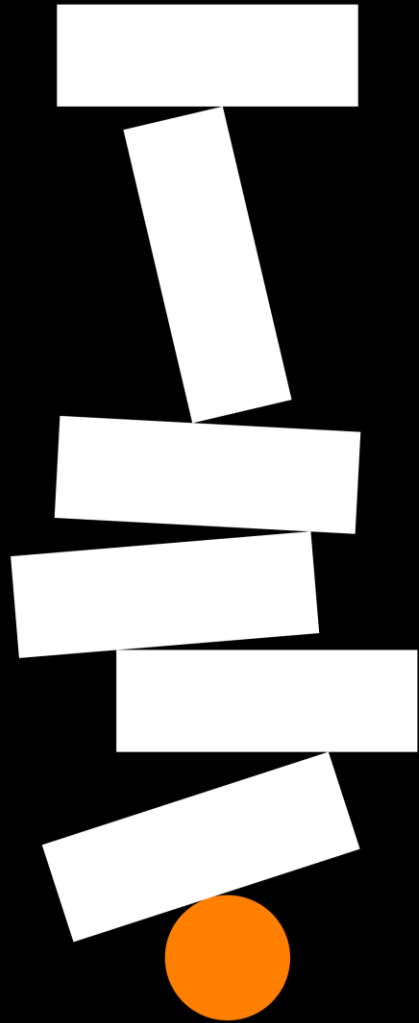
ADVERTISINGWEEK2020



Wavemaker's key themes from #AW2020

- 01 Reimagining & Rebuilding**
Changing the way we work for ourselves & our consumers
- 02 Diversity & Inclusion**
From movement to mindset
- 03 Power of Purpose**
Inspiring through action
- 04 The Age of Anxiety**
An awakening of Health & Wellness

#AW2020



**A deeper dive
into these
key themes**

01

Reimagining & Rebuilding: *Changing the way we work for ourselves & our consumers*

There are two critical facets when it comes to reimagining and rebuilding advertising: How we approach advertising internally, and what consumers need from advertising.

Consumer needs: In times of crisis and cultural change, brands need to show up with a genuine, committed response. Stefan Britton, Commercial Director, Datasine, shared the notion of Creative Empathy, noting that 74% of brands surveyed say their customer base is more sensitive to creative in marketing now compared to 6 months ago. How, where, when, and why you show up needs to be re-evaluated and restructured to compliment the ways consumers seamlessly move from on and offline experiences...largely without recognizing a difference. This has massive implications for every form of communication, from print to audio to even retail. Considerations for health and safety, preference and convenience, will shift the way people engage in everything from streaming content to real-world entertainment.

Inside advertising: When it comes to how advertisers work, keeping up with changing consumer behaviors means recognizing and responding to changing employee, agency and client needs.

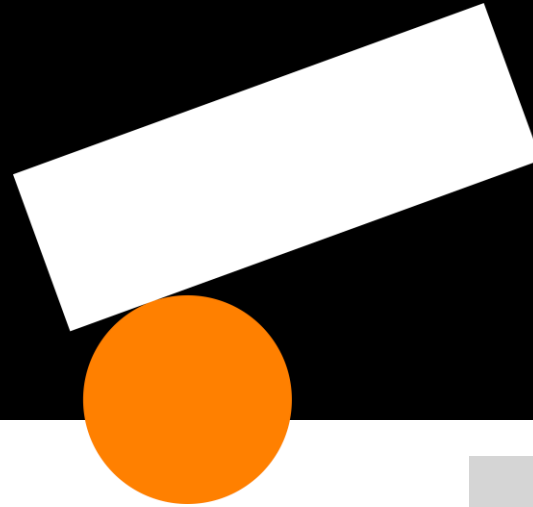


*Going forward
you also have to
have a virtual or
digital experience
for physical events.*

- David Wilding,
Head of Planning, Twitter



Why this matters to brands



Whatever you're doing, stop.

Last year's advertising and marketing solutions will no longer work. The pandemic has forced many slowly evolving consumer behaviors to accelerate, forcing everyone to re-evaluate how they consume and access media, including the platforms they use and how and when they use them. This results in consumer purchasing cycle shifts.

Don't fear the disruption; lean into it. As Marc Pritchard, Chief Brand Office, Procter & Gamble, noted, "We tried to change the advertising ecosystem by doing more ads, and all that did was create more noise."

