

The New Media Currency:

Data + Analytics + ROI

Keynote 2
Alan Cohen
OMD

Omnicom Group

Advertising Agencies

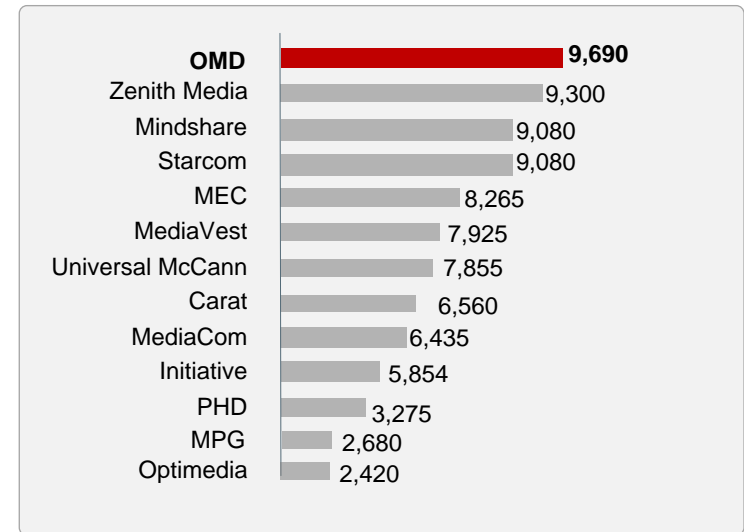
Diversified Marketing

Media Services

OmnicomMediaGroup



Leading the U.S.



U.S.

- 8 Cities
- Over 1500 Employees
- Ranked # 1 Media Agency in Billings (RECMA and Creativity)
- Won Over 40 Awards in 2010
- Delaney Report's Media Agency of the Year
- OMMA's Silver Digital Agency of the Year
- Most awarded media agency at the EFFIES

Media Agencies Today

Strategy

- Driving sales and ROI
- Breaking through the clutter
- Media meets marketing consulting

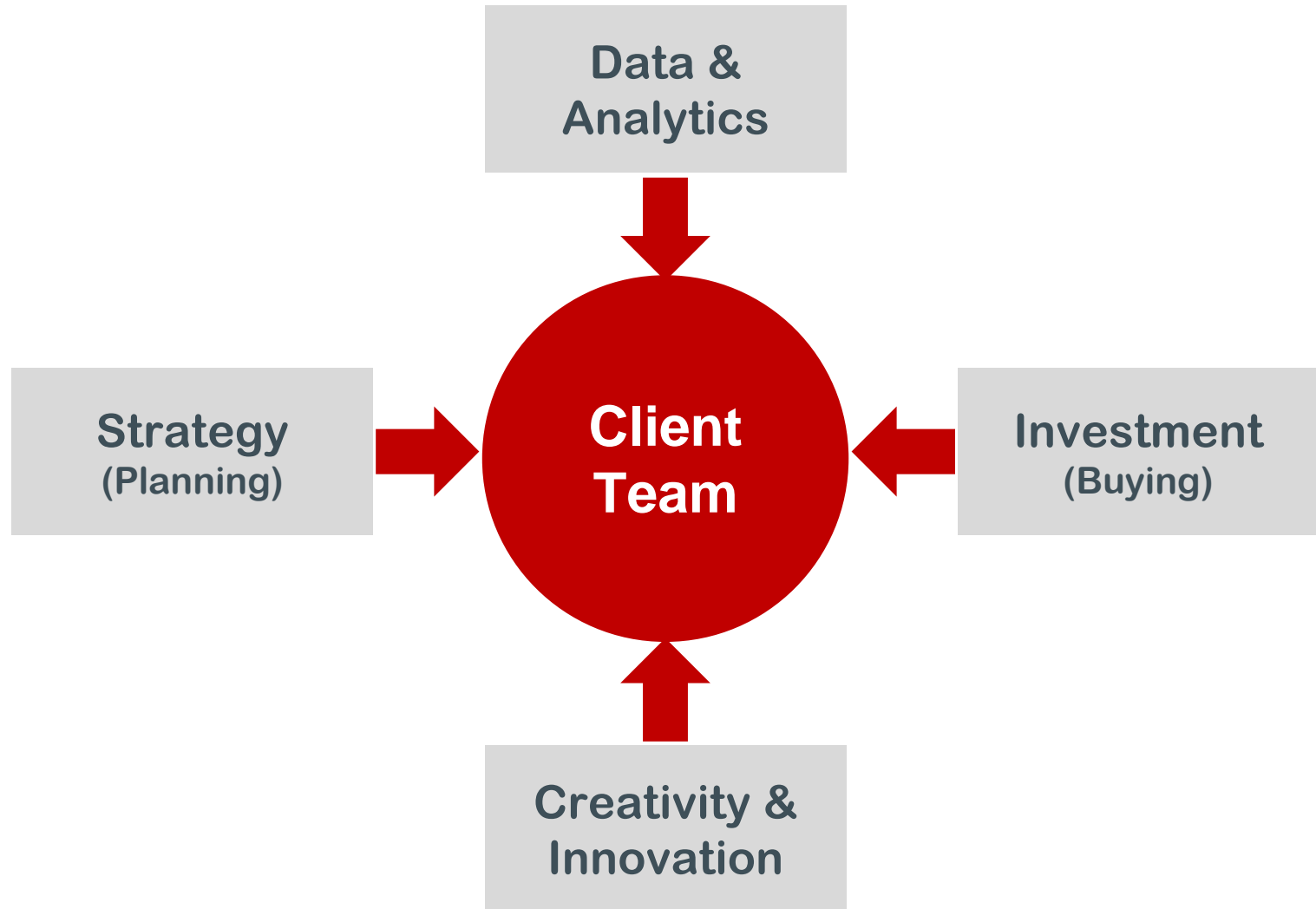
Intelligence + Innovation

- Proactive briefings keeping clients ahead of their competition
- Creative media breakthrough

Money Managers

- Relentless cost management, data management, analytics and dashboards
- New procurement operation
- Effective measurement

