

Blink #7 Winning in 2020

WINNING IN 2020

STEPHEN ALLAN 31 MAR 2014

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We're living in a world in which everything's connected. And since I'm sure you've seen enough PowerPoint slides saying exactly that, I won't bore you with lots of statistics about how many people are on their laptops while they're watching TV, or what percentage of people trust online peer recommendations more than advertising. The landscape shifts

every day anyway, and we are likely to see more change in the next five years than we did in the past 20. The point is that this new hyper-connected world is supposed to be exciting. It's supposed to produce opportunities for smart advertisers – not just headaches.

The key question is: how can you be sure that your brand is ready to make the most of this brave new world? How can you be sure you'll be among the winners, not the losers? The losers are likely to be those who continue to develop, plan, buy and optimise each media channel in isolation. Those who build five-year plans – or even a one-year plan – and then tuck them away in a file cabinet until next time. Those who set objectives for themselves and their teams while remaining disconnected from the full experience consumers are having with their brands.

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This is the thinking behind MediaCom's new planning process, 20|20 Connections. And we're not just talking about delivering incremental changes in a few metrics; our holistic approach offers the potential for truly transformative change and significant improvements in performance. You can read more about 20|20 Connections on page 6, and find out what the smart CMO will do to embrace the world of 2020 on page 40. Be sure to check out the article on the new brand types of 2020 on page 14, too, and take a look at how a group of Millennials view the years to come on page 22. I hope you find this issue of BLINK useful as you prepare to face our ever-changing future!

Regards,

Stephen Allan

MediaCom Worldwide Chairman and CEO

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