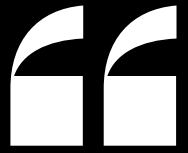
Rising above the noise requires an always-on focus of listening and examining your consumers' behaviors around emerging platforms (e.g. TikTok), traditional entertainment (e.g. live sports) and the models (e.g. sponsorship) we've relied on in the past. By bringing in new insights, your brand can connect (and reconnect) those dots of data to build new opportunities and ideas.

Are you futureproofing your brand or just your message?

Marketers need to apply the same lens of constant learning to their internal structures, employee demands, and client needs.

For example, how are you prioritizing internal education and investment? At MillerCoors, Brad Feinber, VP of Media & Consumer Engagement, shared that, "If we're trying to weave our brand into culture more — to become culturally relevant — there's no place better than content," resulting in finding new solutions and structures to ensure the ability to rapidly go to market to deliver against these insights.

Now more than ever, brands aren't hiring agencies; they're hiring strategic partners they can rely on, confide in, and turn to for insight across the board. This means re-evaluating structural models, compensation models, budgets, consistent communication — everything is on the table.



Our favorite quotes from the virtual stage

This year is really going to accelerate the idea **around 'can I trust this brand?'**

- Claire Gillis,
CEO Internation,
WPP Health Practice

Be authentic, understand your brand and understand that **the experience of your audience is paramount now.**

- Abbey Klassen,
NY President, 360i



The main learning we've got coming out of this (pandemic) is as businesses ... **we really need to adopt a flexible approach** to how we service our customers, how we build media and how we deliver to our end consumers.

- Lara Izlan,
Director, Advertising
Data & Analytics, ITV



There's a **need to respond quickly and appropriately to changes in sentiment**, which is where AI can help us use data to make the right decisions and make them fast.

- Stefan Britton,
Commercial Director, Datasine

Rather than being hyper-focused on driving down the cost of media, **we have to flip the script and focus on accelerating growth.** We're coming out of the race to the bottom. The opportunity in front of us is the race to the top.

- Jay Pattisall,
Principal Analyst, Forrester



02

Diversity & Inclusion:

From movement to mindset

While uncomfortable for many - Social Injustice is a hot-button topic that is well overdue for a conversation. Overcoming historic challenges and systemic obstacles isn't going to be an overnight effort. When it comes to making tangible change in the fight against social injustice, brands have work to do in the way they show up for the communities they serve on two fronts: their consumers and their employees.

Many companies shared their strategies of how they have been rethinking and restructuring every facet of how they work to ensure a diverse and inclusive workplace. For example, Oona King, Snapchat's Vice President of Diversity, Equity and Inclusion (DEI), spoke about Snapchat's goal of eradicating the systematic racism we've seen in both media and tech. To work towards that vision, Oona shared Snapchat's focus on three pillars for DEI: leadership, accountability and inspiration.

By recognizing you can't eradicate systematic racism if it plagues your core (i.e. company), Snapchat is diversifying its workforce to ensure its products are inclusive and reflect multiple points of view. A strong takeaway for brands ready to do the work.



Why this matters to brands



It's not about representation optics

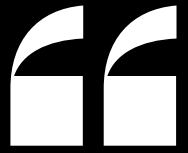
Diversity in leadership was one of the most common takeaways; how it serves as an equalizer for everyone when the C-suite reflects the diversity and inclusion a company commits to.

Diversity needs to be a part of the culture at the core to make a tangible impact. Snapchat's Oona King warns that hiring talent to provide the look of diversity - or to simply increase representation - will never work, nor should companies rely on that one person to drive company-wide change. Diversity needs to be seen and felt across all levels. As she explained, "There's no point in bringing women or underrepresented racial minorities into a tech workspace that is very white. In a work culture, people get thousands of signals everyday as to whether they're welcome or not. It's those signals that determine if they stick around."

This is not the time to be silent

Brands have historically been silent on issues of social justice. While this may have been accepted in the past, silence is no longer an option. Consumers now expect brands to boldly speak out and do their part to make a difference. And consumers will choose to support those brands that reflect their beliefs and values. The tragedies captured on film this year have brought to light social injustices that have spurred a period of activism in which brands need to act loudly and use their power to influence positive change in innovation and culture.

Acting authentically is paramount, and brands also need to be careful about how they navigate this topic, and which causes they align with as they represent the values of their consumers.



Our favorite quotes from the virtual stage

Core consumer groups have been left out of the narrative.

Acknowledge that that's where we are and what do we need to do to push ourselves forward. Re-examine every aspect of the campaign process to make advertising better for everyone.

- Latoya Christian,
Managing Partner, GroupM



Talent is equally distributed in the world but it's the access to opportunity that isn't. **D&I is a team sport.** There's a role for everyone to play making sure we're creating a culture of belonging.

