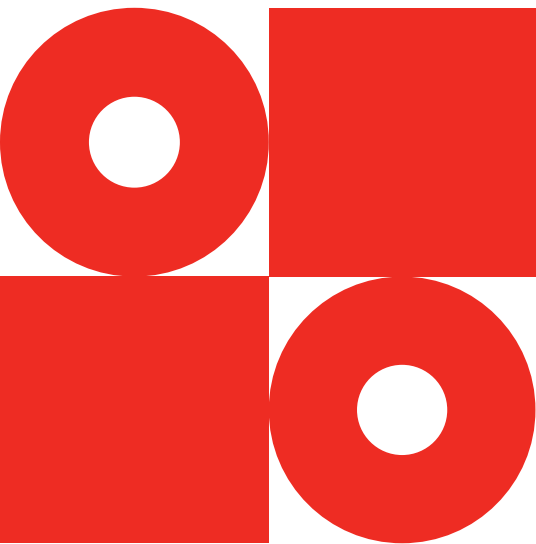


The DMEXCO Debrief

2020



Better decisions, faster. 



Introduction to DMEXCO@Home 2020

Like most events this year, the Digital Marketing Expo & Conference (DMEXCO), which usually takes place in Cologne, Germany, became DMEXCO@Home. Within 3 months they transformed an established live event into a “digital only” experience with over 800 speakers delivering 100+ hours of content over two days. Whilst we are all navigating this new virtual conference space, the DMEXCO festival certainly had some challenges, by way of criticism of the amount of pre-recorded content, the lack of being able to share these links with you now post-conference, and the lack of subtitles, did create some tensions.

Overall though, the quality of the sessions was high, and we all appreciate the willingness to act fast and try their hands at a virtual event. We were happy to see some consistent themes pulling through, which we have summarised here for you now. These sessions may become available for you to check out on YouTube in due course.

The festival’s overall motto of “Attitude Matters” had been used in 2019, but it couldn’t have been more appropriate for 2020. With the rapid changes of COVID-19, Black Lives Matter, privacy regulations etc. a brand’s attitude is likely to be critical now more than ever, becoming a strong emotional anchor as customers have more choice than ever before.

Consumers will choose the brand that fits their specific needs, meets their expectations and in some cases even shares their values.

That’s why, as already seen in the Cannes Lions Live Debrief, the importance of Empathy continues to be a key theme as we all navigate these current times. Great for OMD, as Empathy is one of our core values, and has been since we launched OMD Design in 2018, to ensure we are always putting empathy at the core of our craft to create valued and valuable experiences for consumers and our client’s brands. At DMEXCO we saw Snap Inc., Facebook and SAP all take to the virtual stage, to discuss how employers can be more empathic in the workplace. We also hosted our own session which we link to on page 7.

The importance of brand safety was another critical theme coming out of the festival. With consumers being available to receive more information and data than ever before, ensuring they feel safe and protected regarding their data and how it is used, is something under scrutiny on a continued basis.

Along the same vein, we also explored data, and how the changes in third-party data and cookie collection are impacting our industry.

Finally, we are delighted to have an eCommerce section authored by our eComm specialist team at Transact. We all know that COVID-19 has accelerated eCommerce, but what are the long-term implications the virus has unearthed?



The power of Empathy

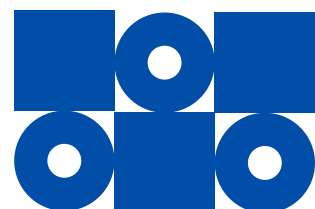


Overview

Empathy is an umbrella term broadly covering how we respond to one another. Specifically it refers to our ability to see the world through other's eyes, feeling or thinking what they feel or think. Unsurprisingly in 2020 we've seen an increased need for empathic communications, both in the way brands interact with their customers as well as in the workplace when interacting with our people.

