

2018

WM
WAVEMAKER
MEDIA. CONTENT. TECHNOLOGY.



ADVERTISING WEEK **EUROPE**

WAVEMAKER'S KEY TAKEAWAYS



GREAT
MINDS
THINK
UNALIKE

Advertising week Europe 2018

Now within its sixth year, Advertising Week Europe is a hybrid of inspiring thought leadership, entertainment and special events celebrating the advertising industry and its people.

#AWEurope took place from 19-22 March at the Picture House Central in the heart of London. Additional events were hosted by Ronnie Scott's Jazz club, the Lyric theatre and Fortnum & Mason.

175 seminars and workshops led by industry leaders, influencers and entertainers showed everything from how to apply the latest innovations in technology, to gaining inspiration in storytelling by the best in the business.

SIR MARTIN SORRELL, FOUNDER AND CEO OF WPP, IN CONVERSATION WITH CNN MONEY'S NINA DOS SANTOS

Sir Martin Sorrell spoke on the current opportunities and challenges facing the industry. Speaking via a video link from New York, Sir Martin Sorrell said WPP is reacting to top marketers' calls for their agencies to change by delivering more agile and creatively-driven agency structures.

He said: ***“What [Procter & Gamble’s] Marc Pritchard and [Unilever’s] Keith Weed are signalling, and other advertisers have signalled, is that we have to be more responsive, more agile, less bureaucratic, less layered and more principle-driven, in the sense of driven by creative principle.”***





ANN WIXLEY IN CONVERSATION WITH KATIE KEMPNER

Perspectives with Katie Kempner is a series of inspiring conversations with working women balancing busy and fulfilling lives, here are some soundbites from their talk:

- ***“The best thinking comes about when you’re in between work and life, in your third space; it’s the commute, brushing your teeth, putting your lipstick on – that’s when the magic happens.”***
- What’s the best piece of advice I’ve even been given? ***“Be a decent person.”*** - Ann Wixley
- ***“I believe the key to juggling everything is to surround yourself with a diverse mix of people.”***
- ***“You need people who think differently to you; you need the critics.”***
- ***“Pennys drop when you’re pottering around.”***



GENDER DIVERSITY: HEARD THE TALK, NOW LET'S SEE THE ACTION!

Kathryn Jacob CEO, Pearl & Dean, Sue Unerman Chief Transformation Officer, MediaCom and Andrew Baldwin Client and Partnerships Director, Wavemaker Global

As part of AdWeek's Breaking Barriers session, Wavemaker global's Andrew Baldwin joined Kathryn Jacob and Sue Unerman for an interactive session that asked the audience to respond to examples of common work place behaviour.

The panel then followed with a discussion on whether we should have gender quotas for senior positions, how we can support more junior members of staff and how it is the responsibility of every employee, not just senior members, to take action on gender diversity in the work place.

- ***"It's not about cutting the cake into smaller pieces, it's about getting a bigger cake."*** Andrew Baldwin
- ***"There is an equal number of women to men in the world, we don't need quotas for jobs because the people are out there. What the industry could use is targets and we all need to work together, training, mentoring and supporting to ensure we can meet those targets."*** Sue Unerman Mediacom





5 KEY TRENDS

from Adweek Europe

1

Diversity

2

Voice / AI

3

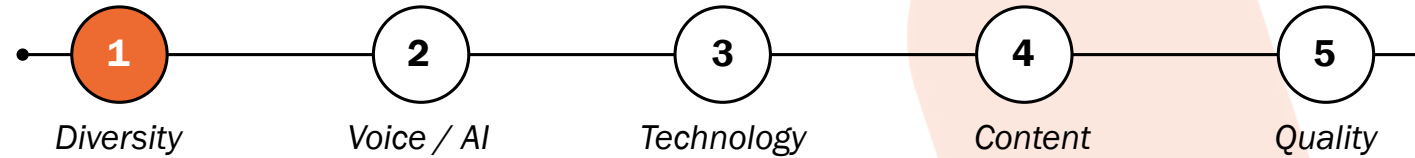
Technology

4

Content

5

Quality



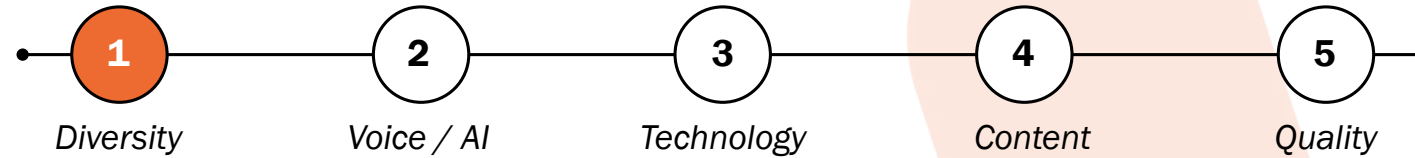
Key Themes; online hate, sexual harassment and mental health



ONLINE HATE

ISBA has come up with an initiative that explains how members should respond to online hate. It encourages advertisers to tackle hate speech they encounter on social media by flagging it with the hashtag **#challengehate** and reporting it to platform owners and (if appropriate) the police.

