



Verge

The OgilvyOne Global Digital Summit

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Event program: Thursday, June 17, 2004

- 7.45 – 8.15 Registration and coffee
- 8.30 – 8.45 Program opens
- 8.45 – 9.00 Remarks by Carla Hendra
(President, OgilvyOne North America)
Verge: The OgilvyOne Global Digital Summit
- 9.00 – 9.30 Keynote address: John Hayes
(Chief Marketing Officer, American Express Worldwide)
Marketing an Iconic Brand in the Digital Age
- 9.30 – 10.15 Panel discussion: ***The Marriage of Content, Distribution and Communications***
Moderator: Joshua Steiner (Managing Principal, Quadrangle Group LLC)

The ongoing digitization of sound, words and images is causing a technological shift in the way media, content and advertising are experienced. Digital content can be transmitted and manipulated in ways that allow consumers to interact with it on a whole new level of depth, duration and immediacy. How will the content and distribution businesses evolve in the next 18 months to two years? What do marketers need to know now about the impact of digital technology on content and media distribution – and therefore, on brand advertising and marketing? Which geographic markets will lead the way? How will video on demand (VOD), reality programming, interactive programming and audience-generated programming reshape the familiar reach/frequency broadcast advertising model?

Panelists:

- Richard J. Bressler (Senior Executive Vice President and Chief Financial Officer, Viacom)
- Julian Brodsky (Founder, Director and Vice Chairman, Comcast)
- Mike Morley (Executive Director, International Programming & Licensing, Endemol)
- Bill Gray (President, Ogilvy & Mather New York)

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- 10.15 – 11.00 Panel discussion: **Media Neutrality – How Digital Changes the Game**
Moderator: [Rory Sutherland](#) (Executive Creative Director, OgilvyOne U.K.)
- Today, the savviest marketers are always seeking to improve return on their marketing investment through a more highly optimized media mix. At the same time, consumers are exercising a higher degree of control over the media they consume. Add in new and developing digital media channels which leverage the latest technology – online, mobile, interactive TV, peer-to-peer networks, digital outdoor, PVR advertising, radio frequency identification (RFID) tags – and challenging issues arise. How can marketers invest media dollars for the best outcome and highest efficiency in a highly fragmented, digital environment? What tests and experiments are important now, to take advantage of digital addressability, “always-on” interactions and highly individual brand connections? How will marketers measure success with new media channels? And, how do the so-called “traditional” channels fit in with digital media?
- Panelists:
- [Nasreen Madhany](#) (CEO, mOne Worldwide)
 - [Wenda Harris Millard](#) (Chief Sales Officer, Yahoo! Inc.)
 - [Joanne Bradford](#) (Vice President and Chief Media Revenue Officer, MSN, Microsoft Corporation)
 - [Marc Goldstein](#) (President & CEO, MindShare North America)
- 11.00 – 11.30 Coffee break
- 11.30 – 12.15 Address and Q&A: [Nick Donatiello](#) (President and CEO, Odyssey)
Winston Churchill, Frogs and the Future of Advertising
- 12.15 – 1.00 Panel discussion: **Mobile Marketing: Insights from Asia and Europe**
Moderator: [Dr. John Ricketts](#) (Strategy Director Asia Pacific, B2B Practice Group, Ogilvy & Mather Worldwide)
- Telecommunications companies and mobile phone manufacturers alike are looking to a future that’s rich in both voice and data content. In advanced markets like Japan, Korea and the Nordics, wireless devices are already “general-purpose remote controls,” not just telephones or PDAs. Mobile, multi-media, location-sensitive units that link people everywhere to both the Internet and each other, have the potential to alter our basic human fabric and the social networks that exist today. How will lifestyles change as portable appliances become supercomputers that talk to each other? What are the implications for branding and marketing as these shifts become reality? How fast can we expect change to take hold, and in which markets? Which brands are setting the agenda for mobile marketing strategies today?
- Panelists:
- [David Wheldon](#) (Global Director, Marketing and Brand Communications, Vodafone)
 - [Birathon Kasemsri](#) (Senior Vice President & Managing Director, Walt Disney Internet Group, Asia-Pacific)
 - [Philip Greenfield](#) (CEO, OgilvyOne EAME/Vice Chairman, Ogilvy EAME)
- 1.00 – 1.50 Lunch
- 1.30 – 1.45 Luncheon address: [Shelly Lazarus](#) (CEO, Ogilvy & Mather Worldwide)
Older and Wiser – Why Digital Matters Now
- 1.50 – 2.00 Afternoon program opens
- 2.00 – 2.15 A short film: **A Day in the Life of the Digital Consumer** (U.S., Finland, Korea)
[Emma Gilding](#) (Executive Director Worldwide, Ogilvy Discovery Group)
- 2.15 – 3.00 Panel discussion: **The Digital Landscape – Which Technologies, Platforms and Applications Will Be Adopted First and Fastest?**
Moderator: [Martin Nisenholtz](#) (CEO, New York Times Digital)
- A variety of new technologies allowing real-time/anytime interaction with brands, messages and content on many digital devices and platforms have begun a marketing sea change. Technologies spurring trends like time-shifting; commercial-skipping; 24-hour shopping, news, music, entertainment, banking and surfing; “always on” customer service; the new digital home; and commercial/social movements like eBay are attracting consumers in droves. Entire market segments