We are seeing changes that were predicted to take years, accelerated to take place in a matter of weeks. From managing remote working, to understanding the impact of lockdown on the need states of consumers; putting empathy at the forefront of our craft, to speak to the right consumers in the right way, is crucial. There has never been a moment in time where consumers have so much choice and such high expectations. If we don't take the opportunity to put empathy at the forefront of our communications, we will lose our anchor with their emotional connection, and see a corresponding decrease in business for our clients.

Likewise listening to our people, actively listening and being mindful of fears and concerns, is critical to continue to drive our culture, whilst offices are in different states of re-opening.



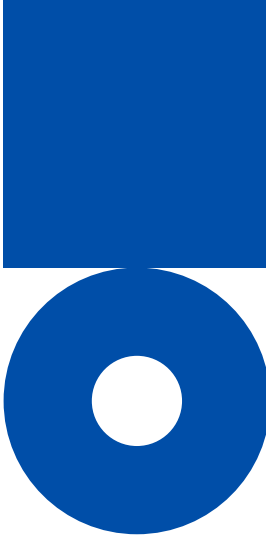
Stand-out sessions

Building and leading with an Empathy imperative Hosted by Snap Inc.

Jacob Andreou, VP of Product for Snap Inc. took to the virtual stage to share insights and learnings from Snapchat, on the four crucial behaviours companies and brands should be taking to build empathy in the workplace. Sharing learnings as a business, Jacob talked candidly about successes, and failures, sharing what these have taught the brand about truly embodying empathy in everything they do.

Key takeaways:

- **Don't be a slot machine:** Instead of driving addictive behaviour that delivers no value, empathetic products should define their core value to the consumer and always build and design in a way that honours this.
- **Do it like Disney,** always design for trust. Disney's deliberate strategy to make it the happiest place on earth starts with safety. Put yourselves in your consumers shoes and think about how you would want your data used and shared. Have empathy for how brands want to show up and create safe environments which don't rely on extreme POVs and virality.
- **Use a quilt not a blanket,** be the right kind of global. Snap found out through failures and successes that as you scale, it's harder to deliver empathy. Empathetic products feel like they were made locally wherever you are in the world. This means investing in the right expertise, hiring locally and not marketing in countries you don't understand.
- **Hug your copycats,** innovate generously. If you are leading the development of new consumer behaviours for the better, you should embrace copycats and share with them. e.g. Snap Bitmoji or Tesla technology. This will improve the industry you are working in, and as a leader in that space, your business will also thrive.



Jacob Andreou
VP of Product | Snap Inc.

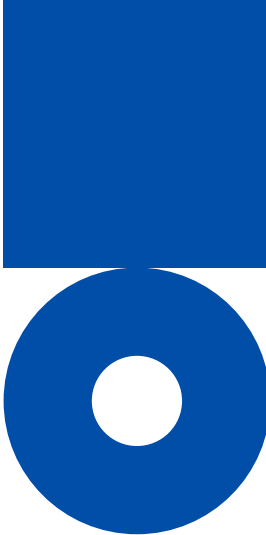
Stand-out sessions

Evolving Diversity and Inclusion in unprecedented times Hosted by Facebook & SAP

Maxine Williams, Chief Diversity Officer of Facebook, and Nina Strassner, Head of Diversity & Inclusion at SAP Germany, presented key takeaways on how to improve diversity & inclusion, focusing on what progress looks like and specifically how COVID-19 has affected this area of progress.

Key takeaways:

- **Build teams that reflect the people you serve:** This should be our ultimate measure of progress. To do this we need to ensure our workforce is diverse enough to strategise, plan and create in a way that reflects this world.
- **Build practical strategies:** To turn awareness of the topic into action we need specific, deliberate actions (i.e. recruitment initiatives such as the Rooney Rule) that make us feel uncomfortable and force us to question current norms (e.g. surveying teams to identify where people may be too comfortable indicating they are a homogenous group).
- **Build with or without data:** Although data is useful for implementing and measuring initiatives, we should not let its absence hinder us. Especially working across regions with varying legislation where this can be an issue. We can build for inclusion even without data on the different dimensions – it means building for everyone.
- **COVID-19’s effect on diversity:** Work and personal lives blending more due to COVID-19 has highlighted new areas of diversity such as different individual’s living situations, which we should consider when planning for new initiatives.



