

MakeNEXT now

WHY BRANDS MATTER @ CES

For more than 45 years, CES has been about what's next. It's the place where technology companies unveil the products and platforms consumers will be using tomorrow. It's also where the best minds in the industry gather to seek creative inspiration and consumer engagement opportunities for the years ahead.

But smart marketers know that CES is about much more than crystal-ball gazing. It's also about gauging today's trends and tomorrow's technology to know what brands should be doing right now. How will Millennials continue to revolutionize media? How can marketers alter messaging to maximize screen-size variables and second- and third-screening? And how can brands best engage in consumer conversations at the speed of today's social platforms?

"The future is already here," says Laura Desmond, global CEO of Starcom MediaVest. "What we do best is create compelling, relevant and future-forward human experiences for consumers. CES provides us a unique opportunity to take what our data and research tells us is already happening in the marketplace, assess these new technologies and then collaborate with the most iconic and innovative brands in the world, many of whom will be with us in Las Vegas as part of the Publicis Groupe delegation."

BRAND MATTERS

"Brand marketers are trying to anticipate and be proactive about consumer behavior," says Michael Kassan, chairman-CEO of MediaLink. "CES offers an opportunity to get in front of the technology in terms of what the consumer electronics industry is planning—and to make sure brand needs are considered in the development of new hardware, too."

MediaLink's Brand Matters program offers a unique lens on CES, with this year's centerpiece, a SuperSession themed "Technology as Muse," featuring some of the top thinkers in marketing, publishing and entertainment discussing technology's role in pushing the boundaries of creativity.

Brand Matters provides "the connective tissue for technology manufacturers and marketers to discuss the implications and opportunities of their connected ecosystems," Mr. Kassan says. "Some brands are here

"The future is already here. What we do best is create compelling, relevant and future-forward human experiences for consumers."

—Laura Desmond, Starcom MediaVest



Laura Desmond

because they are part of this industry. Brand Matters is a chance to help the nonendemic brands get out in front of all this.

"The marriage that is so exciting here is the mash-up of the CIO/CTOs and the CMOs. We are firm believers that this is the big story of this year and will continue to make headlines throughout the year."



Michael Kassan

MARKETER DEEP DIVE

Along with the formal programs at CES such as Brand Matters, Starcom MediaVest Group also will engage more than 300 clients in a conversation with Laura Desmond, Twitter CEO Dick Costolo and LinkedIn CEO Jeff Weiner; introduce them to emerging Spotify musical talent; and take them on curated tours of the convention floor.

"There are two types of people at CES," says Laura Desmond. "Those who take action and create what happens, and those who look around and ask, 'What happened?' We are immersing ourselves in innovation and transformation. We're all in on the idea of MakeNEXT-now. That's the spirit of CES."

BRAND MATTERS SCHEDULE

TUESDAY, JAN. 7

9:45 a.m.-11 a.m.: Las Vegas Hilton Theater

SuperSession: MediaLink's **Michael Kassan** and **Wenda Harris Millard** with **Russell Simmons, Keith Weed** and a panel featuring:

- Paul Caine, WestwoodOne
- Janine Gibson, The Guardian U.S.
- Ben Lerer, Thrillist Media Group
- Eddy Moretti, VICE
- Fred Santarpia, Condé Nast Entertainment
- David Shing, AOL
- Freddie Wong, RocketJump Studios

WEDNESDAY, JAN. 8

11 a.m.-12:15 p.m.: LVCC N255-257 North Hall

Keynote: MediaLink's **Michael Kassan** in conversation with **Maurice Levy, Publicis, and Dick Costolo, Twitter**

Panel discussion featuring:

- Scott Dorsey, Salesforce.com ExactTarget Marketing Cloud
- Andy England, MillerCoors
- Carolyn Everson, Facebook
- Jim Farley, Ford

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—Michael Kassan, MediaLink

Millennial Master Class

Millennials are no longer synonymous with "youth." This group of 75 million to 80 million Americans, the country's largest living generation, is entering adulthood—and the prime earning period of their lives.