How Media Agencies Operate



Creativity + Innovation



**Ignition
Factory**



Zero Code



Airwave



OMD POP



**Content
Collective**



**Emerging
Media**



OMD Word



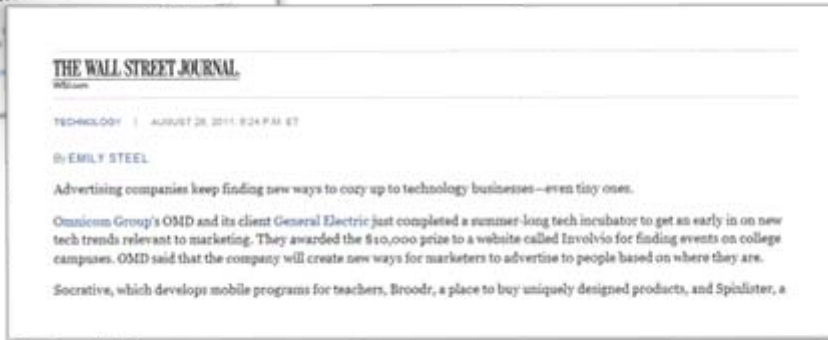
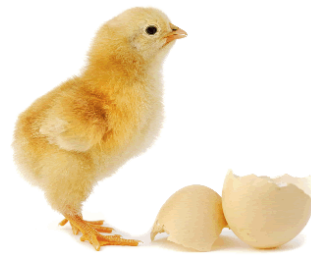
VC@OMD



**Cross-
Cultural**

Incubator

The GE Incubator simulates a VC firm start-up lab where the best and brightest digital students develop business ideas with advertising and media potential.



Apple Training Program

Apple has created a digital training program for internet, mobile, applications and technology exclusively for OMD employees.



Expertise for the Future

Augmented Reality	Cloud Computing	Apps	DVR	Open ID	Mobile OS
Micro-Blogs	QR Codes	eReaders	Mobile Couponing	App Stores	Digital Transactions
Alternative Reality	Interactive Video	Peer-to-Peer	Natural User Interface	Social Gaming	Location Services
3D Screens	OLED Displays	NFC	SMS/MMS	RFID	Tablets
Virtual Worlds	Interactive TV	Vlogs	Check-ins	Online Radio	Internet-Connected TV
GPS	APIs	Visual Search	Podcasts	Audience Buying	Voice Transcription