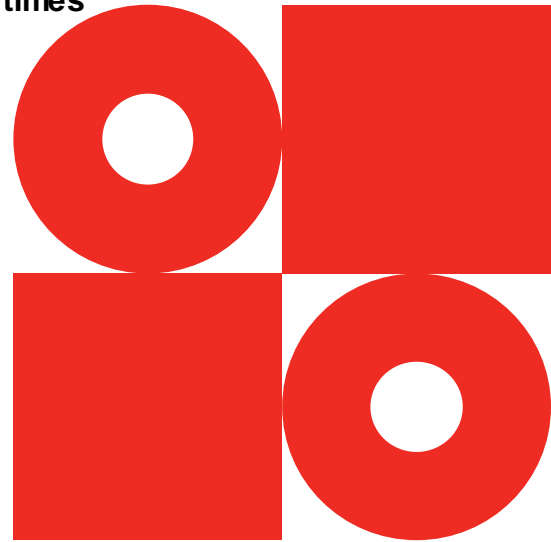
Maxine Williams
Chief Diversity Officer | Facebook

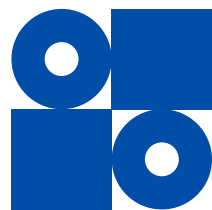


Nina Strassner
Head of Diversity & Inclusion | SAP Germany

“If a team are telling you they feel good and are making really quick decisions that is not necessarily a good thing, it may mean you have a homogenous group that is too comfortable.”

Evolving Diversity and Inclusion in unprecedented times





OMD's Point of View

With empathy being a core value of our business, at OMD we strive to apply empathy through everything we do, from how we interact internally, to how we deliver work for our clients. We are all learning and trying to stretch our empathy skills, and so taking and applying these lessons to our output will help us and our client's produce better work.

This means ensuring we are advising our clients to honour their core values as well as always honouring ours as a business. It means helping advise them to advertise in ways that respect and protect consumer safety and encourage the right kinds of consumer interactions for long term growth rather than short term quick fixes. As an international agency, it means leaning into our local expertise and putting ourselves in the shoes of the local consumer to build empathetic approaches and finally sharing our successes with the industry so we can develop a more empathetic industry.

Our latest development, [Intentional Inclusive Planning](#), has seen us start to move away from diverse audiences, towards more relevant and inclusive ones. This empathetic approach to reaching the right consumers, in the right way, is already seeing our clients' business results improve, and is something we'll continue to champion and evolve.

We have a strong focus on D&I across OMD. We have developed a systematic approach through OMD RED to address diversity, inclusion and belonging, across all touchpoints of our people's journey with OMD, anchored in the pillars of Recruitment,

Engagement & Development. OMD's commitment to building a diverse and inclusive workplace will benefit our clients through the diversity of talent working on their business, that truly reflects their audiences. It will lead to us challenging our thinking and creating better work.

Watch now
[The Empathy Unlock](#) 

Hosted by OMD's Mark Murray Jones (EMEA Chief Strategy Officer) and Gina Ramson-Williams (EMEA Chief People Officer)

Mark and Gina discuss the current empathy deficit, sharing advice and processes to ensure empathy in business communications, and workplace culture.

With a systematic approach to building empathy into our planning approach at every step, we are already ensuring that our clients plans are created with our consumers at the heart. OMD Design puts a focus on creating empathy and forces us to consider the broader spectrum of consumers needs and behaviours to create entire consumer experiences that are relevant and engaging.

In the long term, OMD's focus on our internal business behaviours will create a more empathetic workforce who will carry these behaviours through to their work for our clients, building on our systematic approach.