Raised and pampered by Baby Boomer parents, these 18- to 35-year-olds are now setting their own standards of what media will be created and how it will be consumed by developing new behaviors, such as meme culture, visual storytelling, gamification and multiscreening.

"While marketers always should pay intense attention to consumer behavior, now is a critical time to accelerate and deepen that understanding," says Wenda Harris Millard, president and chief operating officer, MediaLink. "Technology continues to facilitate shifts in everyday habits that are affecting marketers across the board in every category imaginable. And for many of them, speed will kill if they don't have it."

Millennials aren't a monolithic group, either. As adults, they're becoming "manylithic," says Chris Boothe, CEO of Spark, with increasing regional, ethnic, economic and gender-based differences in how this group uses and consumes media. "Technology is a default. Unlike the previous

generation's engineering aptitude in coding and programming, Millennials have written the difficulty out of technology."

That means new devices and the brands partnering with them need to think not only about form and function, but also how seamlessly it fits into Millennial lifestyles. "Is this a technology easy and intuitive enough that an 18-year-old will add it to her life?" Ms. Millard asks. "One of the reasons smartphones and tablets are such a success is that a 2-year-old can figure them out. That is a key barometer today."

SMG research shows that brands, agencies and technologies need to put mobility first, give Millennials the opportunity to be creative in brand interactions and deliver tangible benefits and value when encroaching on young consumers' very personal media space.

Marketers will need to stay on their toes: The next generation of consumers—what Spark calls the "Post Generation" because they're post-Millennial, post-9/11, post-desktop and because they post everything about their lives online—is already entering high school. And this scrappy, pragmatic, multiracial group promises there will be many more changes to come.



Chris Boothe



Wenda Harris Millard

CHEGG



ELIZABETH HARZ
VP-Business Development

Question: How can brands and their media and technology partners use marketing communications to offer Millennials real value?

"Millennials are looking for brands to reward their loyalty and help them manage their busy lives. A loyalty program, well-promoted and tracked via mobile, will deliver real value. Helping Millennials remember to order their contact lenses or send a Mother's Day gift on time are ways that build esteem and repeat purchase. Nearly 90% of students recently surveyed said it's important for companies they buy from to give back to the community. This generation can quote the causes associated with well-known CSR initiatives like TOMS shoes, but also know the specific ways that companies like Purina and Johnson & Johnson give back. Make Millennials aware of your loyalty program, help them organize their lives and promote the work you do to make this a better world. Your company will see benefits for years to come."



REVOLT MEDIA & TV



JAKE KATZ
VP-Audience Insights & Strategy

Question: What role do Millennials want brands to play in their new media environment?

"At REVOLT we believe music is the most potent way to engage Millennials in new media. Why? Millennials are native to music artists exploring new avenues of revenue following the disruption of the music business. It's at the source of their openness to brand-fueled (not branded!) entertainment.

"Given society's mass adoption of technology, brands need to continue to understand that their involvement in new media alone does not invite Millennials in the way it may have five years ago. The keys to successful engagement are to understand the nuances in consumer value across platforms, devices and even locations. The era of 'check the box of digital,' branded hashtags, 'Ooops our Twitter account has been hijacked' marketing is over."



NCM MEDIA NETWORKS



CLIFF MARKS
President, Sales & Marketing

Question: What is one key insight to engage Millennials in a meaningful way?

"Millennials are more connected through social media than any other generation, yet they are more fragmented when selecting entertainment options. The one exception: movies. While Millennials represent over 25% of the U.S. population, they make up nearly 50% of all frequent moviegoers. So despite their multitasking reputation, this generation clearly values the immersive theater experience. In what may be the last distraction-free environment, smart marketers are using the largest screen thoughtfully as Millennials still expect contextually relevant messages. What does this mean in a movie theater? Movie audiences come prepared to have their emotions touched, giving marketers room to make people laugh or tug on their heartstrings. For Millennials, as for brands, an emotional connection is a valuable connection."