Data + Analytics



Automated
Audience
Buying



Search



Brand Science



Dashboarding

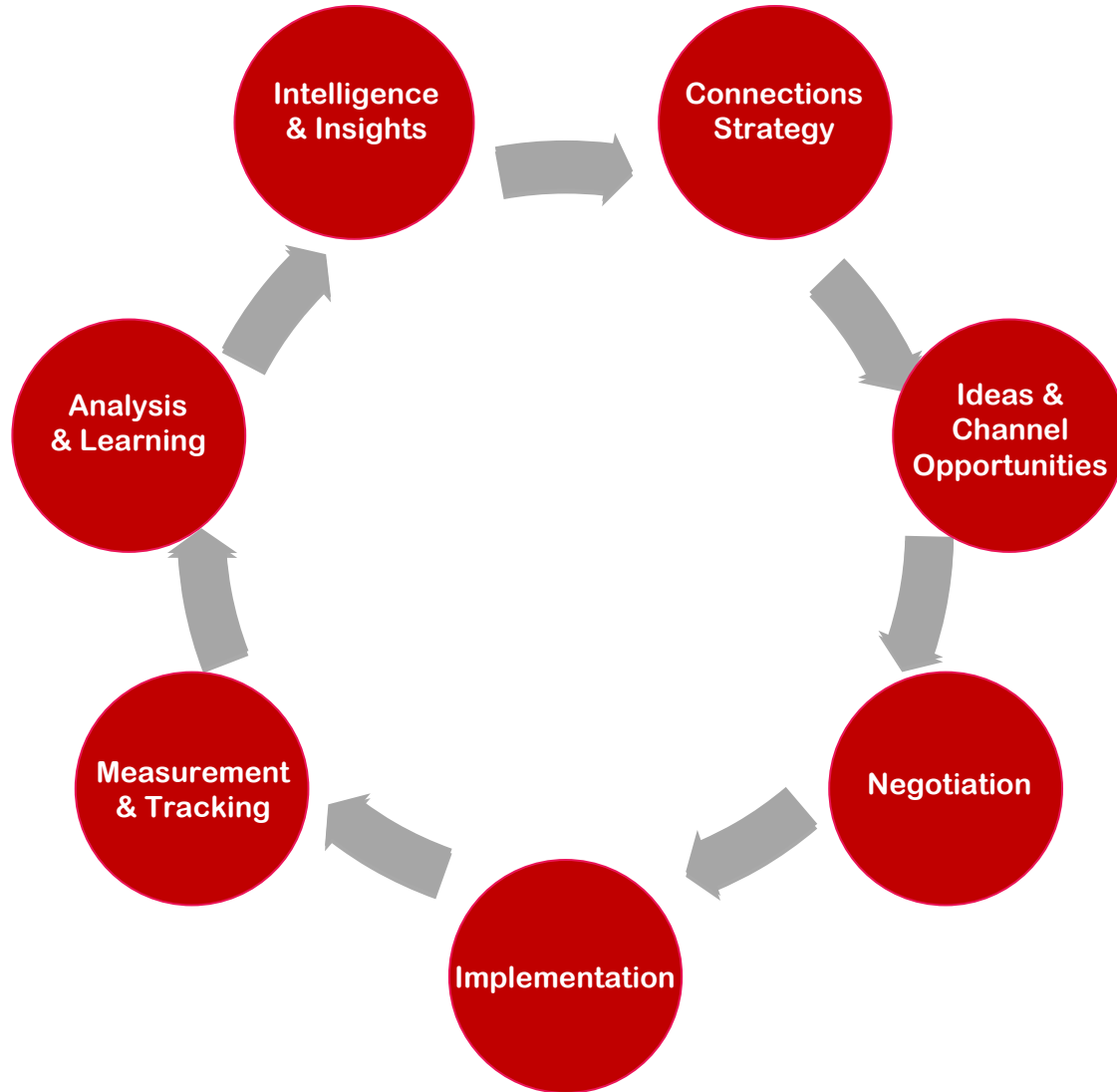


Business
Intelligence

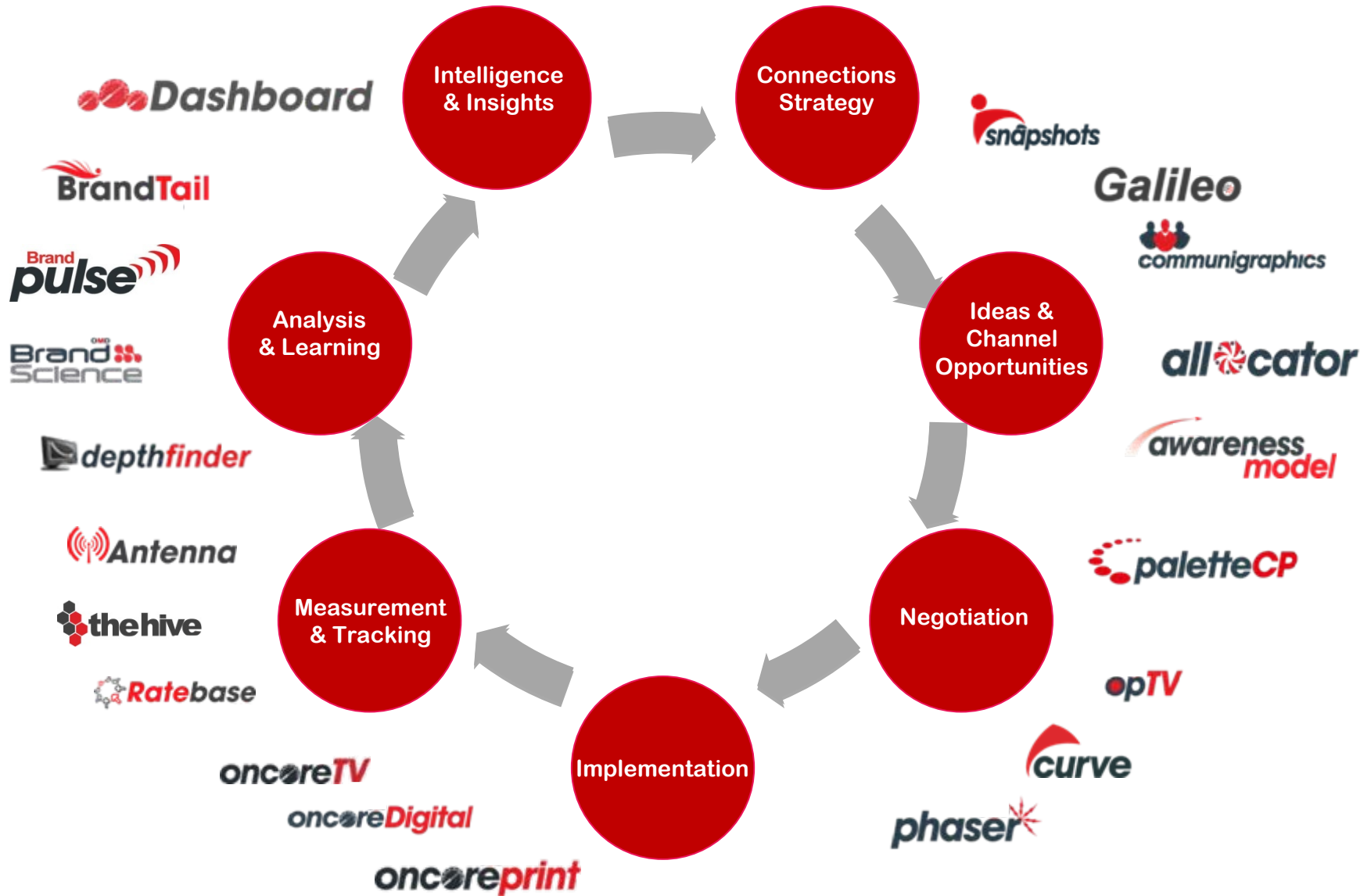


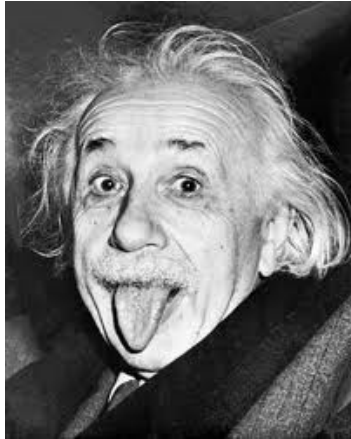
Research

Media Process



Media Tools





“Not everything that can be counted counts, and not everything that counts can be counted.”

