

A close-up, slightly blurred portrait of Toby Jenner's face, showing his eyes and forehead. He has short, light-colored hair.

MediaCom COO, Toby Jenner, talks to Campaign Asia about pitch media, and discusses what system orchestration means for clients

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CANNES - In a one-to-one video chat along the Croisette, MediaCom Worldwide COO Toby Jenner tries to clear the cloud over the current spate of global pitches and discusses what system orchestration means for clients.

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Key takeaways from Jenner:

The current 'pitch situation' in the US where Jenner is based now, is a once-in-a-lifetime, unique and unprecedented event. It won't be seen again in another 15 or even 20 years, he said. This will see a potential redistribution of US\$25 billion of spending activity in one single market. Why? Though there is no single answer, as we previously reported, Jenner

feels that technology plays a role in clients wanting to understand the best offer in that space. Tech companies being the new power broker between platforms and clients is not an either-or ‘binary’ threat for media agencies, because of their storytelling abilities.

The most successful companies in the world, like Uber, Airbnb and Facebook are utilising what Jenner calls system orchestration or network orchestration. Clients will see that it is not in their best commercial interests to be bringing things in-house. The investment, for one single discrete advertiser, that goes into producing and developing these platforms is not cost-effective.

From a product perspective, it is a matter of time before we see effective work from China awarded in the Media category at Cannes Lions. Great work is done by great talent, but China has not got its talent right. Also, the type of work that wins at Cannes isn’t the type of work that is bought and signed off by clients in China, he said.

To read the full article and to watch the 1-2-1 chat with Toby Jenner

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