Screen Capture

The dominant theme at CES will again be screen size. From screens on watches to screens on refrigerators, this is a breakout moment in connectivity that requires marketers to continue to adapt messaging. "CES is a moment that allows marketers to think about marketing from the hardware perspective," says Michael Kassan, CEO of MediaLink. "Here we get to experience all screens, side by side, and begin to make sense of a canvas that changes at technology's pace—a pace that stays ahead of the consumer."

Brand messaging that works perfectly on an HD screen in the living room might be inappropriate for a more personal screen experience, such as in a car or at retail point of sale. "Seamless communications are about understanding the differences between screens and also consumer expectations for each screen," says Brian Terkelsen, CEO of MediaVest USA. "People don't expect the same video on a phone that they get on their TV. Today, content needs to be appropriate for the video distribution channel and then needs to be enhanced for a second-screen experience."

Marketers must also consider the variable of context, Mr. Kassan says. "A smartphone being used at point of sale can accommodate a very personalized offer, but the same personalization on the same device at

home would be pointless and perhaps creepy."

Consumer demographics also play a key role in adapting marketing to screens. "Boomers and Gen X—we multitask with a second screen, but we are doing different things, like watching TV while checking email," Mr. Terkelsen says. "The Millennials are seeing a multidimensional video experience, watching the content and also tapping into the Twitter stream or enhanced information on a website."

The proliferation of smartphones and tablets is also changing the way consumers shop. According to a recent study from AOL and InsightsNow, consumers are constantly browsing and shopping across screens. The study found that 92% of online users browse daily or weekly in at least one product category. This constant browsing gives them more confidence in their purchase decisions and makes them more brand-certain earlier in the process.

"Owners of mobile devices have become 48% more likely to make impulse purchases than nonmobile owners, and they are more likely to already know the brand they will buy," says Christian Kugel, VP-consumer analytics & research at AOL. "Brand building is more important than ever and needs to be closely aligned with performance marketing."

COLLECTIVE



JOE APPRENDI
CEO

Question: *What is the secret to making brand communications seamless across screens?*

"As media consumption continues to shift online, brands face increased complexity reaching their desired audiences. Consumers are fragmented across thousands of digital publishers and multiple screens—all of which generate large and diverse data sets. While the multi-screen environment creates opportunities for brands, they often lack the data and expertise to effectively target and reach their customers.

"Collective's Wherevertising multiscreen solution enables brands to efficiently reach audiences across all digital media. It reaches audiences across all screens—PCs, tablets, smartphones, TVs—using ad formats including display, video, social and rich media. With Wherevertising, brands can leverage their substantial TV advertising spend to produce incremental reach and frequency by targeting their TV audiences online."



MILLENNIAL MEDIA



MOLLIE SPILMAN
Exec VP-Global Sales & Operations

Question: *How can marketers best leverage second screens to amplify brand messages?*

"We've learned that the consumer does not discriminate—she consumes content across every screen. This shift in consumer behavior has provided new ways to reach audiences through effective storytelling. At CES, marketers can focus on connecting their marketing message across all devices with cross-screen or sequential targeting.

"Unlike siloed mobile and PC campaigns that reach separate groups of audiences, cross-screen-branded messages are significantly more powerful as they reach the same individual user across screens and leverage the following strategies: conversion attribution to gain insights that influence consumers, frequency control to avoid overwhelming them and behavioral targeting to reach them most effectively."



CONDÉ NAST ENTERTAINMENT



FRED SANTARPIA
Exec VP-Chief Digital Officer

Question: *How has the development of a three- (or four-) screen society changed the way marketers need to think about content?*

"Marketers need to stop thinking about each screen in terms of new devices or technology platforms, but rather as gateways into very different types of user behaviors. If we can identify and understand the user behaviors that are driving scale on each screen and how they differ from one another, then we can start to provide a targeted programming experience for users and truly innovate.

