

# AGENDA

Tuesday, March 11, 2008

## CELEBRATING THE 25TH ANNIVERSARY OF OGILVYINTERACTIVE

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|---------------|---|
| 8:15 – 8:45   | <b>Registration and coffee</b>  |
| 8:45 – 9:00   | <b>Program opens</b>  |
| 9:00 – 9:15   | <b>Kick-off: <i>A Digital Departure – Dada Data Alpha Beta</i></b><br>Carla Hendra – Co-CEO, Ogilvy North America   |
| 9:15 – 10:00  | <b>Keynote perspective: <i>Making the Ordinary EXTRAORDINARY</i></b><br>George Bodenheimer – President, ESPN, Inc., and ABC Sports<br><b>Introduction: Bill Gray – Co-CEO, Ogilvy North America</b>   |
| 10:00 – 10:10 | <b>Introduction: <i>The Moth@Ogilvy</i></b><br>Chris Wall – Vice Chairman, Creative, Ogilvy New York  |
|               | <b>*** DADA ***</b>   |
| 10:10 – 10:20 | <b>The Moth@Ogilvy: <i>Dada</i></b><br>Rory Sutherland – Vice Chairman, Ogilvy Group U.K.   |
| 10:20 – 11:00 | <b>Conversation: <i>Digital DADA</i></b><br><br>Dadaism was an art rebellion, a backlash against the status quo, a breaking free of constraints and conventions. What could be a more perfect metaphor for today's cut-and-paste society? Dada popularized the "mash-up" art form, with the artist reimagining ordinary objects and making them extraordinary. Dada stood for unexpected juxtaposition, for combining incongruous elements to say something entirely new – like the moustache Marcel Duchamp painted on the Mona Lisa. Dada reminds us not to foist traditional media notions onto new media platforms. Creative work today must be surprising – through the words, music, art, style, design or entertainment it contains. How can we tap into culture today to create, build, protect and celebrate brands?<br><br>Moderator: <b>Jessica Greenwood – Deputy Editor, <i>Contagious Magazine</i></b><br><br>Conversationalists:<br>1. Jan Leth – Vice Chairman, Global Digital Creative, Ogilvy Worldwide<br>2. Kevin Liles – Executive Vice President, Warner Music Group<br>3. Joy Mountford – Former Vice President, Design Innovation & User Experience, Yahoo! Inc.<br>4. Ben Silverman – Co-Chairman, NBC Entertainment & Universal Media Studios |
| 11:00 – 11:30 | <b>Coffee break</b>   |
| 11:30 – 11:50 | <b>Perspective: <i>Value in the Creative Economy</i></b><br>Shelly Lazarus – Chairman & CEO, Ogilvy & Mather Worldwide  |

**\*\*\* DATA \*\*\***

11:50 – 12:00

**The Moth@Ogilvy: *Data***  
**David Thorpe – Global Director Innovation, OgilvyOne Worldwide**

12:00 – 12:40

**Conversation: *DATA and the Art of Storytelling***

The internet has us swimming in data. We use it to segment audiences, construct media plans, set context, increase relevance and measure results and ROI. Data unquestionably provides the basis for better marketing science, while giving us the ability to engage in new forms of storytelling. By tracking behaviors and interjecting the right content at the right moment into consumer conversations, we can tell stories in a way that's participatory and dynamic. More than ever before, data lets us create value in collaboration with each individual consumer, acting as a new currency in the exchange that is a brand relationship. How do we catch the data wave? What new media platforms will drive the next five years of marketing? How do ad networks, email engines and campaign management systems connect? How can we use data to drive a dynamic participatory storytelling process?

Moderator: **David Kirkpatrick - Senior Editor, Internet & Technology, *Fortune***

Conversationalists:

1. **Anne Hunter – Vice President, Platform-A Strategic Advertising Solutions, AOL**
2. **Laura Klauberg – Vice President, Global Media, Unilever**
3. **Dan Scheinman – Senior Vice President & General Manager, Cisco Media Solutions Group**
4. **Greg Smith – Chief Operating Officer, Neo@Ogilvy North America**

12:40 – 2:00

**Lunch**

2:00 – 2:20

**Afternoon program opens**

2:20 – 2:50

**Launch: *Ogilvy Digital Innovation Labs***

**Peter Kang – Group Creative Director, Ogilvy West**

**Maria Mandel – Executive Director of Digital Innovation, OgilvyInteractive New York**

**Peter Moss – Group Creative Director, Ogilvy New York**

Ogilvy is marking the 25th anniversary of OgilvyInteractive with the launch of our Global Digital Innovation Lab network. With hubs in New York, Beijing, Singapore, Sao Paulo and London, the Digital Innovation Labs will create and develop technology-based marketing solutions for mobile, video persuasion, gaming, location-based media, digital retail, digital out-of-home and more.