- Ife Babatunde,
Agency Partnerships, LinkedIn



You can have all the most brilliant plans in the world for systems of accountability, but **if the human beings with roles of leadership within those systems aren't inspired to make diversity a top priority, nothing happens.** And I know that. I've seen it time and again.

- Oona King,
Vice President of diversity, equity and inclusion (DEI), Snapchat



03

Power of Purpose: Inspiring through action

As Will Cady, Head of Brand Partnerships, Reddit, made clear, "The path to purchase and the path to purpose look the same." Consumers demand more than products and services from brands; they want tangible, actionable support and validation of their ideals, beliefs and values.

At a time when brands seem to have more ability than governments to create tangible impact and movement, consumers are more concerned about the values of the brands they do business with. Questions around a brand's views on human rights, equality, Black Lives Matter, sustainability, and other concerns can make or break a brand relationship.

While 'cause marketing' was a buzzword the last few years, the notion of brand purpose isn't an ephemeral trend; it's a baseline of doing business. It's not just due to the pandemic; focusing on and behaving based on core values and committed responsibilities is important for building brand trust.

From sessions on how to rebuild your brand with purpose in a post-COVID economy to discussions around why doing good is good for business, marketers across the #AW2020 virtual stages agreed that – it was past time for brand IPs to no longer stay separate from the humans that make up their workforce and consumer base.



Why this matters to brands



Consumers have the power

Theoretically - brands have always been beholden to the loyalty and buying power of consumers. However, it is not until recently that consumers have truly flexed that power – supporting brands that they feel view the world (society, its problems, its strengths, etc.) in a similar way.

As each vertical becomes more crowded – with the next big company always right around the corner – brands must ensure they are wearing their heart on their sleeve to attract the support of like-minded consumers.

Every time you connect (or have the chance to speak to) your consumer, you need to focus on cultural relevancy and genuine support. How are you showing your long-term intentions and commitments vs. leveraging a moment to make a sale?

“Trust is not static”: There’s no better time for a reset

The past eight months have seen consumer and brand behavior change quicker than previously thought imaginable. If there was ever a time for brands to adjust how they build relationships with their consumer – it is now.

Short-term or one-off campaigns aren’t going to build trust between consumers and brands. Consumers need to believe by seeing a brand’s repeated commitment to the causes and people they care about.

As Jay Sethi, Brand Marketing Lead, Smirnoff, pointed out, it’s not about picking a cause du jour, implementing, and moving on. “Brands change all the time—it’s only the values that should stay the same.”

What your brand stands for should remain consistent and steadfast - no matter the product or execution to ensure consumers recognize and respect your commitment to purpose.



Our favorite quotes from the virtual stage

When we think about purpose, it's about how you want to be perceived to the world and **how you want your consumers – current consumers, prospective consumers - to see you.** What are you giving to them that enriches their lives?

- **Deborah King,**
VP Paid Social, Essence

There's an industry built on repeating the problem back to people, and we aren't going to win that way.

- **DeRay Mckesson,**
Organizer and activist

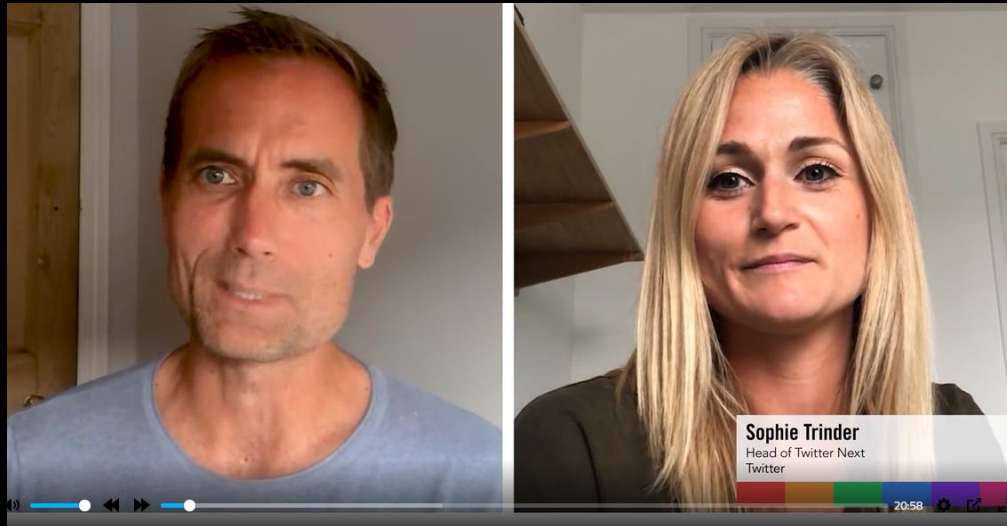


There's an expectation from young people and from staff to be able to see [your authentic self] clearly.