Speaking on the Panel 'Reflecting Diversity in Creative Output', **Sara Bennison, CMO Nationwide** said marketers need to change their perceptions of how to tackle online hate and rather than “turning a blind eye” or removing hateful comments, should start addressing them. Every time a brand ignores such harmful content, it makes it “just that little bit more acceptable”. Bennison also argued that it’s not the social platforms’ fault, but there needs to be a shift in society’s views of how we should behave online.



SEXUAL HARASSMENT

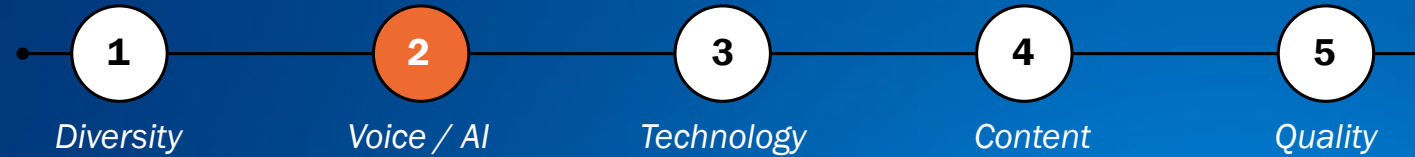
Building on the global **#MeToo** and **#TimesUp** movements, Advertising Association (in partnership with Nabs and WACL) have developed the initiative **TimeTo**. This recognises that all parts of the advertising industry (genders, agencies, marketers and media-owners) are affected by sexual harassment. The ambition for **TimeTo** is that everyone will work towards the complete eradication of sexual harassment from our industry.



MENTAL HEALTH

During the session 'What's Your Elephant In The Room?' the panel focused on whether it is possible to achieve a work-life balance when we're 'always on'? The panel comprised of Gemma Greaves (Chief Executive, The Marketing Society), Josh Krichefski, (CEO, MediaCom UK), Nishma Robb, (Marketing Director, Google), Mark Evans, (Marketing Director, Direct Line Group) and Rachel Eyre, (Head of Marketing Propositions, Sainsbury's). The key question asked was: *How can businesses support those suffering from mental health issues?*

- **'Mental health isn't over there, it's over here and it's everyone's responsibility'** - Mark Evans
- **'Building diverse teams reduces the mental health stigma'** – Nishma Robb
- 60% of leaders have been found to have Imposter Syndrome.
Link to the test: <https://www.positiveintelligence.com/assessments/>



Key Themes; A new tech age, impact for marketers, identity

Unsurprisingly, Voice was a common theme during discussions at AdWeek. The Economist recently suggested increased use of it, along with Cloud Computing and Big Data, could trigger a new tech age.

Panellists during the week were quick to point out that voice technologies have been adopted at a faster rate than mobile phones were; $\frac{1}{4}$ adults use a Voice Assistant. So much so, the suggestion was that voice has more of a tangible impact for marketers than A.I. However, as The Guardian Insight's panellists reminded us, 'Voice calls into question the fundamentals of every marketing team's Brand-House.'



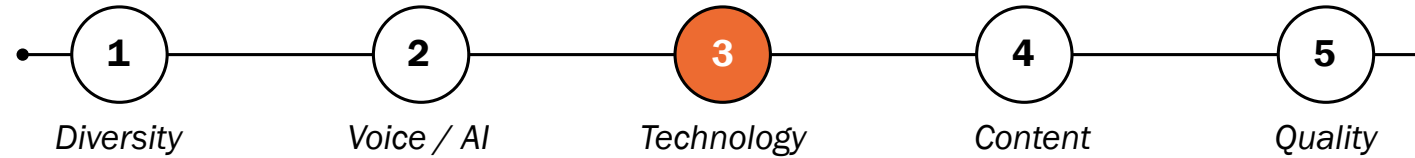
The new technology forces marketers to answer previously unthinkable questions:

"What is your audio identity?"

"Where does your brand fit on the sonic-scape?"

Voice is so distinct from previous forms of 'digital media' that increased use of it may lead us to view social as a 'traditional' media channel.





“Lets develop the first trillion dollar company in the UK”

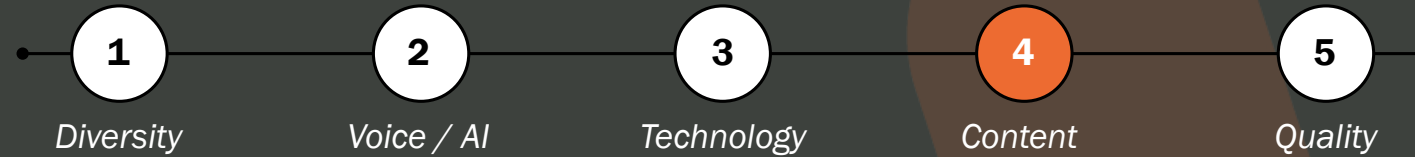
The telegraph want to pave the way for new tech companies in the UK and unveil a new high impact global journalism initiative called technology intelligence.