**...welcome to data overload,
& decision paralysis...**

The ROI Discussion

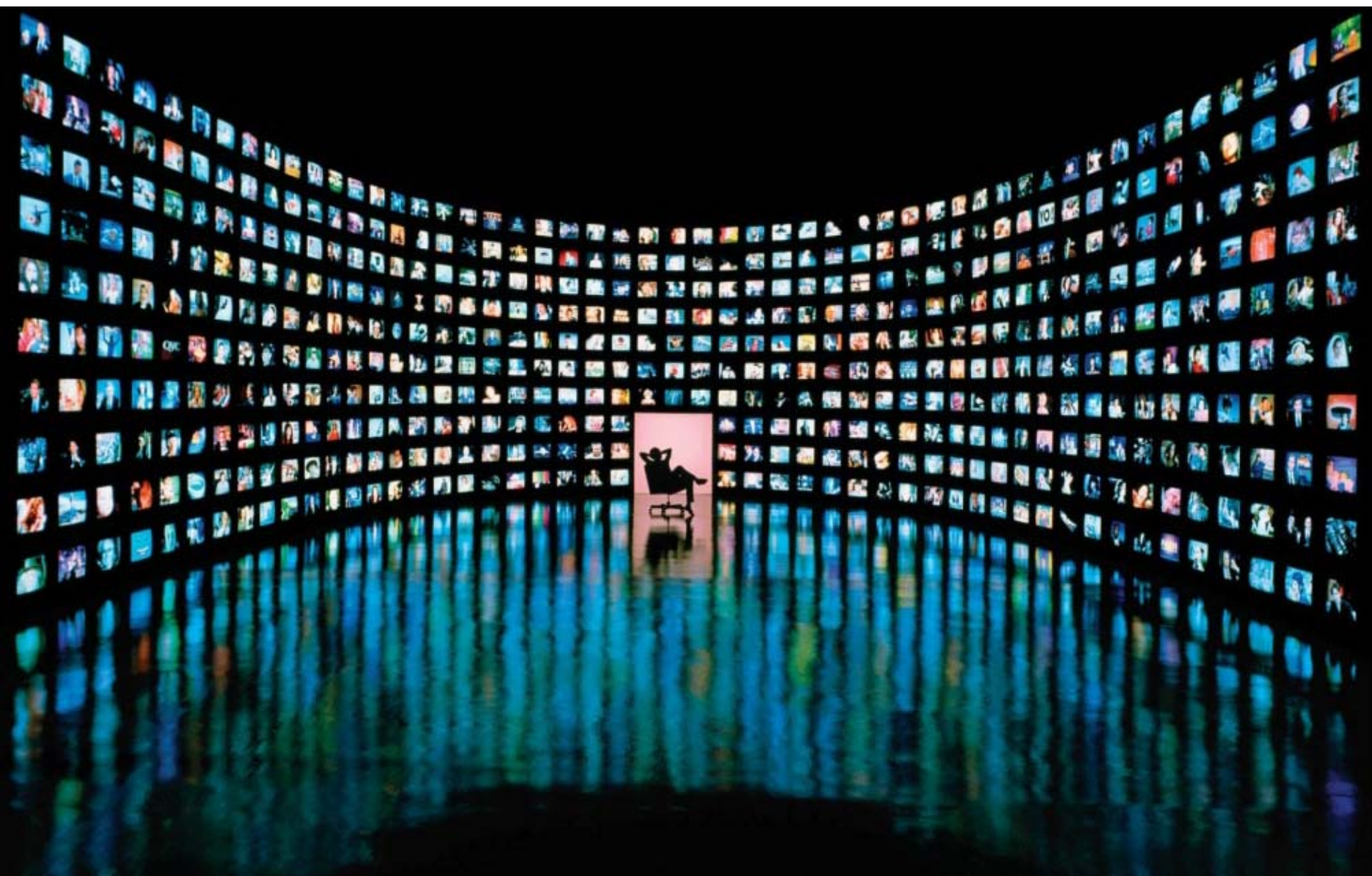
Yesterday

Tomorrow

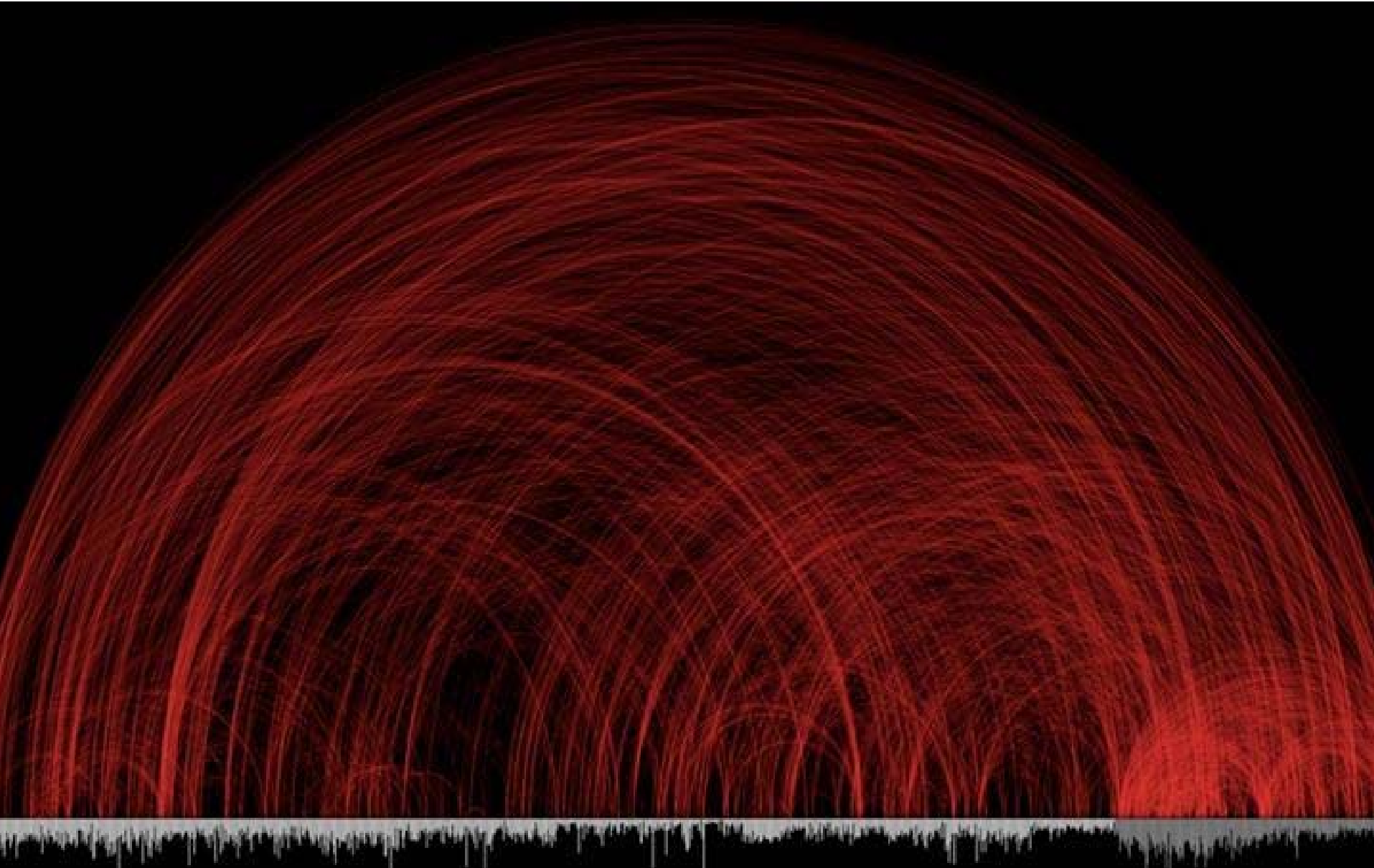
- Break through the clutter
- Manage our money
- Get great rates
- Deliver accountable insights



