WHY CES MATTERS

BY JULIE LIESSE

Starcom MediaVest Group is redefining the Consumer Electronics Show—as the Consumer Experience Show

When Starcom MediaVest Group first began attending the Consumer Electronics Show seven years ago, it sent five people from its innovation and digital teams. SMG Global CEO Laura Desmond walked the floor at CES and came back saying, "Wow, our clients have to see this."

So SMG launched an effort to get clients involved at the show. Expecting perhaps 20 clients would sign on for the program it created, the agency instead hosted 170 guests. By last year, VivaKi took over management of the client experience,hosting 500 people. Even more impressive, a piece created for clients unable to attend the show was downloaded by some 55,000 people.

This week, SMG parent company Publicis Groupe will host more than 600 clients and agency partners at the 2013 International CES in Las Vegas. Publicis Groupe is curating the three-day experience for its guests, offering four different guided tours of the show floor—plus after-show speakers and discussions with leading thinkers.

But part of SMG's message to its clients is that CES is about more than just technology. The agency views it instead as the Consumer Experience Show. Says Ms. Desmond, "It's our mission to lead our clients into the future, to take positions that enable them to gain a competitive advantage for their brands. CES is a perfect forum for us to educate, develop and learn together. Technology and devices are playing a huge role in enhancing the human experience.

"In the future, marketers who understand their role in facilitating those experiences will be ahead. We think it fits into our purpose as an organization as well. Ultimately, we want to lead change—not have it lead us."

The International CES this year will attract more than 150,000 attendees, covering 3,000 exhibitors showcasing 20,000 new products in 1.8 million square feet of exhibit space. "You have to see it to believe it," says Tracey Scheppach, SMG's exec VP-innovations director. "I have watched so many clients' eyes light up as they walk the floor. You can't get that experience in an office building—you have to go see, touch it and feel it."

MAKING SENSE OF CES

Because being at CES can feel like figuring out a maze—without a map, it can be an overwhelming and even meaningless experience—Publicis Groupe agencies have created four guided tours. Agency teams will take clients on the floor in groups of 20, stopping at different exhibits to point out the relevance of new products and to field client questions.

For example, a tour called Commerce Plus will look at the newest in technology innovations that can be applied to the retail experience. Other tours are Connection Engine, one of the most popular offerings; Data-Driven Marketing; and Next-Generation Storytelling.

Beyond the show floor tours, SMG also brings together some of the brightest minds in the technology industry to help inform and inspire its clients and delegations during the CES experience, including an expert from the esteemed TED Fellow program as well as from Fast Company and Spotify.

CHANGING AT WARP SPEED

One of the underlying messages from CES is that technology is a major contributor to a culture and business climate evolving at warp speed. Bob Safian, editor in chief at Fast Company, has written extensively about our "age of chaos" and the tech-savvy group he calls "Generation Flux."

"At CES you'll see the challenges that smart marketers and brands are struggling with: what options to run at, what ideas need to mature, how to spend their money and time," Mr. Safian says. "The commodity that is most precious for all of us is time—both your time as businesspeople, but also the time of the customers you are trying to reach. ... But ultimately, creating a compelling experience is what we are all working to do."

For SMG, creating compelling experiences for consumers—the human experience—is the company's goal. Helping its clients learn about the newest technology and what's ahead for marketing is key, and that's why it believes CES must matter to marketers. "There is a huge hunger to understand what the future is going to look like," Ms. Scheppach says, "and CES is the Super Bowl for that experience."

PUBLICIS GROUPE TOURS AT CES

At this year's CES, Publicis Groupe is offering its clients four guided tours. It will tour the floor in groups of 20, stopping at different exhibits to point out the relevance of new products and answer questions. This year's tours are:

- **Commerce Plus**: Offers a look at the newest technology innovations that can be applied to the retail experience.
- **Connection Engine**: Gives a broad look at how technology is increasingly connecting our world.
- **Data-Driven Marketing**: Focuses on how new products and the information they provide can help marketers better understand consumers.
- **Next-Generation Storytelling**: Helps clients examine the potential of new technologies through the lens of content creation.
Future Facing.

Hispanics are 26% more likely to say they are the first of their friends to have new electronic equipment, and this group will represent 100% of all A18-49 growth in the U.S. through 2020. It’s time to recognize the face of the future.

See how the only Hispanic megabrand in America can grow your business at Univision.net.