- **Alex Mahon,**
CEO, Channel 4

Personal ethics are messy, and so are business ethics – **you don't need to be perfect, people will respond well to you being honest,** open, and trying to do the right thing.

- **Sophie Trinder,**
Head, Twitter Next UK



Trust is about being part of a community. It's about listening to your audience, understanding what they're thinking, their mindset...what they need to know.

- **Dan Locke,**
Chief Agency Strategy Officer, ESI Media

It's challenging for the advertising industry to add value, because advertising is based on awareness... but **awareness does not create value, value creates awareness.**

- **Will Cady,**
Head of Brand Partnerships, Reddit

When I look at Google Search trends, I see **shared humanity that runs across borders.**

- **Yonca Dervisoglu,**
CMO, Google Europe, Middle East and Africa

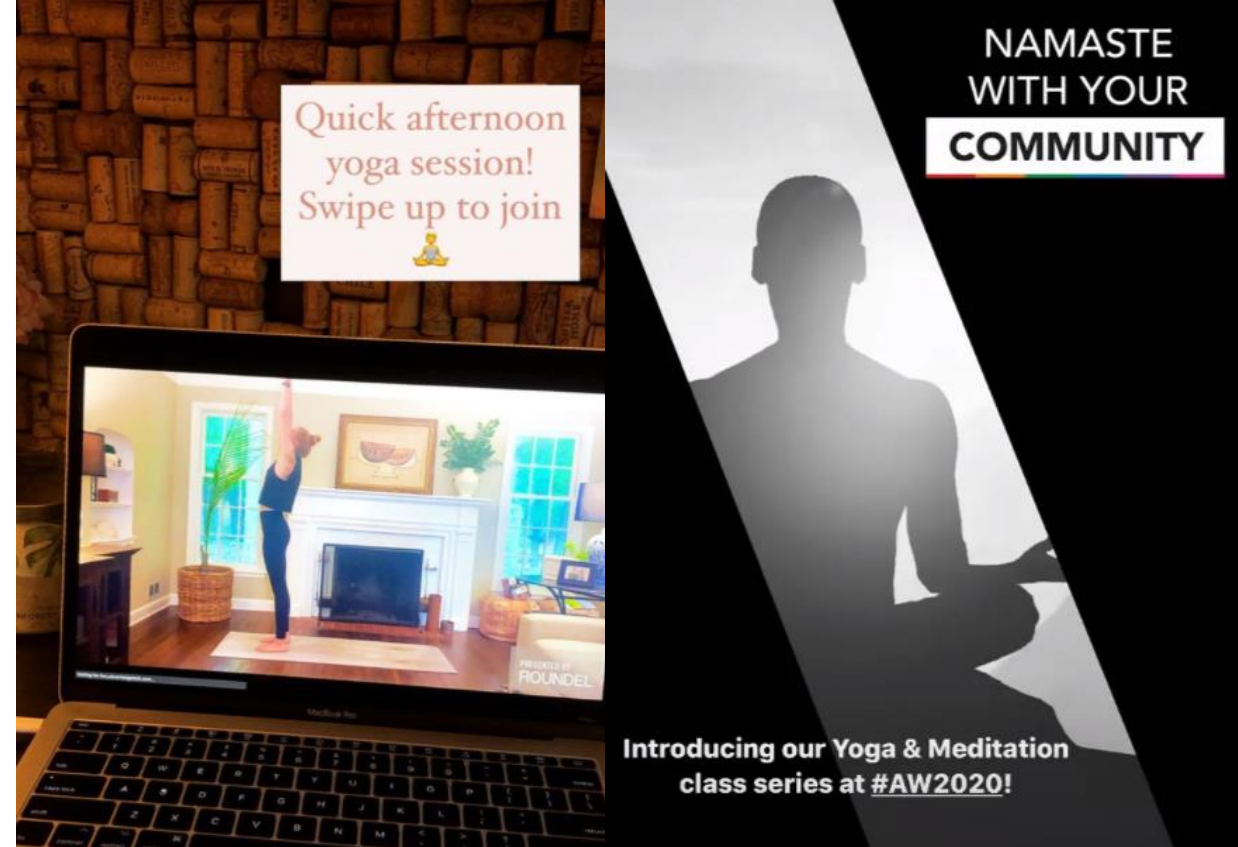


04

The Age of Anxiety: *An Awakening of Health & Wellness*

COVID 19's impact on not only the health of our industry, but also the health and wellness of consumers, marketers, advertisers, employees, colleagues, family and friends, remained top of mind and conversation across the speaker spectrum: from Olympic champions to data analysts. Plenty of conversation focused on how, beyond these unprecedented times, discussions and initiatives around wellness were long overdue and therefore quickly moving from the fringe to the forefront. While higher levels of anxiety were on the rise pre-pandemic, consider COVID-19 the accelerator that's been exposing the impact of ignoring mental health and wellness for everyone.