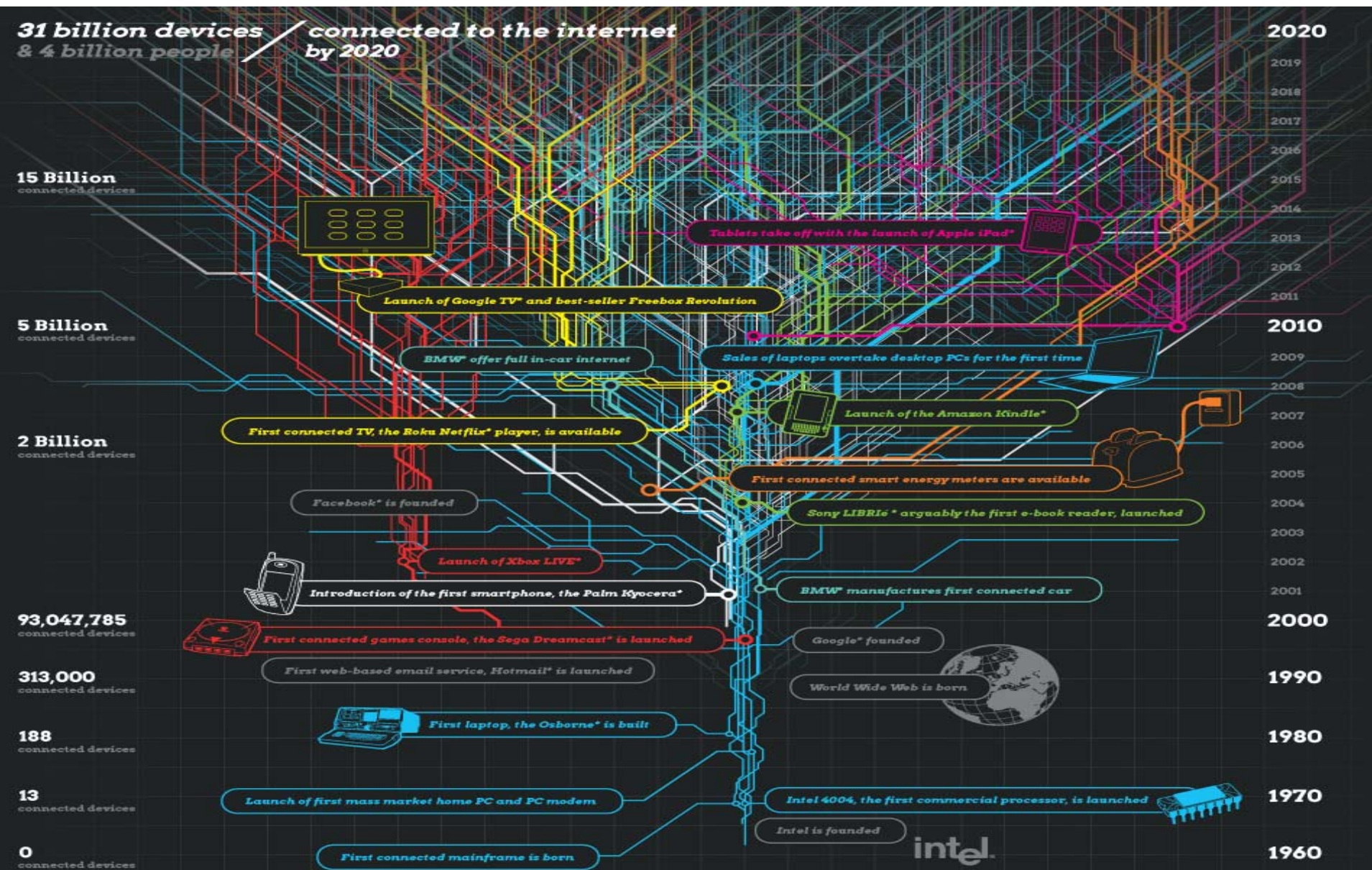
And We Thought Media Fragmentation was Bad!



Databases are Sprouting Very Haphazardly



In Unrelated Structures



Which Are Disconnected Across Core Needs

Planning  Buying

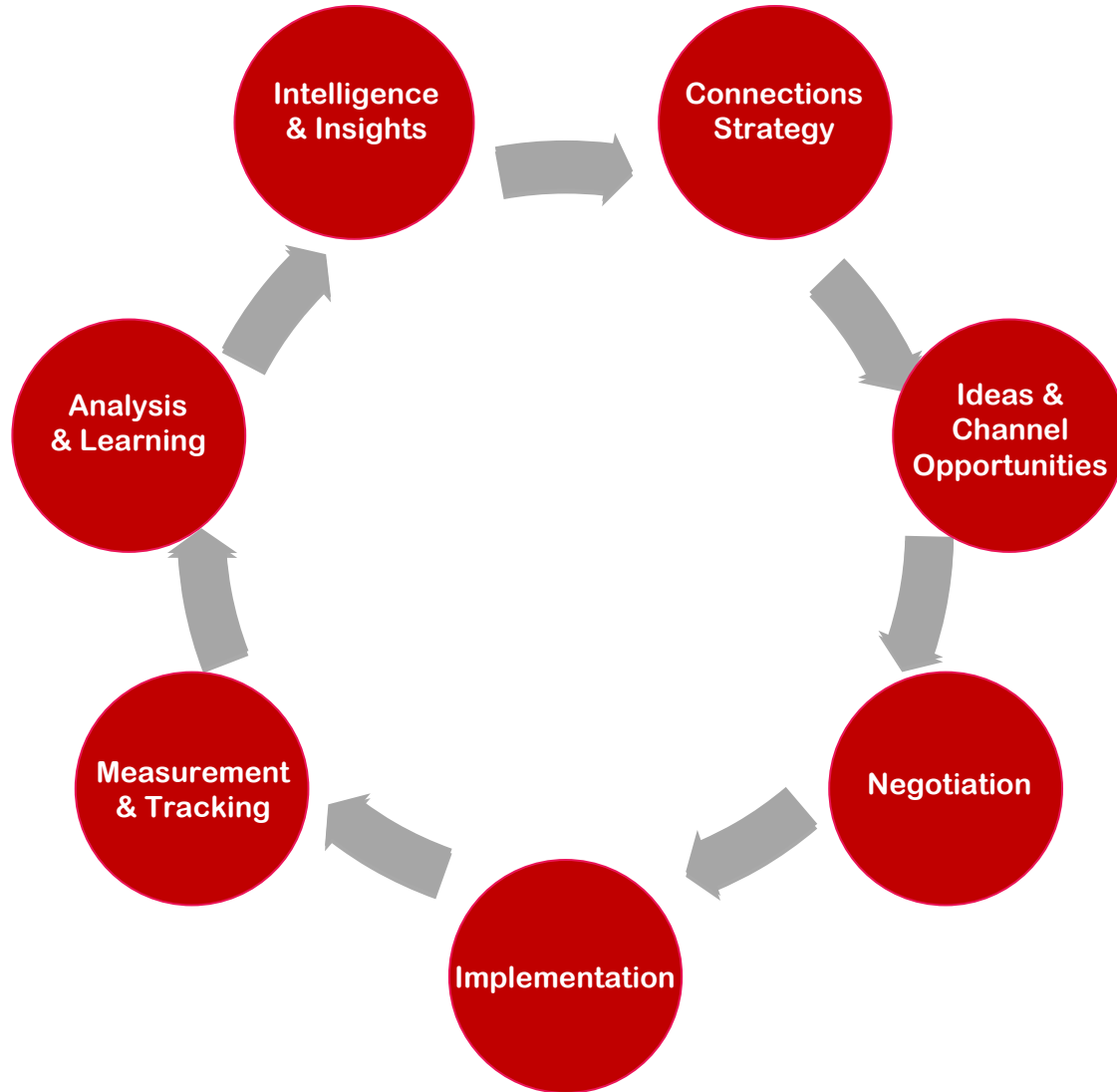
'(Target 2) & CT(4+,(AGE 18-34&HOUSEHOLD INCOME 100000-275000),'(AGE 45-64&HOUSEHOLD INCOME 1-99999),'(139171), (168153-4), (168333-4), (165153-4), '(165153-4), '(165153-4), (165263-4), (165383-4))&CT(3+,(165333-4), (AGE 18-34&HOUSEHOLD INCOME 100000-275000),'(AGE 45-64&HOUSEHOLD INCOME 1-99999),(170353-4), '(170253-4), ((153801)&'(153803)))&CT(11+,(AGE 18-34&HOUSEHOLD INCOME 100000-275000),'(AGE 45-64&HOUSEHOLD INCOME 1-99999),(155581),(170233-4),((63262!63263!2628!63265) &(15186!15187)),(15186!15187),(15169),(15141!15167!15170),(170303-4),(170303-4),(((155571)!(155572))&'((155582)!(155581))),((155581)!(155582))&'(155572)!(155571)), '((155571)&'(155581)),(155571)!(155581),'((155571!155581)&'(155572!155582)),((155571!155581)&(155572!155582)),(155581))&'(155581)&'(155571))