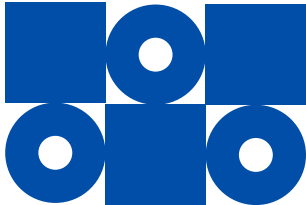
The importance of brand safety



Overview

Trust and transparency remain two key ingredients for business success.

For decades, media planning has been very successful in positioning advertising in the appropriate environment to increase the credibility of the message and maximise its effectiveness. This still works today. In times of "fake news", quality journalistic environments increase the measurable advertising impact by 28%. Also in a data-driven world, it is important to strike an optimal balance between target group reach, environment and message in order to achieve the best possible advertising impact. Now more than ever before.



Stand-out session

Changing patterns, changing future: News, Trust and Advertising Hosted by Verizon Media

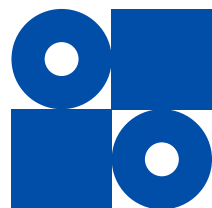
Now, more than ever, the impact of brand safety and keyword blocking is crucial. Maximilian Weigel, Managing Director of Verizon Media in Germany, explored consumer trends and perceptions in this space and the effect on advertiser activity, as well as news brands and quality journalism.

Key takeaways:

- **Content blocking impacts more significantly now than ever.** Blocking news content through the application of brand safety tools has become a more significant issue this year due to COVID-19 and the Black Lives Matter movement. As consumers are actively searching for news content more often, the result of brands avoiding it has resulted in estimated £50m loss of revenue from advertisers, in turn affecting the delivery of quality journalism.
- **Polarised behaviours emerging.** We have seen a general trend of news consumption rising in recent months, but Verizon's research has shown that this is a result of heavy news consumers reading more, and those who were already light news consumers viewing less now than pre-pandemic. These light news consumers tend to be younger and are seemingly becoming disengaged with the news.
- **Importance of trusted news sources.** TV remains the most popular news source, followed by online news and radio. With fake news, particularly on social media being a major concern, perceptions of traditional media (particularly radio and TV) are increasing whereas trust of social media is declining.
- **Taking more sophisticated approaches to brand safety is paramount.** Instead of blocking all COVID-19 news related content, brands should find a more nuanced approach through brand safety providers and publishers, to understand context. Consumers expect brands to remain present and active and we don't want to miss out on opportunities to reach our audiences through quality journalism.



Maximilian Weigel
 Managing Director Germany |
 Verizon Media



OMD's Point of View

OMD is proud to have developed a Brand Decision Framework, to support brand investment decisions in volatile times.

The Brand Decision Framework arose from the need to **create clarity in a charged moment**.

From COVID-19, to racial injustice, to an increasingly intense political climate and toxic social media landscape, we are navigating a time of extended tension and cultural importance.

Our work was based upon research we had conducted in 2017 around 'reach', and the whether some reach can in fact have a negative effect on the audience.

The results highlighted the increased risk to brands for appearing in places that are counter to the brand's purpose.

That led us, at Omnicom Media Group to reflect upon how our teams were making brand safety and suitability decisions. We knew we needed a way to re-examine and quantify assumptions around where to invest, align what our brands truly stand for, and then apply those decisions directly to the media plans in progress, as well as those that would need to be planned. The result was the Brand Decision Framework.

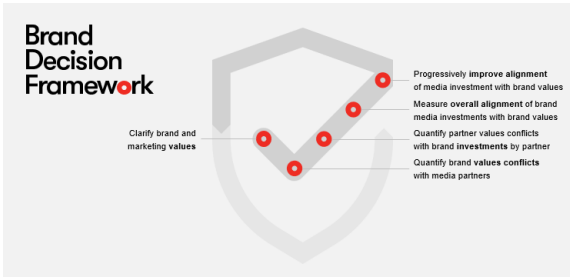
The Brand Decision Framework is a first: a data-driven approach for aligning each brand's individual corporate and marketing values and their media investments. This approach helps drive better brand safety decisions, limits

context-driven damage to brands, helps improve the amount of high-quality inventory in the marketplace, and helps brands to drive major goals like diversity and inclusion across the ad ecosystem and into the world.