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Source: Simmons Spring 2012, A18+; U.S. Census Bureau Projections by single year, age, sex, and Hispanic origin released on August 2008.
Q&A

Laura Desmond, the global CEO of Starcom MediaVest Group, is leading the charge to transform the agency into a “human experience” company. As part of that, she will host discussions with SMG and Publicis Groupe staff and clients at CES this week, exploring what the show’s innovations and products mean for the future of marketing.

Ms. Desmond recently spoke with writer Julie Liesse about SMG’s mission and the role of technology in its vision of the future of marketing.

Advertising Age: Why does SMG have a presence at CES? What does that say about the work of a “media agency” today?

Ms. Desmond: We see CES as an intersection of technology and marketing. That’s where we as a company live, it’s what matters to brands, and we wanted to share that experience with our clients.

Ad Age: Discuss the concept of the “human experience.” How have you evolved your company to make this shift?

Ms. Desmond: Three years ago, as a global organization, we committed to being a purpose-based organization. The central point was to be a human experience company. The simple “why” is that experiences matter—they enhance lives and build brands. We have built our company, over the past three years, around our purpose and because of the fundamental belief that the media world is being transformed.

Everything that is analog will become digital. Data will drive everything. The social and mobility channels will disrupt the way brands are built and how messages are delivered. We have been on an urgent mission to transform our company, because we believe marketing needs to deliver experiences that matter and can enhance lives. Consumers will want to engage with brands that get it and will not participate with brands that don’t.

Ad Age: How has technology changed the work and mission of media agencies?

Ms. Desmond: Our core product is communication strategy, services and talent, but we know that our product and how we deliver value to...
our clients are changing. Consumer adoption of technology is driving the rapid pace of change. We have invested heavily in partnerships and products because we know increasingly we will have to innovate as fast as this change.

At SMG, we believe in not only leading in areas of communications such as social, mobile, big data and convergence, we are making and moving markets. That’s when it gets interesting.

If we want to produce communications that make a difference, we have to align all our talent around that mission.

Ad Age: How do you create an organization that is prepared to handle all the changes being thrown at it?

Ms. Desmond: We believe that developing our talent is central to our transformation as an agency. Our view is that if you are someone who really wants to create the future of media, working with the very best roster of clients, you want to work at SMG.

We are very focused on what kind of company we want to be—and if we want to produce communications that make a difference, we have to align all our talent around that mission. Essential to this is striving to be very global. Today, 13 percent of our workforce works in a market that is not their home market. We constantly are executing global talent moves, moving people from emerging markets to developed markets and vice versa.

The pace of technological change is happening at one pace in developed markets, but even faster in emerging markets—look at the penetration of mobile phones. The more we develop global talent, the faster we will be able to share best practices and get people to learn from each other. This is helping us drive that transformational change.

Ad Age: Talk about the concept of the human experience in developed markets versus emerging markets—how are the roles of technology and media and marketing different?

Ms. Desmond: With many of our clients, such as Coca-Cola, P&G and Walmart, purpose-driven marketing makes a huge difference in emerging markets. P&G’s purpose is touching life, improving lives. They are a large presence in Africa, and they are not just selling product but improving the lives of African girls, for instance, who might not have access to feminine hygiene products. That purpose extends to providing affordable soap in these countries, so that disease does not spread uncontrolled.

Coke’s purpose is to live positively. During Superstorm Sandy, as well as the tsunami in Indonesia and Thailand a couple of years ago, Coke was quick on the scene, providing fresh drinking water to help an area recover and get back on its feet.

All of these companies have used marketing and technology to better the human experience. This is human experience in action, and we’re honored to work with such fantastic partners.
JOIN MEDIALINK FOR BRAND MATTERS, A NEW CONTENT STREAM AT CES. YOUR CONSUMERS ARE ALREADY HERE. AND NOW, SO ARE YOU...

**KEYNOTE**

**MARKETING IN THE CLOUD**

Moderated by **Michael Kassan**. Kicking off with a fireside chat featuring **Marc Benioff**, CEO of Salesforce.com, followed by a panel discussion featuring industry thought leaders including American Express’ **Josh Silverman**, AT&T’s **Michael Bowling**, The Coca Cola Co.’s **Joe Tripodi**, and Unilever’s **Keith Weed**.

11-NOON, WEDNESDAY, JANUARY 9

LVH, LVH THEATER

**SUPERSESSION**

**HOW ARE YOUR CONSUMERS REALLY ENGAGING WITH DIGITAL MEDIA?**

Moderated by **Medialink, The Intelligence Group** and **Ipsos**. Join senior product executives from some of the biggest digital platform companies — Amazon, Facebook, Foursquare, Tumblr, Twitter, and YouTube — as they respond to a panel of consumers about how they really engage with digital media and in the process, unearth the technology and media forces that are making today’s population increasingly elusive for most marketers.

