



Verge

The OgilvyOne Digital Summit

EVENT PROGRAM

Wednesday September 28, 2005

- 8:15 – 8:45 Registration and coffee
- 9:00 – 9:15 Program opens
- 9:15 – 9:45 **Opening Remarks**
Carla Hendra — Co-Chief Executive Officer, Ogilvy North America
President, OgilvyOne, North America
- “What’s on the Verge Now?”**
An OgilvyOne short film: Digital Lifestyles Today
- 9:45 – 10:15 **Branded Content and Entertainment — The New Frontier**
A Conversation with Lloyd Braun — Head of Yahoo! Media Group
- Hosts:**
Andy Berndt — Senior Partner, Creative Director, Ogilvy & Mather New York
and Arthur Ceria — Senior Partner, Executive Creative Director,
OgilvyOne San Francisco
- 10:15 – 11:00 Panel discussion: **“It’s All Digital — How To Make the Smartest Media Investments for Brands Today”**
Moderator: Kevin Delaney — Staff Reporter, *The Wall Street Journal*
The advent of digital has changed the way that media is consumed across all audiences. The youth market spends more time on mobile and gaming devices than watching TV. Broadband is changing the very nature of the TV and PC experiences. And it is ever more challenging for a brand to engage and sustain involvement with internet users. Traditional measurements such as reach and frequency, or impressions, are evolving to precision targeting and personalized media delivery across a growing number of marketing channels — including blogs, podcasts, gaming and instant messaging, among many others.
What’s the roadmap to making the right media investments today? How do we measure success with new media platforms? How can marketers create channel-neutral media strategies when traditional media allocations still dwarf digital spending?
- Panelists:**
- Kathy Riordan — Vice President, Global Digital Consumer and Relationship Marketing, Kraft Foods
 - Ann Rubin — Director, Worldwide IBM Software Group Integrated Marketing Communications, IBM Corporation
 - Annie Zehren — President of Sales and Marketing, Current
 - Scot McLernon — Senior Vice President, Advertising Sales, CBS Digital Media
 - Vince Thompson — Regional Vice President, AOL
- 11:00 – 11:30 Coffee break

11:30 – 12:15	<p>Presentation: <i>The New Face of Creativity</i> Brian Collins — Senior Partner, Executive Creative Director, Brand Integration Group, Ogilvy & Mather, North America</p>
12:15 – 1:00	<p>Panel discussion: <i>“Mobile Marketing: Digital Entertainment, Information and Services for the Always Connected Consumer”</i></p> <p>Moderator: Eric Wheeler — Executive Director, OgilvyInteractive, North America</p> <p>Wireless technology has changed how content is developed, distributed and purchased for the relentlessly “on-the-go” consumer. Today’s consumer wants immediate, convenient ways to manage their life, experience entertainment and communicate with friends, family and colleagues globally. The expectation that marketers will offer their services through mobile channels is rapidly making mobile marketing a price of entry. From gaming to music to video, the potential of mobile communication to revolutionize marketing and consumer behavior is enormous.</p> <p>What new opportunities are emerging in mobile content? Which advertising and communications models are being tested in the marketplace? What are the latest legal and policy challenges that are facing the mobile communications industry? How will content and marketing communications evolve to meet the digital consumer’s preferences and needs?</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Lucy Hood — President, Fox Mobile Entertainment and Senior Vice President, Content and Marketing, News Corporation • Manish Jha — Senior Vice President, ESPN Mobile • Jim Manis — Senior Vice President, m-Qube and Global Chairman, Mobile Marketing Association • Bill Stone — Vice President, Market Strategy, Planning and Segmentation, Verizon Wireless
1:00 – 2:15	Lunch
2:15 – 2:30	Afternoon program opens
2:30 – 3:00	<p>Keynote address: John Battelle — Co-Founder <i>Wired</i>, Founder, <i>The Industry Standard</i>, Founder and Chairman Federated Media Publishing</p>
3:00 – 3:45	<p>Panel discussion: <i>“So Many Platforms, So Little Time — Breaking through to the Digital Consumer at Home”</i></p> <p>Moderator: Todd Herman — Director, Advertising and Business Strategy, MSN Entertainment</p> <p>Broadband penetration has created a growing array of new platforms in the home. From iTV to multiplayer gaming, the consumer is in the driver’s seat and can easily opt-out of marketing messages. In fact, today’s consumers are the most marketing savvy in history, numb to the barrage of messages hitting them at every angle, and proactively looking for ways to block them out. Opportunities for marketers to communicate with these new “Consumers in Control” emerge daily, but messages and offers will only be accepted if they are relevant, authentic and interactive.</p> <p>How can marketers break through in the intensely competitive home environment? What is the profile of the digital home consumer and how have their habits changed in the last year? What can brand marketers do today to leverage new marketing technologies like TiVo/DVRs? What defines great creative in a world where consumers can program advertising right out of their lives?</p>

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Panel discussion: ***"So Many Platforms, So Little Time — Breaking through to the Digital Consumer at Home"***

Panelists:

- Edward Lichty — Vice President, Business Development, TiVo
- Staci Miller — Vice President of Operations and Brand Strategy, Warner Bros. Online
- Jason Hirschhorn — Senior Vice President, Digital Music and Media, MTV Networks
- Nicholas Longano — Chief Marketing Officer, Massive

3:45 – 4:15

Coffee break

4:15 – 4:45

Gaming demonstration: ***Interactive Entertainment — Leveraging Video Games to Activate Your Brand***

Chip Lange — Vice President, Marketing, EA Sports and EA Games Online, Electronic Arts

Host: Brandon Berger — Senior Strategist, Digital Innovation, OgilvyInteractive New York

4:45 – 5:30

Panel discussion: ***"Building Brands and Selling Stuff: How Should B2B Marketers Retool for the New Digital Landscape?"***

Moderator: Brian Fetherstonhaugh — Chairman and Chief Executive Officer, OgilvyOne Worldwide

Connecting with the B2B audience of decision-makers and influencers is increasingly difficult in the age of gatekeepers, spam blockers and the overload that every business person faces in today's 24/7 world. B2B marketers must incorporate channel partners as well as end users into their marketing mix, with very different messages. Online relationships reduce the cost of servicing B2B customers but also deliver on the promise of real-time interactivity with a brand. To source, create and deliver continually updated content that is relevant to individual customers is a new science, linked heavily to search technologies.

How do small and medium-sized businesses differ from large enterprise customers for marketing purposes? Are there new rules of engagement for B2B marketers today? Can the storytelling power of 30-second TV be transferred to the PC, mobile and gaming screens? How do we measure effectiveness in B2B in the digital channels and for the combined marketing mix?

Panelists:

- Alan Hallberg — Senior Director, Worldwide Advertising and Demand Generation, Cisco
- Judy Smolski — Vice President, Marketing, Small & Medium Business, IBM Americas
- Linda Mignone — Senior Director, Direct Response Marketing & Brand Promotions, DHL

5:30 – 5:55

Digital Matters: Making the Brand Connection

A Word from our Chairman

Shelly Lazarus — Chairman and Chief Executive Officer, Ogilvy & Mather Worldwide

5:55 – 6:00

Concluding Remarks

Carla Hendra

6:00 – 7:30

Cocktail reception