The goals of the Brand Decision Framework:

- Clearly align media purchase decisions with brand values.
- Drive better brand safety decisions across the entire supply chain.
- Limit "negative reach" and context-driven damage to brands.
- Over time, improve the amount of high-quality brand safe inventory available for purchase.

How it works:



The liberation of data-driven marketing from cookies



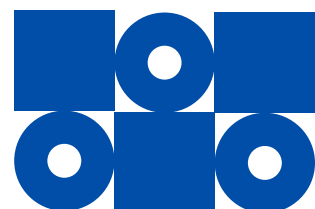
Overview

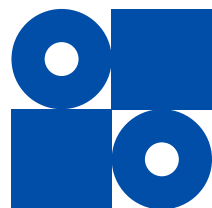
61% of German Internet users are very concerned about the misuse of their personal data.

59% of Germans feel observed when they see personalised advertising.

The digital industry is facing a socio-political discussion on the use of personal data and is putting more emphasis on approaches based on transparency and data sparseness.

Next to the remaining importance of 1st-Party-Data, legally collected and in line with GDPR, new data strategies are openly discussed. From contextual targeting or alternative data, the unifying goal is to find data that can significantly increase the precision of marketing – without direct personal reference.





Stand out sessions

Mind the Gap, the attention economy Hosted by GWI, Facebook, MMA

This session spoke on the importance of using up-to-date consumer data to give brands clarity on where consumers are spending their time and attention, and therefore where advertisers should focus their learning agendas.

With learnings around the rapid growth of mobile, which is now considered a leading channel for reach and time spent, it was clear that media investment was not aligning to this insight. 16-37-year olds are now spending 3hrs a day on mobile, with 70% of this time spent in social apps. Whilst TV remains a key medium for 38-64 year olds, mobile usage for this audience has tripled since 2012.

The key learning? We should be evolving our brand comms to align with how consumers are discovering and purchasing brands.



Andy Childs
Connection Planning at Facebook | Facebook Inc.



Katja Griesser
Country Director | MMA Germany



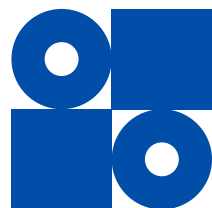
Katie Gilsenan
Consumer Insights Manager | GlobalWebIndex

Beyond Cookies Hosted by OWM

This frank debate on the current state of the cookie-less future, led to all parties agreeing that third-party cookies are dead, but also, they never lived up to their promise in the first place. Ever since the browser giants closed the door on the third-party cookies, the market has been looking for a viable solution for a safe and transparent internet identity. Whilst there is seemingly high willingness from all sides to co-operate on a future solution, there is no clear leadership or path in sight. In terms of who has that control, there is a desire to install independent oversight. Log-in consent is digital gold and all publishers that don't have them are more and more looking to create a solution.

Workshopped by:

- Jin Choi
- Bernd Fauser
- Rasmus Giese
- Timucin Guezey
- Alexander Gösswein
- Arne Kirchem
- Oliver von Wersch



OMD's Point of View

Understanding any changes in where consumers are spending their time and attention is crucial in being able to create brand experiences that add value and reflect the way consumers are actually behaving. This is an important part of our stance around the importance of empathy in media craft.

We should be designing for experiences that fit our consumers' demands. If they are in mobile, we should be investing there, and we should be testing, iterating and building in the mobile space to future proof our clients' brands. Fully understanding the role all channels play across the entire brand experience rather than planning in silos will help OMD clients stand out and be relevant.

