

# the internationalist

2020 | 4



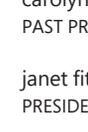
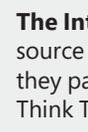
**What is marketing's future as notions of work and talent change?**

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## ABOUT THE INTERNATIONALIST

The Internationalist connects **people and ideas** in international advertising, marketing and media. Now in its ninth year, it is a trusted source for international best practices and is dedicated to the business needs and challenges of international marketing professionals as they participate in multinational branding and campaign building. The Internationalist is IN PRINT, ONLINE and IN-PERSON—through Think Tanks, Awards and Summits—all to better serve the needs of this community.



## What is marketing's future as notions of work and talent change?

*Until recently, most organizations believed that offices were essential to productivity, corporate culture and even attracting talent. Many chose prime locations in the world's top cities and designed spaces that fostered collaboration.*

*Research this month from McKinsey shows that 80% of people surveyed admit they enjoy working from home. Furthermore, 41% claim they are more productive and 28% say they are as productive as they are at the office.*

*Will brands attract the talent they need to weather a post-lockdown economy with less restraints on location? Does a company's culture change with less physical interaction? What about productivity? How do marketers handle the onboarding of new employees, as well as professional development and mentorship? Or will employees who are released from the stress of commuting be happier, better balanced, and more committed workers?*

*Deb Malone*

*Founder*

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# the internationalist MARKETING NOW

Inspirational Work & Brand Leadership Amid Today's New Reality

## MARKETING NOW: MARKETING NOW: Inspirational Work & Brand Leadership Amid Today's New Reality

**The Internationalist** is introducing a new weekly email series on how marketers are responding to an exceedingly wide range of coronavirus issues, while ensuring they present their brands responsibly and maintain a vital and meaningful connection with their customers. Marketing may reflect contemporary culture, but it also can shape it—particularly now. And today, elevating the human spirit may be the most important job a marketer can do. The ability to inspire people to be their best is valuable in difficult times.

**AND NO ONE DOES THIS BETTER THAN MARKETERS.**

### Who says newspaper advertising can't be innovative?

A front cover ad on Finland's daily newspaper, Helsingin Sanomat, had readers do a double-take. The advertiser, retailer HOK-Elanto, responded—responsibly-- to news that the Finnish government would be relaxing some Covid-19 lockdown restrictions with a front-page message. The black-and-white ad appears to be an indecipherable blur until viewed from six feet away—when the message becomes perfectly clear: "Keeping it safe. From a distance."



“Instead of just telling or teaching people how to act we wanted to let them experience it,” said Joni Furstenborg, creative director at TBWA\Helsinki, who was responsible for the ad. “We believe that by doing this we will leave a stronger imprint and more people will remember our important message.”

“Unusual times bring their own challenges to what and how brands should communicate,” said Tuomas Ahola, HOK-Elanto’s communications and marketing director. “As a responsible company, we saw this as an opportunity to communicate about a subject that is close to our business in an insightful way.”

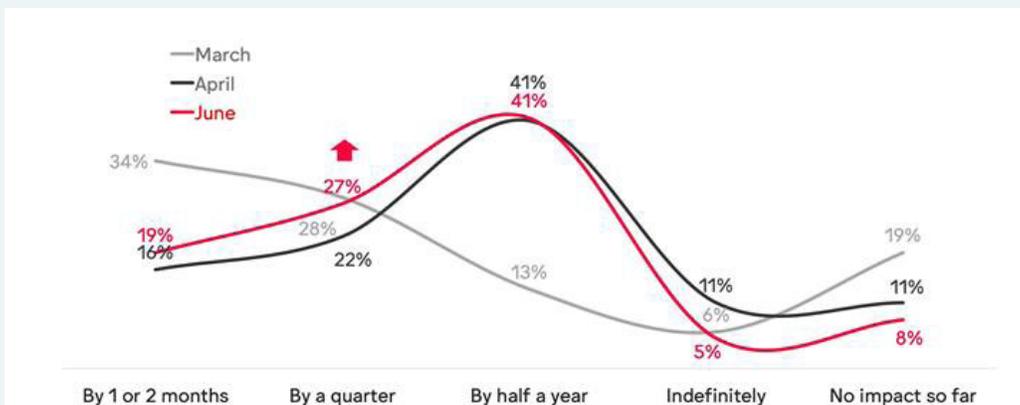
### Major Multinationals Keep Global Ad Budgets in Lockdown, According to WFA

Major multinationals are continuing to hold back advertising spend by six months with more than 40% deferring campaign spend according to WFA’s Covid-19 Response Tracker.

That’s the same level of deferral as the WFA’s previous data released in May, reflecting the fact that the world’s largest companies continue to be wary of returning to the old normal, even as lockdown restrictions are lifted in many countries. There is some optimism, though, as more than a quarter feel positive about the business environment for the next six months.

The vast majority (78%), however, do now have response campaigns live up from just 32% in March when the WFA conducted its first Covid-19 Response Tracker research. While such campaigns do stop brands from going “dark” during the crisis they also tend to involve smaller advertising investments than what was originally planned at the start of the year.

