

A person wearing a light-colored hooded jacket, dark pants, and a beanie is walking from left to right in front of a large, textured orange wall. A dark blue graphic overlay covers the right side of the image, containing white text and a large stylized 'W' at the bottom. The person's shadow is cast onto the wall.

DON'T MISS: WAVEMAKER AT DMEXCO18

Düsseldorf, September 2018





DM

EXCO 18

01

THE WAVEMAKER PERSPECTIVE

**WHY IS DMEXCO
IMPORTANT?**

AN INFLUENTIAL MEETUP FOR DIGITAL MARKETING

DMEXCO is the central platform for inspiration, exchange with business partners and experts, and industry innovation from around the world. It is also a platform to educate and develop everyone who wants to stay "up to date" in the field of digital.

Egle Rimkute, Account Supervisor, Wavemaker Germany

DMEXCO is not only the biggest trade fair and conference for digital marketing but also still growing. **With 41 000 visitors of which 45% are international**, the event was bigger than ever. Besides the trade fair business of 1 000 exhibitors from 39 countries, DMEXCO reflected what's moving the digital market – from technological to a social point of view – with 570 speakers.

Susann Freitag, Manager Marketing & PR, Wavemaker Germany

DMEXCO is the leading trade show for the entire industry. The event has grown incredibly over the past decade and offers inspiration for the year to come. Especially the Start-Up-Village is an inspirational place for new ideas and for exploring possibilities for future cooperations and projects.

Enid Ibrahimovic, Supervisor Data Science & Technology, Wavemaker Germany



02

OUR POINT OF VIEW ON

HOT TOPICS & KEY TRENDS

TECHNOLOGY

MEDIA TRENDS

CONTENT

AGILITY

CULTURAL TRENDS

DIVERSITY

1. TECHNOLOGY | VOICE

Out of ear – out of mind?

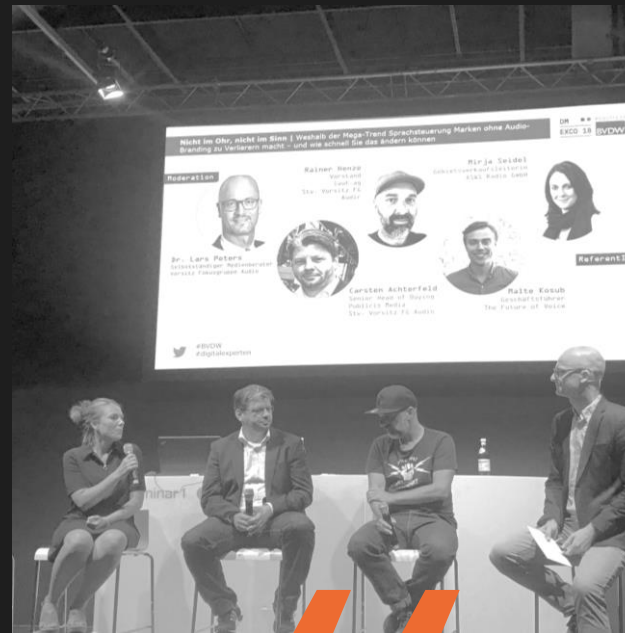
Voice brings both opportunities and challenges for brands: Positioning brands in voice control systems by formulation, tonality, creation etc. Making sure that brands can be found through smart speakers and how to use media as a driver, are also areas we need to explore and solve.

When it comes to voice search, top of mind is more important to brands than ever before - if you are not in the relevant set, you are really non-existent.

Is it awareness? The creation of small programs (similar to apps) are innovative and can lead to engagement with users but carries the same danger as apps: Many get downloaded, yet remain unused.

Or is it e-commerce and thus sales? Shopping via voice will become more and more relevant but at the moment, for example, only [2% of Alexa users](#) are making purchases through the device to make purchases.

What brands must ask themselves: What role can voice play in your brand's consumer purchase journey? What is your brand's audio identity?



“DESPITE THE EUPHORIA, DON’T FORGET THAT VOICE IS STILL IN ITS **INFANCY. WE ARE STILL EXPLORING IF AND HOW VOICE CAN BE USED **EFFECTIVELY** FOR ADVERTISERS.**”

Katharina Dlugolecki, Digital Planner, Wavemaker Germany

2. TECHNOLOGY | DATA GOVERNANCE

Navigating a new data landscape.

The impact of GDPR, the European data protection law, and the general debate about consumers' privacy online, was very much felt at DMEXCO – with a large number of exhibitors and debates covering the topic.

Brochures and leaflets about data protection and handling seemed to run out quickly.

In addition, the technology providers in this area had a much bigger presence and, compared to previous years, attracted many more visitors.



USING EXISTING DATA TO CARRY OUT EFFECTIVE ADVERTISING IS DIFFICULT ENOUGH. GDPR LIMITS THE POSSIBILITIES AND IS AN OPPORTUNITY TO EVALUATE AND THINK ABOUT THE NEXT STEPS. CLEAN DATA COLLECTION AND MEASUREMENT VALIDATION AS TOPICS ARE BECOMING INCREASINGLY IMPORTANT AND SUPPORT THIS DEVELOPMENT.