3-5 PM, WEDNESDAY, JANUARY 9

LVH, LVH THEATER

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PEOPLE & TECHNOLOGY
SMG combines technology with human insights to help brands engage consumers

A year ago, millions of football fans watched Super Bowl XLVI alongside two old friends: the Coca-Cola polar bears. What was new was the ability of people watching the Super Bowl TV broadcast to simultaneously view—on laptop, tablet or mobile phone—a live stream of the polar bears also watching and reacting to the game action. Decked out in colors of the competing New York Giants and New England Patriots, the bears shared the excitement and frustration of fans across the country.

The “Polar Bowl” generated some 9 million digital streams and was featured in more than 60,000 game-day conversations on Twitter.

The polar bear party arose in part from human understanding of how people experience the Super Bowl. Starcom MediaVest Group started with the knowledge that consumers were multitasking while watching the Super Bowl; they were participating in social media on laptops, tablets or phones while watching the broadcast—commenting on the game and the ads, and sending messages to friends. With that information in hand, SMG worked with Coca-Cola and its agency partners to create an experience that went beyond a traditional ad on the Super Bowl telecast into a multiscreen experience that would matter to people during the game.

The “Polar Bowl” story exemplifies SMG’s mission to design experiences that matter in people’s lives and to build brands. Says SMG Global CEO Laura Desmond, making the shift to experience creation can only be achieved when you have an unshakable foundation and dedication to human understanding coupled with a commitment to technology as both a tool and driver of all forms of communication. It’s not for the faint of heart.

“Technology is transforming our creative powers as brand-builders,” Ms. Desmond says. “The tremendous advances in technology have revolutionized how brands can truly be in touch with people and understand their unique, personal needs in addition to arming brand-builders with dynamic new canvases to personalize brand value messages in a higher-value way.”

CONSUMER INSIGHTS
“Every experience we create has to be an experience that we know is going to matter in people’s lives,” says Laura Krajecki, SMG chief con-
convenor officer and exec VP-human experience strategy director. “All of that is rooted in deep, real-time understanding from our Human Experience Strategist Network and our Human Experience Centers.”

The network includes 125 strategists across 35 markets worldwide. The strategists work with two SMG Human Experience Centers, one focused on moms and the other on youth ages 18 to 25—two key consumer groups for SMG clients—with more slated for 2013.

“Our Human Experience strategists are really ambassadors for consumers,” says Ms. Krajekian. “Their job is to understand how people connect with brands across all channels in order to architect meaningful experiences that matter.”

In addition, the strategists gather information from the Human Experience Centers. Each center includes a MIC—an on-demand, online community of youth or moms who share opinions or answer questions as SMG’s way of giving consumers a microphone through which to be heard.

THE TECH SIDE

On the other side of the Experience Creation continuum is technology. SMG’s connections with the latest technology tools and platforms do two things: They provide data to expand the agency’s understanding of consumer needs and also bring the human experience to people in the fastest and most meaningful ways.

“Technology is allowing us to connect consumer understanding to ads and other assets in a dynamic way,” says Lisa Weinstein, president-global digital & search officer. “Technology allows us to gain an insight, to uncover experiences and act on those in real time. It does not take the place of doing diligence by scheduling campaigns and creating marketing calendars—the fundamentals of good marketing. The intent is not to throw away what we know works, but to innovate in this new reality that is being enabled by technology.”

One of Ms. Weinstein’s key tasks is staying on top of the latest tools and platforms. She has crafted numerous deals and partnerships with emerging technology companies since she joined the agency.

SMG’s expertise in technology is valuable to clients who “recognize that they need to be experimenting because the world is moving so fast,” Ms. Weinstein says, but simply don’t have the resources to keep an eye on the emerging tools or the scale to make it worthwhile.

Whether it’s being used to gather consumer opinion, facilitate client marketing efforts or monitor return on investment, technology is simply a tool to further SMG’s purpose, Ms. Weinstein says. “To me, human experience is at our core,” she says. “As an agency, our purpose is really about creating meaningful human experiences, because that is what drives product. Everything we do is rooted somehow in that idea. In all these technologies, we are applying the lens of a marketer, but we also have the lens of the consumer.”