This is dedicated to covering the increasingly important world of technology. With a brand new team of reporters, writers and editors based in London and Silicon Valley in the US, their aim is to establish the Telegraph as the leading UK publisher of technology journalism. It will report on five distinct journalism themes:



- **Companies** - the stories of the biggest firms in the world, told through the personalities of their founders and executives, or through the successes / failures of their corporate strategies.
- **Devices** - news and reviews of the latest consumer products.
- **Development** - from driverless cars to Artificial Intelligence, how technological breakthroughs are changing our world.
- **The effects of technology** - the social and political fallout of our increasing dependence on products like smartphones and social media.
- **The UK startup scene** - exploring, explaining and campaigning to help the future of one of the most exciting sectors of the British economy.

The Telegraph will be pressing for policies that unleash an entrepreneurial revolution to create the high-quality jobs of the future. Thus ultimately creating a trillion dollar company such as the likes of Google, Facebook in the UK.



Key Themes; socially conscious content, creativity



A hot topic across multiple sessions was ‘changing marketing strategies’ and more specifically, how branded content and partnerships can help brands remain relevant. Panellists throughout the week were quick to point out that this content has to be authentic and brands need to align themselves with causes that are relatable to them, as consumers can see right through disingenuous alignments. As Vicki Maguire, Grey’s joint Chief Creative Officer pointed out during one session;

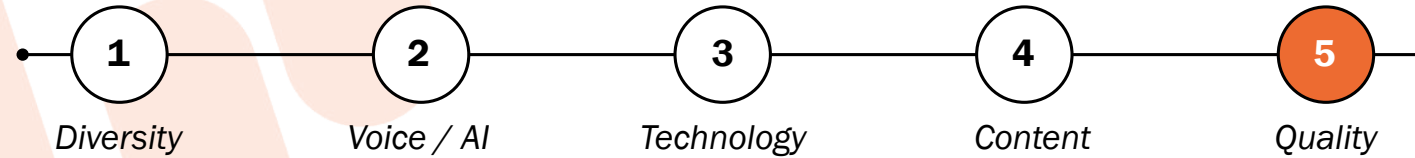
“From a creative and brand respect point of view, you have to be pointing in the right direction. If we are feeling a little bit icky, you know the customer – who has got the most power they’ve ever had – is going to call it out. Because it doesn’t feel right or authentic.”

These points were reiterated by Colin MD and Chief Creative Officer of BBDO’s content marketing agency Redwood, who spoke about socially conscious content.

“ People are more likely than ever to search a company on social media before they commit to purchasing a product – brands need to ensure that they don’t just jump on the back of a social cause – Pepsi is an example where a brand got this wrong.”

To encourage more creativity Caroline Pay and Vicki Maguire, both from Grey London had some helpful advice in a humorous session on learning how to deal with creative F*** up’s – some key thoughts below:

- Fear of failure limits creativity and bravery needed
- You’re paid to have an opinion
- Regardless of title, you don’t know all the answers



Key themes; measurement, brand safety, influencer fraud

One of the key questions repeatedly asked at #AWEurope was: **How do we change advertising for good?**

In a panel discussion bearing the same name, it was suggested that brand safety has become the cornerstone of all programmatic buys. A strong point raised was that simply creating industry wide initiatives is not enough, we need to make sure that the industry implements them as a whole so that we can all move on accepting quality as standard. It needs a “collaborative” and “united” approach from the industry, so that brand safety can be eradicated as an issue.

Another panel moderated by Campaign’s Trends Editor, Nicola Kemp, looked at ‘Tackling Influencer Fraud’ and how “brands need to know what kind of influencer they want to work with,

the message they want to send and focus less on an influencer’s ‘perceived’ popularity”.

Digital advertising was a recurrent theme, with the growing pains that 2017 experienced taking centre stage. Matt Brittin (President, Google EMEA) and Sridhar Ramaswamy (Senior VP, Ads & Commerce, Google) explored key areas of progress over the past year and the future vision of building an advertising ecosystem that works for everyone, assuring the audience that Google had long prioritised user security. Key takeaways include:

“Google removed 3.2 billion bad ads in 2017- twice as much as in 2016! 80 million of these ads were redirecting users to malware sites; another 66 million were removed for being disguised as other things besides an ad; there was also a healthy amount of ads removed for pressuring people to download unwanted software.”

Google has announced its efforts to support the media industry by combating ‘fake news’ and bolstering journalism – named the ‘Google News Initiative’ with plans to invest \$300m over the next three years in supporting its goals. The initiative includes an array of tools and background services on empowering news organizations and increasing publisher’s digital revenue.

There are also plans for a benchmark standard that will make advertising on YouTube comparable with TV advertising.

“In a global first, we have partnered with AGF and the measurement of YouTube against TV will commence later this year.”
– Ramaswamy said.





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UNTIL NEXT YEAR...