already spend more time and money through digital channels than traditional ones. What are the most important new technologies and platforms? What will personal video recorders (PVRs) mean to consumer attitudes to advertising and TV – as primetime becomes anytime? How soon will applications allow broadband to evolve past banners and pop-ups to personalized brand experiences?

Panelists:

- [Martin Yudkovitz](#) (President, TiVo)
- [John O'Rourke](#) (Senior Director, Consumer Strategy Division, Microsoft Corporation)
- [Brek Benson](#) (Partner, Global Practice Executive, Customer Experience Consulting, IBM Global Services)
- [Eric Wheeler](#) (Executive Director, OgilvyInteractive New York)

3.00 – 3.45

Panel discussion: ***The Marketer's Perspective: Learning to Leverage the Best Digital Technologies***

Moderator: [Mike Windsor](#) (CEO, OgilvyInteractive worldwide)

The rapid development of digital technology enables new capabilities almost daily. But there is a big difference between what's possible and what's useful. Which new capabilities are leading marketers employing to their advantage right now? Which capabilities are most likely to deliver strategic advantages in the near future? Which capabilities will most dramatically change traditional marketing plans? What are the primary barriers to new capabilities gaining mainstream adoption?

Panelists:

- [Cammie Dunaway](#) (Chief Marketing Officer, Yahoo! Inc.)
- [Marilyn Mersereau](#) (Vice President, Corporate Marketing, Cisco Systems)
- [Lisa Baird](#) (Vice President, Worldwide Integrated Marketing Communications, IBM Corporation)
- [Carolyn Heath](#) (Director, Retail Digital Solutions, Telstra)

3.45 – 4.15

Coffee break

4.15 – 5.00

Panel discussion: ***The Future of Digital Branding: How Culture, Creativity and Technology Will ConVERGE***

Moderator: [Kurt Andersen](#) (Author, Editor, Radio Host)

The latest cultural trends and digital technologies have led to new hybrids of marketing creativity: branded entertainment, live events distributed digitally, environmental branding, gaming, viral marketing, digital user experience and interface design are just a few of the emerging choices in the marketing toolbox. How will marketers weave new digital experiences together to build brands? Which ones will resonate? Which demographic segments (e.g., youth, mobile workers, women) will most define the cutting edge of digital branding, based on their adoption of new technologies? What do we know about these market segments already that will inform marketing in the future? Does anyone really know what's coming next and when?

Panelists:

- [Andrew Zolli](#) (Forecaster, Design Strategist and Author)
- [Richard Welch](#) (Trend Analyst and Managing Director, Crystal)
- [Brian Collins](#) (Executive Creative Director, Brand Integration Group (BIG), Ogilvy & Mather Worldwide)
- [J. Walker Smith, Ph.D](#) (President, Yankelovich Partners, Inc.)

5.00 – 5.30

Creative presentation by [Steve Hayden](#) (Vice Chairman, Ogilvy & Mather Worldwide)

and [Jan Leth](#) (Executive Creative Director, OgilvyInteractive N.A.): ***Creativity in the Digital World***

5.30 – 5.45

Concluding remarks – [Carla Hendra](#)

5.45 – 7.30

Champagne reception