"The 'win' is to not only optimize the content for the product experience of a device or screen, but also for the behavioral context in which that content is being consumed. With research and data, I believe that eventually we can start to create opportunities that allow marketers to access these behaviors to deliver much more relevant messaging than ever before."



Content: Speed of Social

If the last 20 years of marketing and media were about mastering channels, today's mission is to master content. And, it turns out, the former was merely a warm-up exercise for brands; content marketing now requires agility and speed. "It isn't just about real time. It's real life—about what's happening in a consumer's life, around the things that are most meaningful to them," says Starcom CEO Lisa Donohue.

Blame social for these athletic challenges to brand marketers. "The operating system of the social world is the news feed or stream," says Dee Salomon, CMO of MediaLink, "and the feed is real-time. Success in this paradigm requires a different approach than was required in a Web paradigm, but the speed of social has upped the stakes for all content types and channels. The growth of native advertising in publishing and e-commerce is in part a reaction to the natural native alignment of the sponsored post."

Growth of social activity in digital has created a new standard in brand messaging that goes beyond merely keeping pace with the social feed. Brands are increasingly challenged to maintain their relevancy as consumer content consumption and sharing grow and continually morph into

new channels and forms.

"Success requires rethinking structures and systems so an organization can move as fast as trending topics do. And it requires technology to make better and faster content creation and delivery decisions," Ms. Salomon says. "Content tech companies are helping brands figure out how to produce, distribute and promote content driven by insights about the audience."

Partnerships such as the recently inked deal between Starcom and Yahoo! provide "discoverability," giving brands the opportunity to see what's resonating with consumers and use that information to develop relevant, in-the-moment content—customized to specific viewers. "This gives us the chance to have the consumer inform the content creation," Ms. Donohue says. "It puts the power of data to work, allowing the right content to find the right consumer."

Ultimately, Ms. Donohue says, MakeNEXTnow is about "the opportunity to leverage real-time intelligence, pulled from fast-moving, always-on data, to adapt to the changing consumer and marketplace needs and deliver business-building results."



Lisa Donohue



Dee Salomon

THE WEATHER COMPANY



CURT HECHT
Chief Global Revenue Officer

Question: How can marketers make content part of their brand communications?

"My one tip would be: Produce content that's local, relevant and shareable—content that creates an easy way to foster a conversation or community. We ascribe to four S's—storytelling, science, safety and services—and funnel everything through that lens. Content has to at least meet one of those criteria, then we determine the best way to amplify it. For example, for 'safety,' we created My Friends' Weather, a Facebook partnership for people to alert and connect with their friends during severe weather. And we created winter storm naming last year to make it easier for people to talk about a storm on Twitter—#Nemo made it much easier for people to identify that one specific storm. We constantly look for ways to make content more shareable for our audience."



SHARETHIS



KURT ABRAHAMSON
CEO

Question: What should be the biggest consideration for brands when creating content they hope to be shared?

"The amount of digital content people are sharing globally has increased ninefold—to nearly 2 trillion gigabytes—and is predicted to continue growing exponentially. To participate and be relevant in this real-time world, brand marketers need to understand today's nuanced consumers and how and why they share content. Brands need to act on this social intelligence to build meaningful content strategies, whether paid, owned or earned."

"At the end of the day, it is imperative that content activation isn't limited to spontaneous reactive marketing. While real-time conversations are driven by random highlights, discourse and humor, winning brands listen to these conversations, note where they occur, adapt their content strategies accordingly, and stay on-brand with current goals and objectives in mind."



OUTBRAIN



LISA LACOUR
VP-Marketing

Question: From a bottom-line perspective, why should marketers prioritize content creation?

"Marketers should plan for how audiences are going to discover their content before they spend the time and resources creating it. This kind of reverse engineering informs the creation of successful content and is resource-efficient."