It is very hard to predict the future of identity in the internet for advertising purposes, but at OMD we are interested in an open and transparent protocol that benefits our clients and the publisher landscape. Ever since GDPR has been put in place, we have been moving to a more first and even second-party data approach, with more and more budget moving towards Google, Amazon and Facebook in some way or another. We will work together with the entire market and point them towards dangers, but in the end it's the publishers that decide over their future.

Must Watch

Bring your own Data: Erfolgreich eigene Daten mit Machine Learning aktivieren und den ROI verbessern" / "Successfully activate your own Data via Machine Learning and optimize ROI"

Machine Learning (ML) enables users to be reached at the right time in the right place with the right message. Google's aim: Demonstrate how to use 1P data in compliance with data protection regulations (GDPR) and thus increase ROI and how to use future-oriented technologies like AI to differentiate your brand and communication.

Responsible AI

Microsoft's Sophia Velastegui (Chief Technology Officer, Artificial Intelligence bei Microsoft Corporation) outlines the importance of trust in the context of AI. Trust is crucial, as AI has the potential to enrich everybody's lives – but at the same time raises societal issues and concerns.



The growing importance of eCommerce

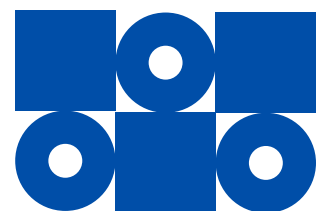


Overview

One thing's for sure, eCommerce is thriving.

This year, COVID-19 has changed everything and nowhere have we seen more radical changes than in shopping. In fact, some brands like P&G and L'Oréal have cited that they have made 10 years' worth of progress within eCommerce in the past 3 months; this has been driven by broad behavioural changes across all demographics in every country.

As a result, there is now a huge opportunity for retailers and brands to target the right consumers online with an effective full-funnel marketing strategy.



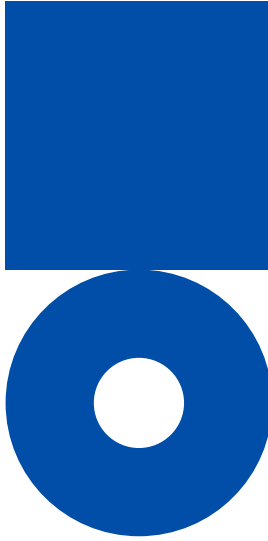
Stand-out session

E-commerce in times of Corona

Is eCommerce really one of the winners of the Corona crisis? During this session five female leaders from logistics to insurance and consumer goods companies, discussed their recent learnings and experiences around eCommerce.

Key takeaways:

- This change in consumer behaviour isn't a short-term reaction to the pandemic; it's long-term and here to stay.
- There will always be differences between online marketplaces, who want to have the largest assortments at the best prices, and brands who want to focus on premium experiences and storytelling. Whilst they might not always be compatible, what connects them both is the customer. The customer needs to be at the heart of all activities and by doing this, brands and marketplaces can build long and successful relationships together.
- The user journey needs to be less complex and more convenient. Brands must utilise the data and analytics now available to ensure they understand their customers and add value at every possible opportunity.
- Now, eCommerce isn't just about selling, it needs to be an excellent customer service and a seamless experience from discovery to delivery.
- Sustainability is becoming more important to consumers who do not want to choose between this or convenience. In turn this has seen a rise in companies such as Loop by Terracycle. Back in July, Loop announced its partnership with Tesco, heralding the start of change with Unilever, PepsiCo, Mondolēz and Mars amongst others. But it's not just Loop that is developing sustainable packaging. Diageo will be launching the world's first fully recyclable paper Spirit's bottle for Johnnie Walker Whisky, made from wood pulp. Similarly, Unilever and PepsiCo are also anticipated to launch comparable packaging next year.