(Actual planning code in MRI)

Male 18-34

(Actual buying target)

Connecting the Dots



Intelligence + Insights



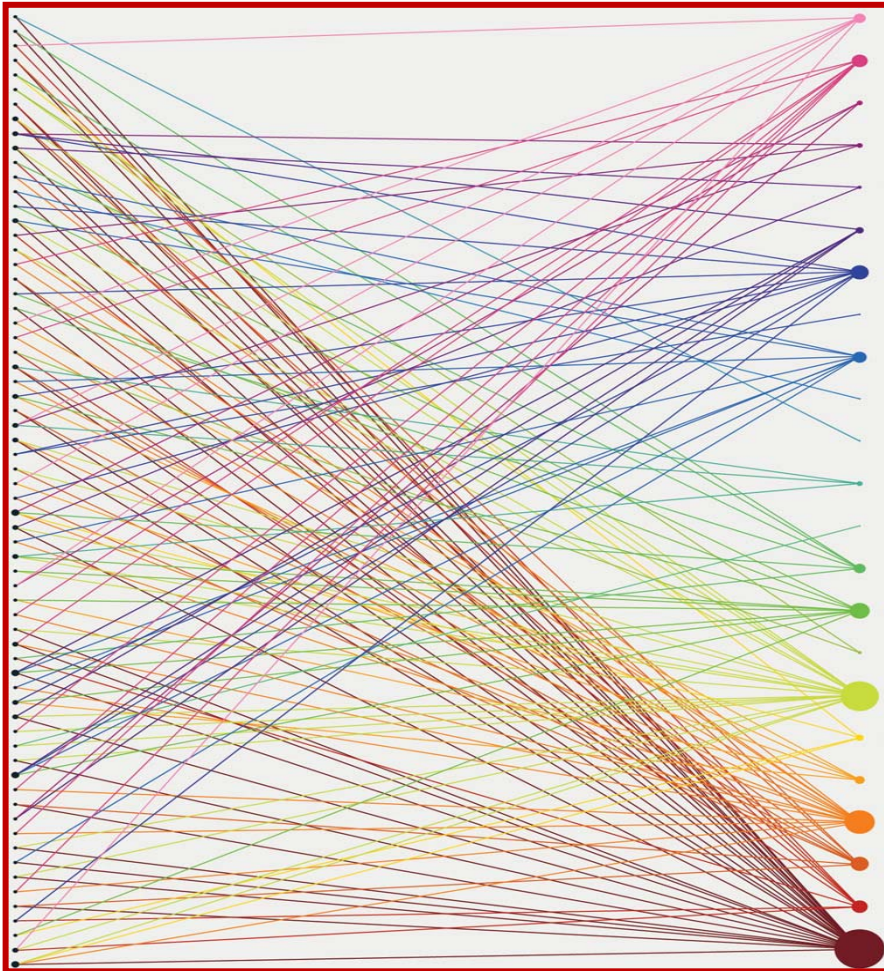
- Focus, focus, & focus some more
- Acknowledge that we are quantifying human metrics (this is not *6 Sigma*)
- Hone uniquely onto relevant databases, less is more
- View consumers from the business out, not from the data in
- Quantify size of the prize

Connections Strategy



- Derive sequential thinking (what/if)
- Create relevant/unique strategy(ies)
- Establish Long range & short term objectives
- Incorporate messaging at the core, not as an afterthought (via measureable KPIs)
- Cascade to other organizational entities for synergies in thinking