"Here's the rationale: Consumers spend most of their time online with no intent other than finding out what's happening in the world around them. Marketers have a tremendous opportunity to be part of that world—they just need to create enough opportunities to empower the right consumer to connect to their content when they might least expect it. Without a thorough understanding of content distribution platforms at their disposal, how consumers already engage with those platforms and what kinds of content work best on those platforms, it's going to be really hard to do that at scale."



REAL-TIME MARKETING GETS REAL

Social media continues to speed the pace of our everyday conversations, whether about breaking news, fitness or our plans for the upcoming weekend. And now a next-generation platform from Starcom MediaVest Group called CONTENT@SCALE will enable marketers to access and publish relevant content in digital media—as quickly as these conversations are taking place.

CONTENT@SCALE is a product created by SMG that is powered by Flite technology and in participation with some of the world's leading content publishers—including Ahalogy, Demand Media, Forbes, Glam Media, Martha Stewart Living Omnimedia, Parade, Rodale and Time Inc. It will give marketers immediate access to premium content that they can publish live into paid media, providing consumers with relevant information that SMG research already shows they care about.



CONTENT@SCALE

"Until now, two of the biggest obstacles to making real-time marketing a reality have been the timely availability of quality content and the challenge of scaling it—within paid media in particular," says Lisa Weinstein, SMG's president of global digital, data and analytics. "CONTENT@SCALE solves both of these problems."

The platform, which launches in beta in the U.S. in the first quarter and then rolls out globally in the second half of 2014, is an evolution of SMG's link.d3 real-time content engine, which leverages real-time data for brands to align with the most relevant topics and react with meaningful content across paid, owned and earned channels. CONTENT@SCALE will automate the end-to-end process and allow brands to quickly identify, source, publish and scale premium evergreen content across a media buy.

FLITE



WILL PRICE
CEO

Question: *What is the top challenge for brands trying to talk to consumers in real time?*

"To talk to consumers in real time, brands need to rethink and rewire how their message gets to market. Brands create meaningful, memorable experiences for consumers when they provide interesting, entertaining content when it's most relevant to them and at a cadence that builds top-of-mind awareness in a crowded social media marketplace."

"Quarterly campaigns need to move to daily executions, and planning, production and execution cycles need to run 90 times faster, while the volume of content required is at least 90 times greater. Brand messages are more consumable as frequent snacks, not occasional feasts."

"Flite and SMG, through CONTENT@SCALE, are pleased to offer brands the content, technology and best practices that allow brands to talk to consumers in real time."



GLAM MEDIA



SAL ARORA
Senior VP-Consumer
Products

Question: *How do content creation and distribution enhance brand communication goals—things like affinity and relevance?*

"Successful content marketing is highly dependent on context but, more importantly, authenticity. Consumers are receptive to voices that speak from the heart. Be it expert or amateur, brand or individual, great content is sought out and shared because it hits a passion or emotion that resonates with consumers."

"One message can be articulated in a variety of ways. Utilizing a multitude of voices and perspectives leads to a more robust and relevant conversation across a broad range of needs, life stages, backgrounds and passion points. It's important that brands pay attention to the various destinations their messaging will be deployed and appropriately 'version' the content to organically engage and optimize with both the audience and environment in mind."



VIBRANT MEDIA



ARIFF QULI
Senior VP-Sales, Operations
& Global Accounts

Question: *How important is it for brands to connect with consumers through content in real time?*

"People are open to ad content—which today can mean videos, images, demos, social feeds, even games—as long as it's relevant, nonintrusive and allows them to control their interaction. Vibrant developed its products—years before 'content marketing' came into vogue—to be the most relevant content delivery system in the Web operating system."

"There are more ways than ever to bond with consumers through great content, particularly with the proliferation of mobile and the desire for immediacy that mobile engenders. It is important for marketers to differentiate between content that is delivered in 'real time' versus content delivered in 'relevant time'; the former can be perceived as creepy, while relevancy is construed as useful and value-added."