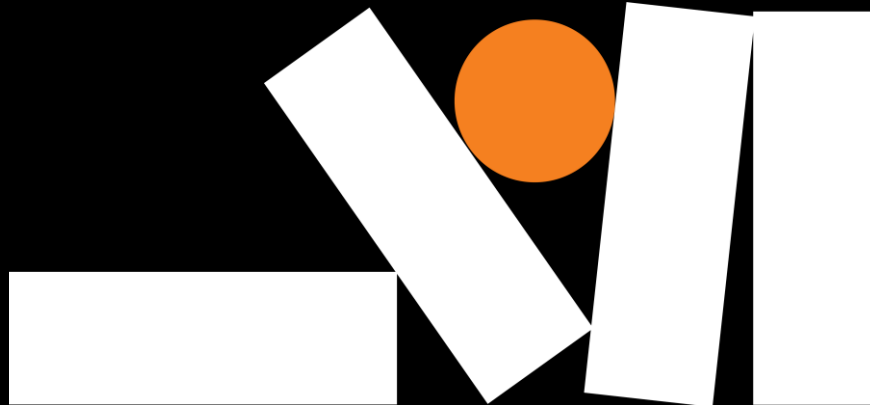
When it comes to wellness in the workplace, remember that while this is a space where people come to perform, it is also a place to bring your full self to work - including personal struggles and stresses. Brands and agencies need to understand that striking the delicate balance between bringing people together physically and/or virtually and understanding the benefits of both options can help pave a productive path forward. Suki Thompson, Founder, Lets Reset, made the point that "if you don't make time for your wellness, you will be forced to make time for your illness," underscoring how recognizing wellbeing and performance needs can help brands develop the right tools of resiliency in the workplace to drive performance.



Understanding these basics, she explained, including purpose, mind and body connection, creativity, intimacy, autonomy/control, status, and security, are not only needs that must be met in the workplace, but provide creative fodder for brands as to how to deliver on meeting those needs with their own products and services for consumers who are struggling across the board.

Fact: *Twitter found that over a third of people tweeting about mental health in 2020 have not previously tweeted about it.*

Why this matters to brands



Understand your consumers' nuanced needs

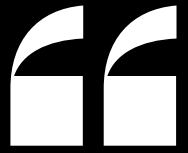
Everyone has a different set of circumstances that impacts their priorities. Knowing what's important to them gives you a very specific lens through which to view potential utility-driven offerings. For example, Michael Phelps spoke about how he's partnering with Panasonic to provide social-emotional curriculums to children so that they can better understand how to manage and connect with their emotional health at an early age.

Developed from both his personal experience and the insight that modern kids take on more than ever without the education or proper toolkit to manage big feelings, it's an example of how looking at your specific consumer needs (vs. general marketplace trends) helps you design and deliver genuine utility that can be immediately applied.

Listen to your consumer; don't just hear them

When it comes to leveraging mental health in marketing, it's the everyday nuances that need care and attention. Understanding the tensions that new ways of working, living, playing, and learning have evolved – and continue to change – are key to finding tangible solutions both major and minute.

Reflecting the EQ-driven understanding and support in messaging isn't reserved for the month of May (Mental Health Month). Understanding how to deliver on that requires intricate data listening and the ability to really read between the tweets and lines of social posts and commentary to understand what exactly is top of mind, and where consumers need help.



Our favorite quotes from the virtual stage

People are reassessing their lives, and being grateful for what they have.

- David Wilding,
Director of Planning, Twitter



The focus needs to be if you're achieving what you need to be doing. **Every person has a unique set of circumstances.** Know what your employee is dealing with, what's important to them, and what hours work for them.

- Jessica Bartlett,
Head of People, Braze



I think that leaders & CEOs need to **mandate break time.**

You might win a sprint, but **you will lose the marathon if people don't have balance.**

- Gary Vaynerchuk,
CEO, Vaynermedia



#AW2020

**Let's get
to work**

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