Ideas & Channel Opportunities



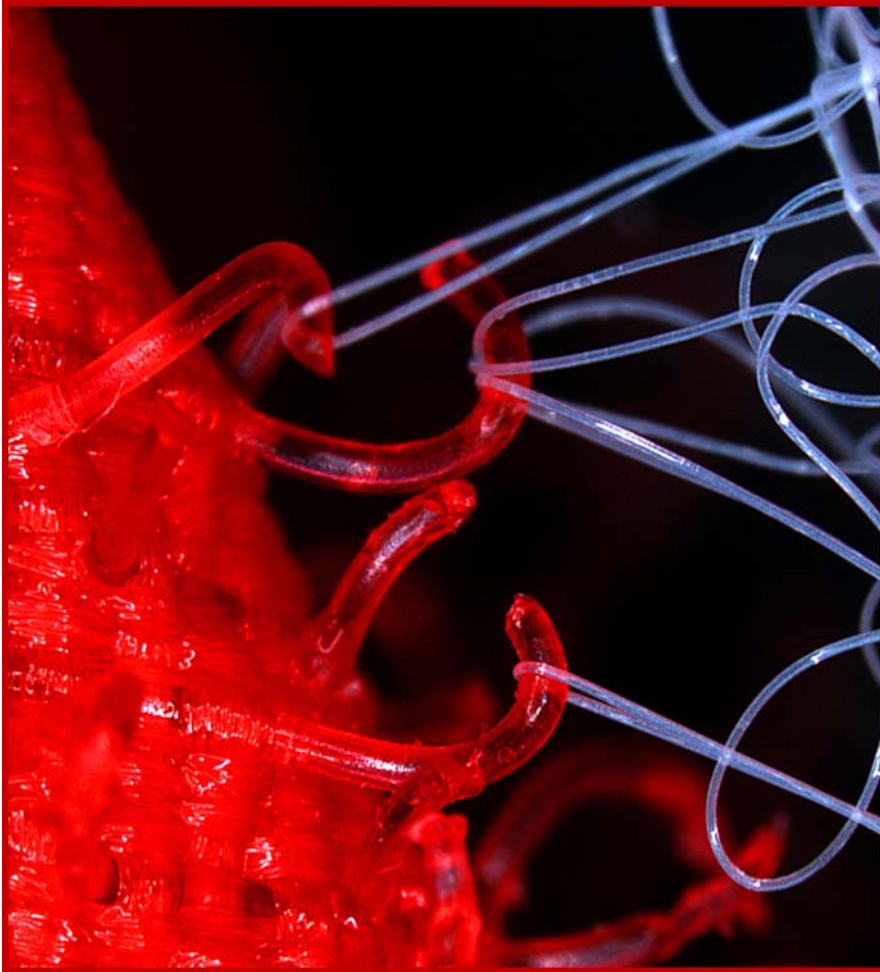
- Think beyond the Paid, Owned, Shared model; consumers don't think that way
- Prioritize goals, apertures & messaging; goes back to focus
- Balance the data findings with your gut feel & experience; don't be a robot
- Implement a test/learn laboratory

Negotiation



- Buy the plan by planning the buy
- Select & rely on a core number of performance measurement sources
- Use proxy measures (if needed) to create “trading currencies”
- Build relationships, not one night stands
- Don't be afraid to innovate; creative negotiations/solutions are paramount to achieving the desired goals

Implementation



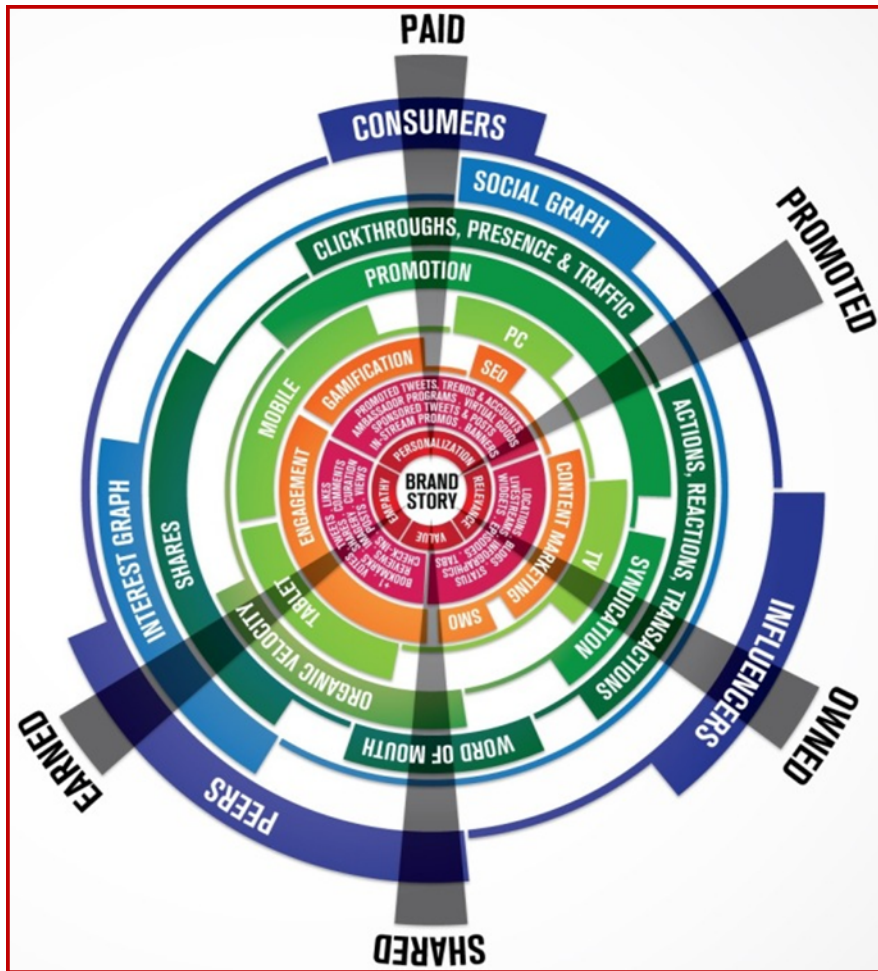
- Manage lagging & leading indicators differently
- Leverage digital trading platform
- The sooner you accept changes in your “plan”, the better off your investments (and returns) will be
- Deploy a “rapid response management” system to ensure prompt optimization