Enid Ibrahimovic, Supervisor Data Science & Technology, Wavemaker Germany

3. CONTENT | STORYTELLING

Without relevance, advertising will lose its impact.

As Philip Schindler of Google pointed out, devices shrink in size but grow in personal impact. From speech-controlled assistants to smart-home devices, technology is becoming more personalized and therefore increasingly relevant to our individual lives.

With that, the content that advertisers broadcast through these devices needs to adapt to be personal relevant to the consumer or else the message becomes meaningless.

Formats are changing, as 6-second ads are already working better than traditional ones, and we will see a continuous development in this area.



WE SEE A DRAMATIC SHIFT AWAY FROM MASS TO ONE-TO-ONE COMMUNICATION. THEREFORE, WE MUST RAISE THE BAR FOR ADVERTISING AND ITS CONTENT TO MATCH THE DEVICES THAT WE INTERACT WITH ON A DAILY BASIS. CONTENT MUST ADAPT TO THE INCREASED DEMAND FOR PERSONALIZATION TO REMAIN RELEVANT AND EVEN INCREASE ENGAGEMENT.

Max Doyen, Account Manager, Wavemaker Germany

4. CONTENT | VIDEO ADS

Video is (still) paving the way.

Let go of the unskipable ad and set your consumers free. Instead keep your audience's attention with a visual trigger.

Forcing your audience's attention will also effects product placements on YouTube channels or ads on YouTube.

Leverage creativity to show the product – and gain effectivity. You just need six seconds of good storytelling to captivate your audience.

Moreover, add value by using YouTube as a database for efficient testing.



DID WE ENTER THE ERA OF **SIX
SECOND VIDEOS ONLY?**

**FROM MY POINT OF VIEW THE
ANSWER IS A CLEAR **NO**. AS LONG
AS THE CONTENT IS **RELEVANT**,
CONSUMERS ARE HAPPY TO WATCH
MORE THAN 6 SECONDS OF
ADVERTISING – EVEN IF IT IS
SKIPABLE.**

*Kira Schubert, Junior Consultant Strategy, Wavemaker
Germany*

5. AGILITY

Think new. Transform now.

The changes around us, in society, culture and technology, are unstoppable. We need our thinking to reflect that.

As a result, the importance of agility and adaptability, for clients as well as for their agencies, continues to increase. Only by adapting swiftly can we make sure to remain relevant for consumers, today, tomorrow and in the future.

WHAT: Social intelligence.

WHY: The importance of knowledge is declining, the importance of creativity is increasing. Learning to learn again: Learning what machines can never do.

HOW: Promote employee creativity, encourage mindset change within the organization, create an innovation-friendly environment.



**HOW CAN EACH OF US GROW?
ALLOW **MISTAKES**, OPEN ONESELF TO
OTHER **PERSPECTIVES**, GET RID OF
'THE EXPERT', TRY OUT **NEW THINGS**,
SHARE **WILD IDEAS**, LEAVE OUR
COMFORT ZONE, SHOW CHARACTER.
INSTEAD OF "**YES BUT**" ADAPT THE
MINDSET "**YES AND**".**

Egle Rimkute, Account Supervisor, Wavemaker Germany

6. DIVERSITY

Diversity does not stop with gender.

Diversity is more than a hot topic – it's a mindset. It's about inclusion regardless of your gender, age, nationality, race, sexual orientation or background.

“Uniformity and conformity has never worked”, said Shelley Zalis, CEO of The Female Quotient.

We need to act now to build the right (work) environment for future generations. Today's leadership teams must commit to embracing diversity: Create a flexible workplace, with space for creativity and innovation, giving all employees the opportunity to bring ideas to the table and help shape their own success.

Walk the talk: Diversity is not a passing trend, but rather a reflection of a changing consumer landscape that celebrates individuals not for what they look like or buy, but for who they really are.

Brands can be vocal about their commitment to diversity and inclusion but only if they are willing to jump in with both feet. It's a long-term strategy.



DIVERSITY IS OF CRUCIAL VALUE TO WAVEMAKER. WITH DIVERSITY, WE'RE EMBRACING THE TRANSFORMATION TO OVERCOME BIASES, LEADING NOT ONLY TO SUCCESS FOR OURSELVES AND OUR CLIENTS, BUT CONTRIBUTING TO A SHIFT IN POWER AND CULTURE. IT'S OUR RESPONSIBILITY TO ENCOURAGE CREATIVE THINKING THAT CHALLENGES THE STATUS QUO.

Susann Freitag, Consultant Marketing & PR, Wavemaker Germany



03

WAVEMAKER ON STAGE

PANELS & KEYNOTES

WAVEMAKER ON STAGE

DJ and Dani represented Wavemaker's digital expertise @ DMEXCO.



**PANEL MODERATION
& KEYNOTE SPEAKER.
DANI BLANKENSTEIN**

- *Editors or influencers: Who creates relevant content?*
- *Does influencer marketing ruin brands?*
- *Video is paving the way – the next generation of innovative video ads*



**ALL DAY MODERATION
& PANEL PARTICIPATION
AT WORLD OF AGENCIES.
DJ RIEDL**

- *World of Agencies panel moderation*
- *Panel: The future of content marketing*
- *VR: Immersive marketing for brand experience*