Jenny Gruner
 Director Digital Marketing |
 Hapag-Lloyd AG



Jeannette Rohwer-Kahlmann
 Head of E-Commerce & Customer
 Care | Philip Morris GmbH



Ines Imdahl
 CEO & Founder | Lönneker & Imdahl
 rheingold Salon GmbH & Co KG



Monika Schulze
 Head of Direct and Partnerships |
 Zurich Insurance Company Ltd



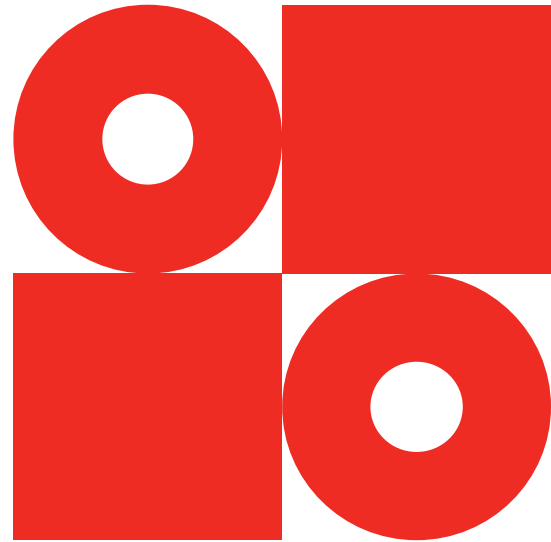
Bożena Nawara-Borek
 eCommerce Manager |
 Europe/CEEMEA at SWAROVSKI

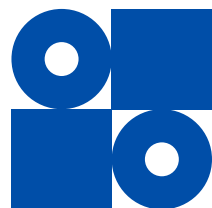


Eva Reitenbach
 Managing Director | oddity jungle GmbH

**“eCommerce was about
people finding products -
discovery commerce is about
products finding people.”**

Kai Herzberger from Facebook on the age of 'Discovery Commerce'





Transacts' Point of View

It is highly likely that new online shopping behaviours developed during the pandemic will stick, even after life returns to normal. Indeed, research from [Criteo](#) has revealed that 52% of shoppers say they will purchase more online as a consequence of Coronavirus.

We've already seen attitudinal changes to spending online like shifts into essential shopping, going back to basics, focusing on local, loyalty offers and a dramatic shift into a more sharing and caring economy. In turn, this has meant a huge sea change in buying types and uptake on new eCommerce modules such as subscribe and save, subscription models and buy now pay later.

But in addition to behavioural changes, we are seeing more than ever a rise in eCommerce retailers. And whilst verticals have different degrees of suitability to eCommerce, even industries such as apparel, auto and entertainment, have seen a significant increase in eCommerce share and penetration during lockdown.

So, what does this mean?

In a crowded and increasingly complex market, brands now need to focus on maximising their *digital availability* to ensure they can stand out and grow online.

We all know the proven concept of traditional brand growth is an augmentation of making sure brands are top of mind through mental availability combined with physical availability through in-store and immersive experiences to improve sell through.

However, at Transact we believe we need to shift this concept and focus on a combination of mental availability and digital distribution combining the entire value chain – pick, pack, ship as well as the unboxing experience.

By getting that right, brands can maximise their digital availability and make all elements of their distinctive assets work even harder.

With that in mind, we believe in an 8-point game play for brand growth:

1. **Assess the opportunity** – identify white space growth channels
2. **Unify objectives** – align eCommerce goals with wider business objectives
3. **Align insights to audience** – plan around need states and trip mission
4. **Bottom up investment** – focus on long term growth
5. **Be distinctive** – be distinctive to capitalise on white space
6. **Stand out on the shelf** - At Transact we have a shelf framework; this approach allows us to isolate and identify insights across all parts of the eCommerce value chain.
7. **Leverage shoppable media** – insights to drive digital availability
8. **Improve customer lifetime value (CLV)** – improve frequency

Authored by



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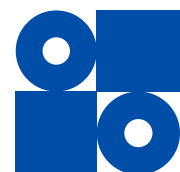
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Better decisions, faster.