Coca-Cola’s “Polar Bowl” on Facebook

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+1 for meaningful human experiences.
BRAND MATTERS
As marketers look more to technology, CES programs help them move forward

BY CHRISTINE BUNISH

This week's Consumer Electronics Show will feature a new program, Brand Matters, a customized show experience for the increasing numbers of marketing and advertising executives eager to discover the latest products to further consumer engagement.

"Among other things, CES has been a device show. As these devices have become connected, they started to look more and more like media networks, and the media and advertising community started to take notice," says Michael Kassan, chairman/CEO of MediaLink, the Los Angeles-based consultancy that created Brand Matters with CES.

"They were very keen on understanding how their consumers accessed, engaged with and transacted around content and advertising on these new devices and digital media platforms," Mr. Kassan says.

With 3,000 marketing and advertising executives attending CES in 2012, MediaLink decided to create experiences for major marketers looking to optimize their time at the show. Then the Consumer Electronics Association reached out to MediaLink to devise a formal partnership and programming track designed for marketers, and Brand Matters was launched. "Brand Matters is designed to take the amazing companies, technologies and expertise concentrated within CES and focus it on the concerns and trends affecting the media and marketing industries," Mr. Kassan says.

Here, two major marketers, SMG clients who are appearing as part of the Brand Matters Keynote conversations, discuss the increasing importance of new technology and the role it plays in their efforts to communicate at a meaningful level with consumers.

CMOs ON TECHNOLOGY

JOE TRIPODI
Chief Marketing & Commercial Officer
Coca-Cola Co.

We’ve been going to CES periodically over the last five years, and in 2013 our senior marketers from around the world will attend the show for the whole week.

Marketing and technology have become inextricably linked, and that will only increase over time. Technology has become an enabler, enabling marketers to push the edge of how we connect with consumers. It permeates paid, earned, shared and owned media, enabling us to source, aggregate and curate compelling content. It allows us to participate in the cloud from a consumer engagement point of view and have a more personalized relationship with individuals and groups of people who share a common interest. Technology is critical for us. There’s no future for marketing without technology right there at the center helping us reach consumers.

We need to get out of our ivory towers and see the trends in technology. We have to lay down a road map, to plan and strategize not just where the puck is today, but where it’s going to be in five or 10 years.

We bring our senior marketing, technology and innovation people to CES.

It’s a multifaceted week for us with some business planning, curated tours of the floor and what we call speed dating: 15-minute pitches from five or six handpicked startup companies we want to be exposed to.

A lot of media and entertainment companies now show up at CES in a big way, and we get the opportunity to have meetings with some studios and larger entertainment companies—all kinds of creative sparks fly at those meetings.

The launch of Brand Matters at CES will offer enhanced intellectual stimulation, challenge us to think differently and give us a sense of the future in the fast-changing universe of consumer engagement.

LINDA BOFF
Global Executive Director, Advertising, Digital & Design, GE

CES has transitioned from being a devices show to an annual gathering of connected technologies that melds products, IT and software with an emphasis on technology and start-ups in industries GE is particularly interested in, including mobile, clean tech and digital health. With this transition from devices to connected technologies, CES has become a forum where our senior business leaders, chief marketing officers, chief designers and software leaders can gain insights and engage with the latest technology players.

We sometimes refer to GE as the oldest start-up on the block. Technology has been at the core of our company for more than 130 years. As a result, we pay considerable attention to tech entrepreneurs and the start-up community, particularly in the areas of health, energy, manufacturing and software. Some of the CES sessions MediaLink has created for us focus on the Internet of things, and another looks at the players behind key disruptive technologies for the future.

In this area, Starcom MediaVest Group has been a great partner to GE globally and domestically; they’re a real way-finder for us on viewing how content, digital, curation and distribution are all coming together.

Everything that GE does is based on technology—it’s in our DNA. With the company’s recent focus on the Industrial Internet, we are particularly interested in connected intelligent machines and how they communicate with each other and ultimately with people. At CES, we’ll get a sense of what the technology trends are, both for the coming year and from the "concept car" convergent technologies of the future.

"...Starcom MediaVest Group has been a great partner to GE globally and domestically; they’re a real way-finder for us on viewing how content, digital, curation and distribution are all coming together." —Linda Boff, GE
IT’S THE DAWN OF A BRAVE NEW DIGITAL WORLD

This is your wake-up call.

All media – including TV – are going digital. Measurement must follow the same path. Already nearly 15% of all web traffic now occurs beyond PCs, and this number is accelerating with each passing month.


The new reality is upon us. Be brave. We’ve got your back.