

WHO OWNS MOBILE CREATIVE?

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**1. LACK OF OWNERSHIP FOR MOBILE
CREATIVE**

**2. LACK OF UNDERSTANDING OF MOBILE
AS A BEHAVIOUR**

DEFINE “CREATIVE”

CREATIVE DIRECTION

CAMPAIGN IDEA CREATION

ASSETS DEVELOPMENT

BEHAVIORAL INSIGHT

MOBILE IDEA DEVELOPMENT

DATA SOLUTIONS

MEDIA FORMATS

CREATIVE PRODUCTION

INNOVATIVE TECH

DIVIDE INTO TWO

CHAMPION CREATIVE

NEW TECH

R&D

STANDARDS

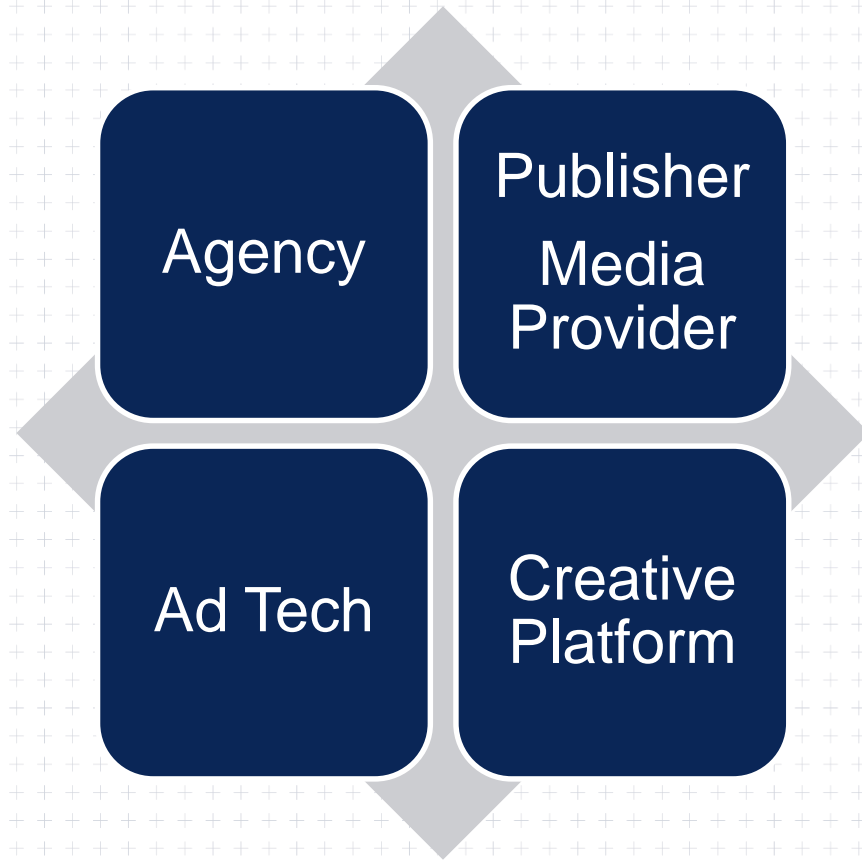
TECH FEASIBILITY

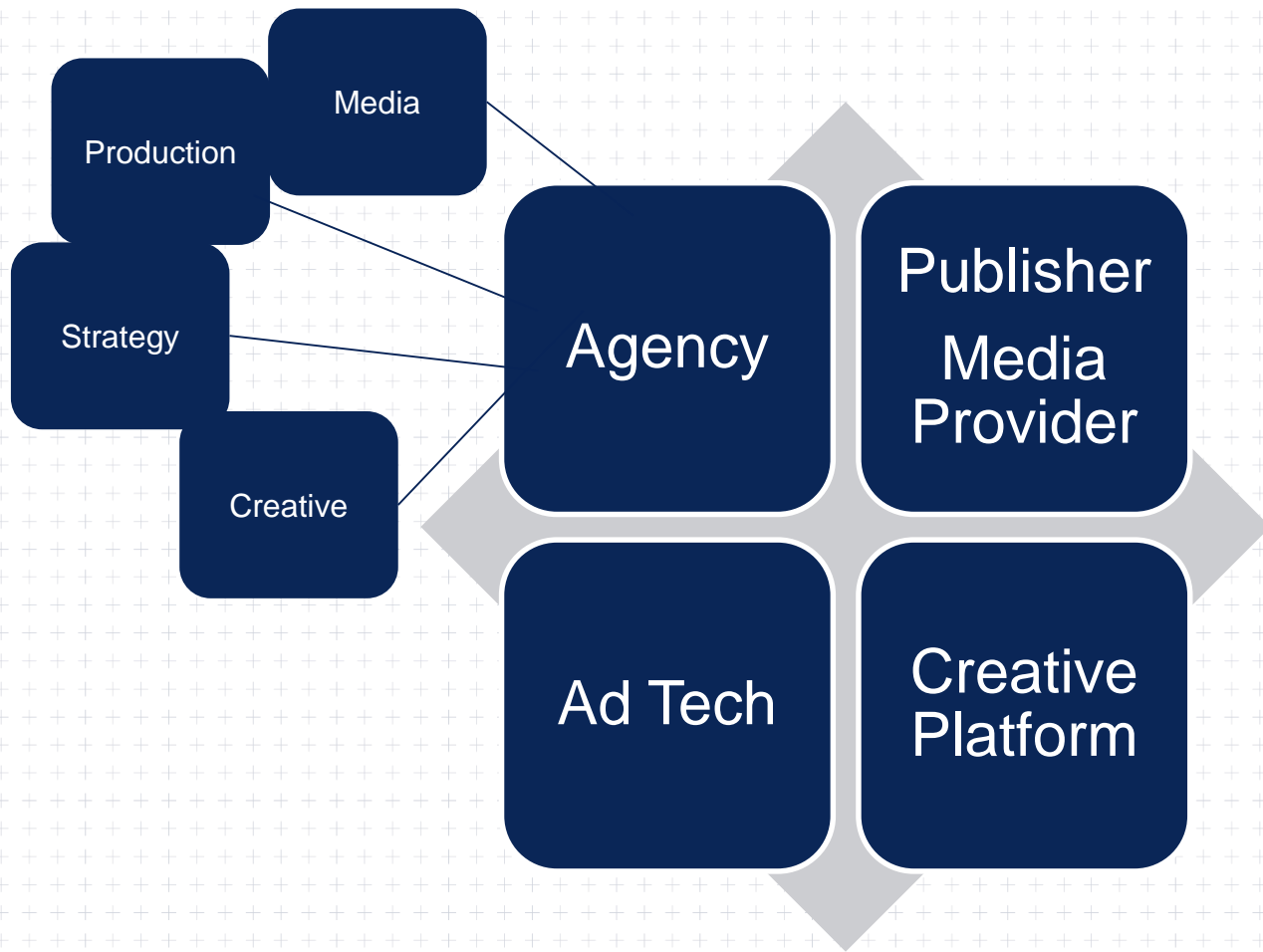
IMPLIMENT CREATIVE

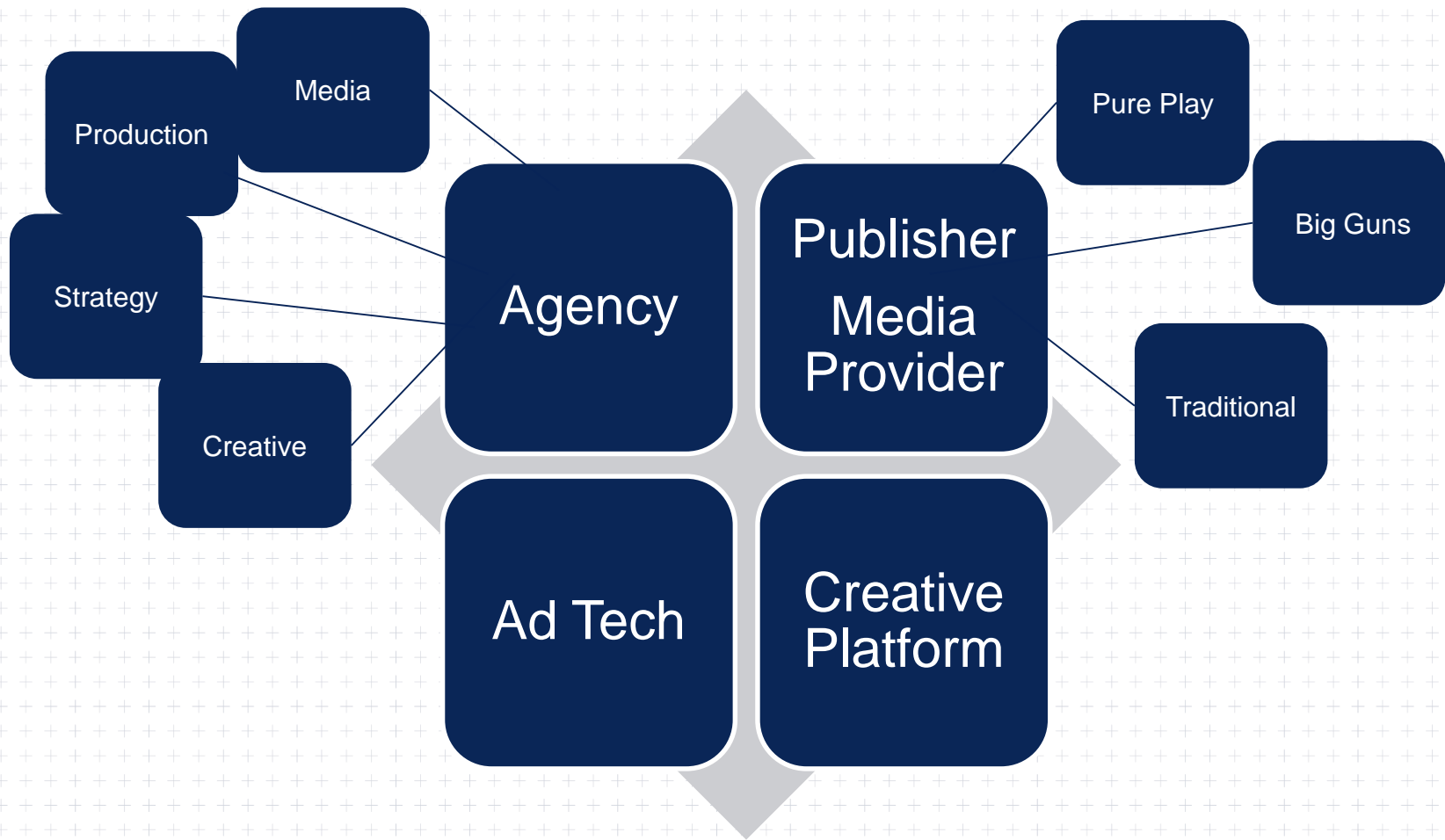
CLIENT BUY IN

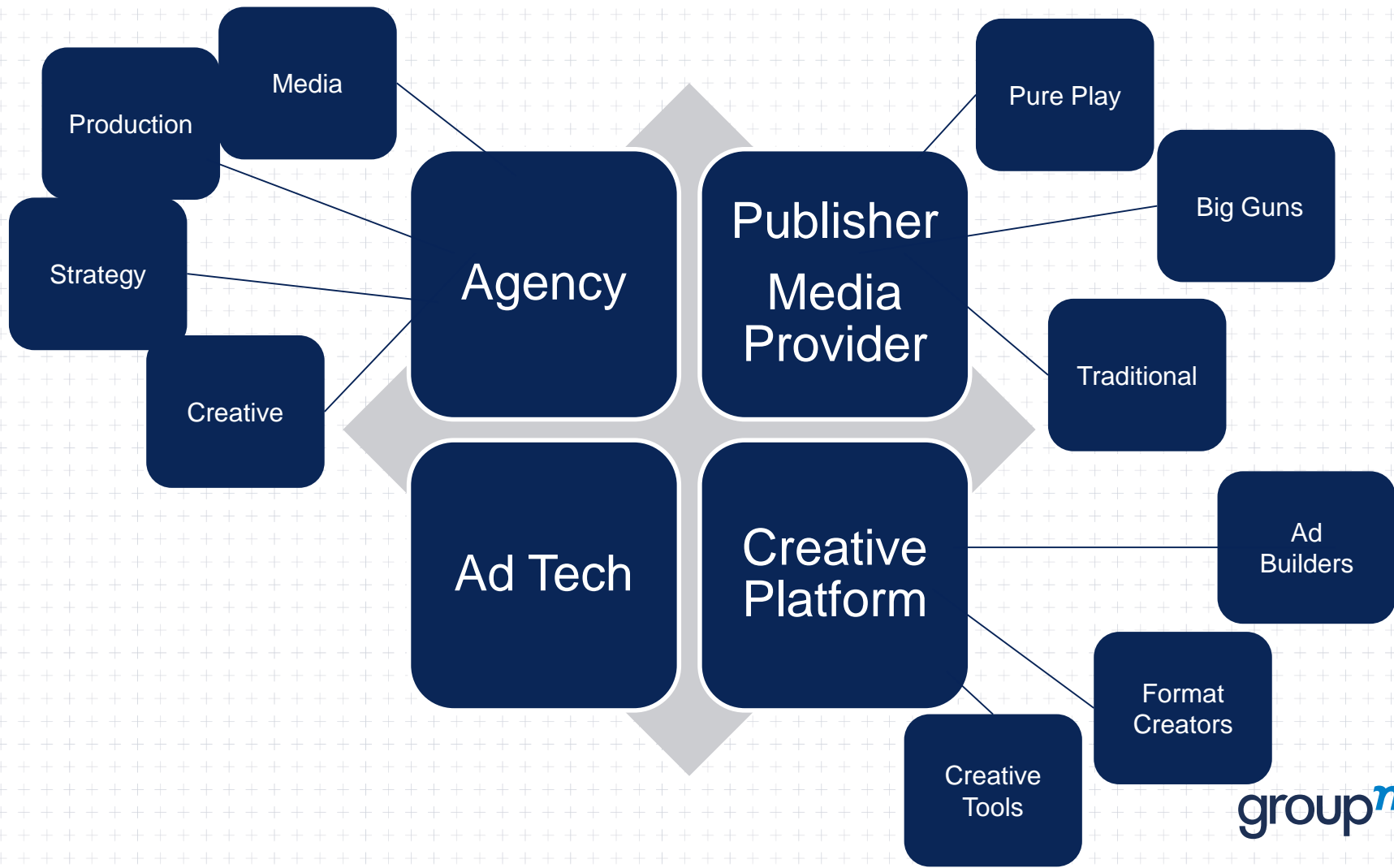
ADAPT IDEA

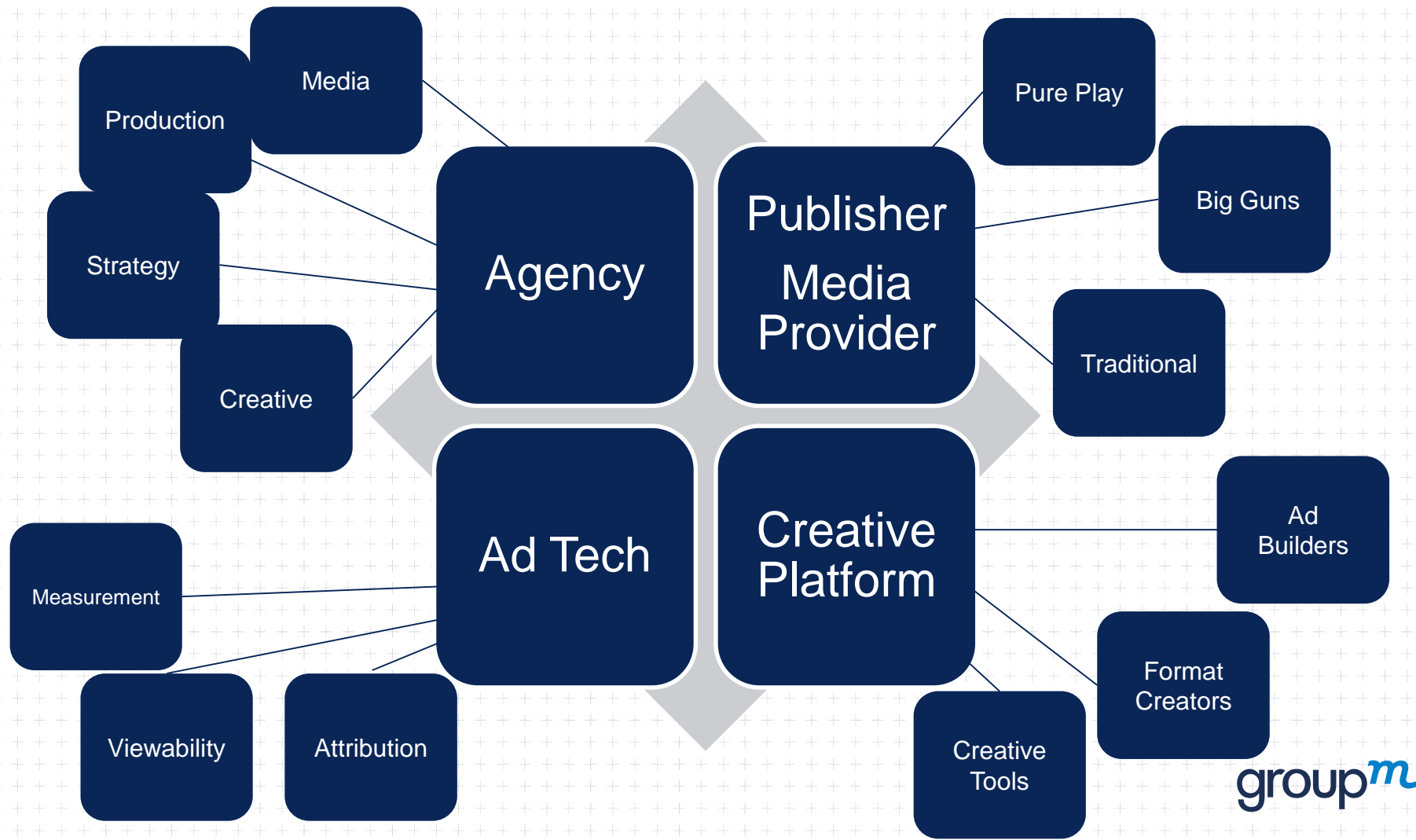
SUCCESS METRICS