**\*\*\* ALPHA \*\*\***

2:50 – 3:00

**The Moth@Ogilvy: *Alpha***

**Janet Kestin – Chief Creative Officer, Ogilvy & Mather Toronto**

3:00 – 3:40	<p><b>Conversation: <i>ALPHA Dogs: The Leaders of the Pack</i></b></p> <p>Digital alpha dogs are those mavens who spread opinion like wildfire through the blogosphere. Word-of-mouth, conversational marketing and “user-generated content” all have a power they never had before: instant, global electronic distribution. Ogilvy invented the concept of “differential marketing” – the idea that a small percentage of every brand’s consumers is responsible for the lion’s share of its profits. We’ve talked for years about influencers – consumers who take it upon themselves to share their views of brands. The network effect gives these alpha dogs influence that is instantaneous, ubiquitous, permanent. What turns an early adopter into an evangelist? How does a casual consumer become a blogger-broadcaster? How do we interact with the consumers who care, those “leaders of the pack” who will market right alongside us? What kind of experiences and opportunities can we come up with to collaborate and create together?</p> <p>Moderator: <b>Polly LaBarre</b> – author, <i>Mavericks at Work</i></p> <p>Conversationalists:</p> <ol style="list-style-type: none"> <li>1. <b>John Battelle</b> – Founder &amp; Chairman, Federated Media</li> <li>2. <b>John Bell</b> - Managing Director, 360° Influence, Ogilvy Public Relations</li> <li>3. <b>Nick Denton</b> – Publisher, Gawker Media</li> <li>4. <b>Owen Van Natta</b> – VP of Operations &amp; Chief Revenue Officer, Facebook</li> </ol>
3:40 – 4:10	<p><b>Coffee break</b></p> <p><b>*** BETA ***</b></p>
4:10 – 4:20	<p><b>The Moth@Ogilvy: <i>Beta</i></b></p> <p><b>Susan Westre</b> – Worldwide Executive Creative Director, Ogilvy &amp; Mather Worldwide</p>
4:20 – 5:00	<p><b>Conversation: <i>Perpetual BETA</i></b></p> <p>We live in an ephemeral world – where nothing is ever finished, and where digital technology allows us to continuously cut, paste, mash-up, redesign, integrate and experiment. A world we call “<i>perpetual beta</i>.” The days when we spent six months refining a marketing program to perfection are long gone. When the target audience is able to “mess with your message,” it’s more important to put work out (“beta it”) on new and emerging platforms, gauge the response (good or bad), and then keep the stories living and breathing with continuous input from the consumer. What lessons did we learn from the early years of the internet invasion? As media becomes more and more personal, how do we cocreate with consumers and quickly apply what we learn from constant experimentation? What can we look ahead to?</p> <p>Moderator: <b>Martin Nisenholtz</b> - SVP, Digital Operations, The New York Times Company  Founder: <b>Ogilvy’s Interactive Media Group (IMG)</b>, now OgilvyInteractive Worldwide</p> <p>Conversationalists:</p> <ol style="list-style-type: none"> <li>1. <b>Meredith Flynn-Ripley</b> – CEO, Integra5</li> <li>2. <b>Scott Kurnit</b> – Chairman, Kurnit Inc., Founder, About.com</li> <li>3. <b>Mark Kvamme</b> – Partner, Sequoia Capital</li> <li>4. <b>Jean-Philippe Maheu</b> – Chief Digital Officer, Ogilvy North America</li> </ol>
5:00 – 5:20	<p><b>Perspective:</b></p> <p><b>Steve Hayden</b> – Vice Chairman, Ogilvy &amp; Mather Worldwide</p>
5:20 – 5:30	<p><b>Wrap-up:</b></p> <p><b>Carla Hendra</b> – Co-CEO, Ogilvy North America</p>
5:30 – 7:30	<p><b>Cocktails and conversation</b></p>