Measurement + Tracking



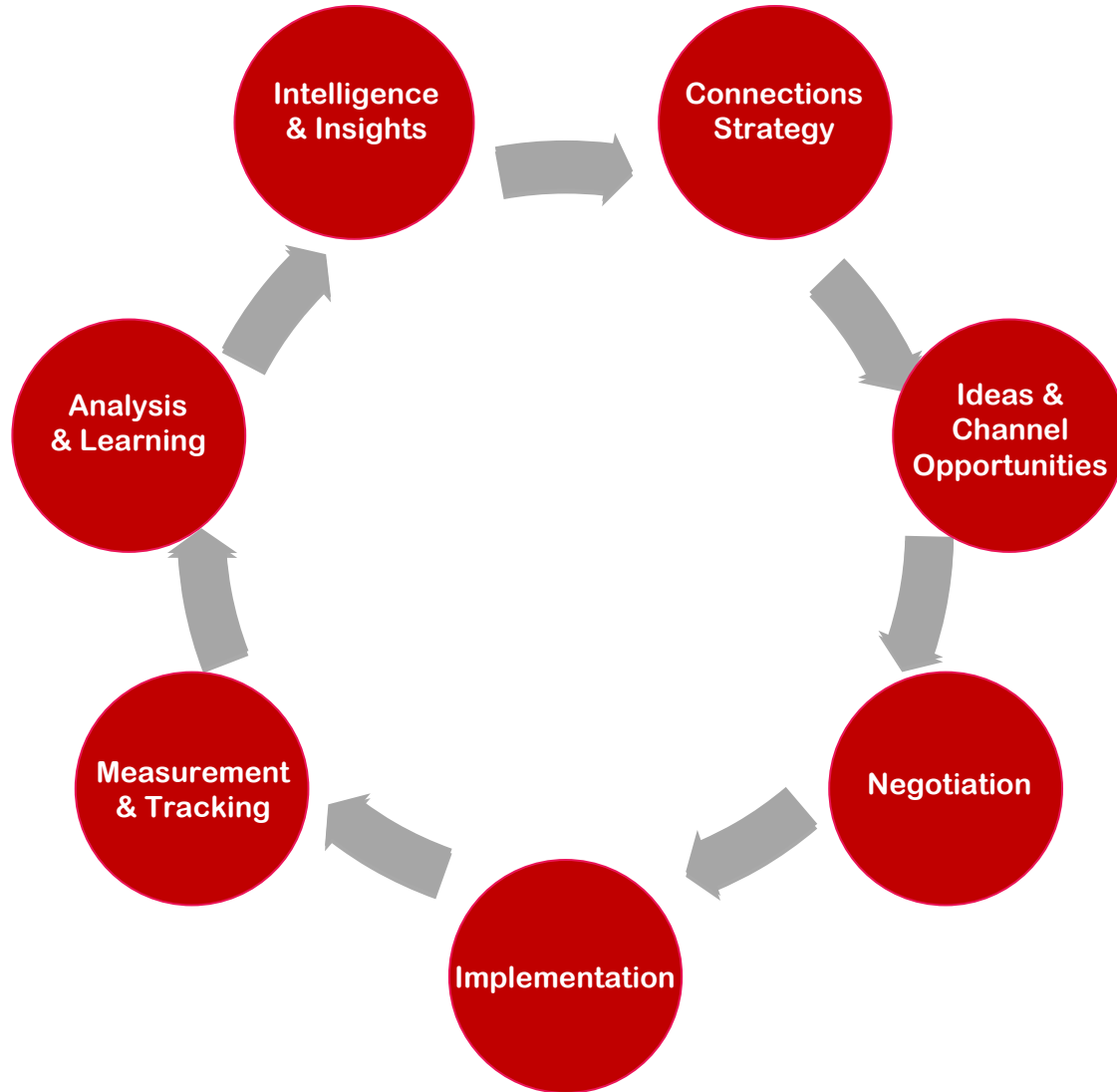
- Replace complexity with simplicity
- Leverage the relevant databases you identified earlier
- Mitigate getting myopic with online data; the echo-system is broader
- Get to the root cause that you can reactivate on
- Deploy course correcting activities

Analysis + Learning

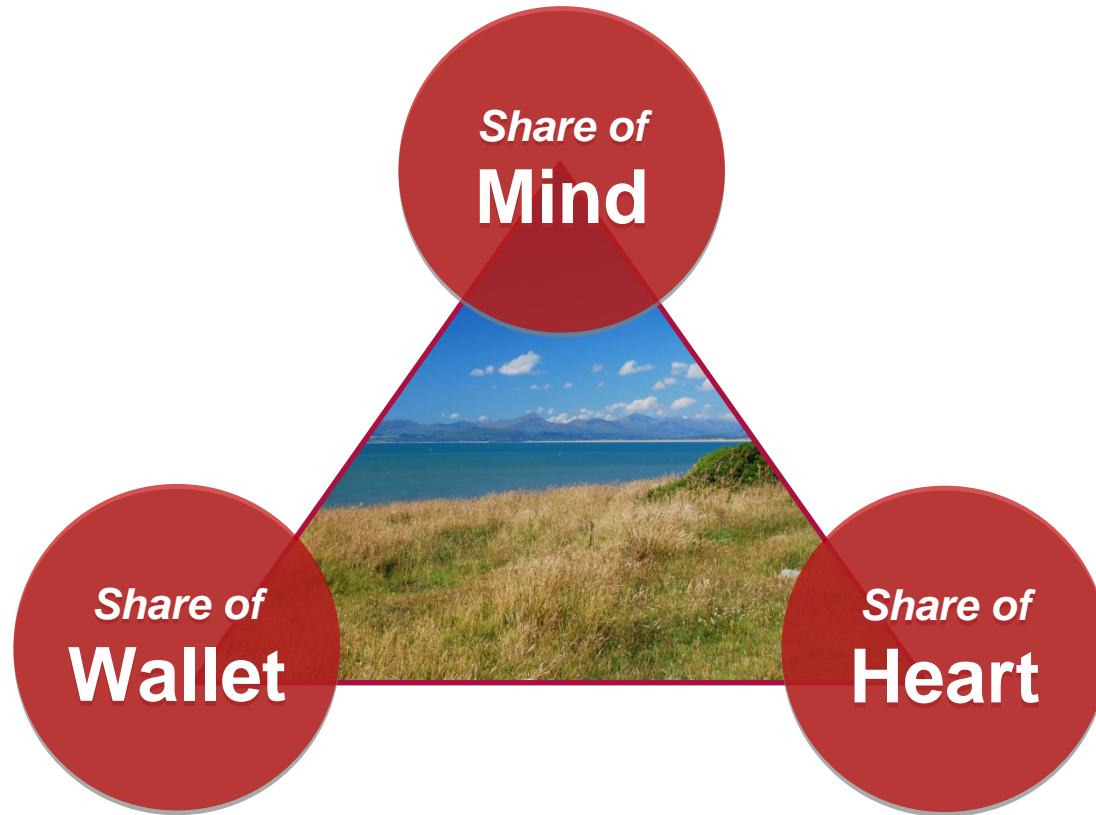


- Learn & growth oriented teamwork
- Accept 60% accuracy today, rather than a perceived 100% accuracy too late in the game
- Minimize opportunity costs
- Allow for performance risk/reward sharing between partners
- Refuel the initial intelligence & insights phase for sequential learning

Connecting the Dots



The Communication Bermuda Triangle



Lessons Learned

- Analytics is important to building media plans
- Approach media as driver for building brands & businesses
- Utilize analytics “along the way” from planning to measurement
- Be reasonable about how much to use literal take-away’s
- Think!

CAUTION

**THIS MACHINE
HAS NO BRAIN
USE YOUR OWN**