BRAND?

TECHNOLOGY?

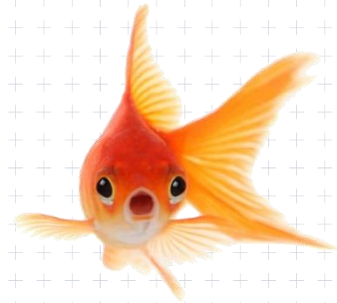
EVERYONE WANTS A SAY,
BUT FEW PEOPLE WANT TO OWN

= DISJOINTED IDEAS TO CLIENTS

= SKILLS GAP

= MOBILE IS TOO HARD

OUR MEDIA CONSUMPTION
HABITS HAVE CHANGED
AND WE NOW HAVE JUST A FEW SECONDS TO
CAPTURE ATTENTION



CREATIVITY

IS MORE IMPORTANT THAN EVER

BUT SO IS - THE PRACTICAL USE OF **DATA**

DYNAMIC CREATIVE
PERSONALISATION
EFFICIENCY

GREAT CREATIVE + PRACTICAL DATA
= CREATIVITY WITH PURPOSE
RATHER THAN NOVELTY

CREATING CUT-THROUGH IS
HARDER THAN EVER..

WE MUST HYPER-TARGET
AT SCALE
IN THE RIGHT MOMENT
AND THE RIGHT CONTEXT
WITH THE PERFECT CREATIVE MESSAGE

FOR ANY ONE AGENCY/VENDOR/PUBLISHER
TO “**OWN**” CREATIVITY IS TO DISREGARD:

THE SPEED OF CHANGE,
THE POSSIBILITIES OF TECHNOLOGY AND
THE ABILITY TO DO GREAT WORK

ITS **EVERYONE'S** RESPONSIBILITY
AND MUST BE FURTHER UP THE PROCESS

CREATIVE DEMOCRATISATION

CROSS-AGENCY + CROSS-VENDOR
COLLABORATION NEEDS TO BE
IMPROVED ON AT A BROADER INDUSTRY
LEVEL

MOBILE HAS 3 SUPER POWERS:

CHANGE PHYSICAL BEHAVIOR

ENHANCE PERSONAL CONNECTION

CREATE NEW EXPERIENCES

QUESTIONS?