## 40% still deferring campaigns by around 6 month



Source: WFA Survey of Brand’s Response to Covid-19 Crisis, June 2nd - 12th, 2020.

The results for Wave III of the Covid-19 Response Tracker are based on responses from 35 major advertisers across more than eight key sectors with a cumulative total annual ad spend of \$65bn

The survey will disappoint those looking for a quick bounceback in ad spend as markets start to open up. Wave II of the WFA's Covid-19 Tracker found that large multinationals expect 2020 ad spend would be down by 36% globally.

Nevertheless, there is some improvement in sentiment among senior marketers at large multinationals. While just 8% feel positive about the current business environment, 27% are positive about the business environment in the next six months. Around half however feel negative on both time frames with 51% not positive about the current business environment and 46% expressing the same sentiment on the six-month timeframe.

In the midst of the current restrictions, most respondents are trying to maintain business as normal with their agency partners. More than half (53%) have updated Scope of Work agreements with their agencies to allow work to be done remotely and the same number have continued to run planned pitches.

"While the overall picture may show continued restraint when it comes to global ad spend, anecdotal evidence from our conversations with CMOs shows that major multinationals are seeing business growth in China and more broadly across APAC. We are also hearing about rises in ad spend globally in some key sectors. We expect advertisers to remain cautious but many are preparing plans for recovery. A more tactical approach, where opportunities for more flexible, short-term buying become available, is likely to be key to building confidence for a return to higher levels of advertising investment," said Stephan Loerke, CEO of the WFA..

**"...just 8% feel positive about the current business environment, 27% are positive about the business environment in the next six months."**

**Great Ads for Good**

AdForum has created a digital exhibition at <https://www.greatadsforgood.org/> which highlights advertising campaigns from around the world in five areas: Environment, Solidarity, Human Rights, Education and COVID-19. Normally, Ads for Good, now in its 19th year, hosts an exhibition during the Cannes Lions International Festival of Creativity; however, the online version is well worth a look with 62 campaigns created by 50 agencies from 26 countries for 55 advertisers.

The idea behind this exhibition is to show how the advertising community plays a role in raising awareness around social and environmental issues. While discovering the collection online, you can also vote for your favorite campaigns. The top choices will be announced in September.

Here are some examples:



The “fish bag” is not a fish at all, but ocean plastic. Only 9% of all plastic waste ever produced has been recycled. About 12% has been incinerated, while the remaining 79% has accumulated in landfills, dumps, or the natural environment.

Agency: **Wings The Agency**  
 Advertiser: **Sea Shepherd Conservation Society**  
 Country: **Venezuela**



A drink from a plastic bottle may be gone in a second, but not gone from the earth in 450 years.

Agency: **The Leo Burnett Group Thailand**  
 Advertiser: **Trash Hero Thailand**  
 Country: **Thailand**



Getting in touch with the outside world is difficult for people with autism. Autism is the fastest growing developmental disorder, yet most underfunded.

Agency: **Ruf Lanz Switzerland**  
 Advertiser: **Autism Forum Switzerland**



# Marketing: The Future of Work | The Future of Talent

**The Internationalist** conducted a survey between June 22 and June 30, 2020, as part of our **Internationalist INSIGHTS Survey series**, among marketers worldwide to learn their thoughts on *The Future of Work and The Future of Talent*. The outpouring of responses and comments are being used to shape The Internationalist's content, virtual think tanks and initiatives around marketers' core concerns. This summer we will feature four separate sessions that explore this critical intersection of work and talent for marketers. Deborah Malone, Founder of **The Internationalist**, will moderate these discussion between Barney Loehnis, Founder of Humami.io, a consultancy that works with the C-suite to scale high performance cultures by engineering great work experiences, and Tim Mickelborough, Founder of the Global Marketing Exchange program, which has reinvented the modern day apprenticeship for young marketing professionals.

**TODAY'S MARKETERS** believe that new ways of working, the need for expanded skill sets, and refined priorities for talent and teams are dramatically reshaping their roles now. The results of The Internationalist's June INSIGHTS Survey on Marketing: The Future of Work | The Future of Talent not only indicate that an overwhelming majority of marketers (95.6%) see themselves "working remotely more often for the foreseeable future," but they anticipate shifts in corporate culture, seek a cadre of self-starters, predict greatly-reduced office space, and believe there will be far less business travel. As they rethink their career priorities, as well as the abilities needed to succeed today in a work from home world, 50.0% would consider living elsewhere given the benefits of remote access.

Most respondents are energized and optimistic about their prospects as they envision the future of work and the future of talent. Of course, marketers generally have greater familiarity interacting with diverse teams in multiple locations given their work with agencies,

consultants, and other offices and departments. The downside they see is largely a blurring of boundaries between work and home life, as well as missing human interaction and the spontaneity of ideas from being within the proximity of an office. However, they are willing to solve for even these challenges.

Without doubt, the survey touched a nerve, as each question stimulated dozens of pages of detailed, individual feedback. Among the issues the **Internationalist INSIGHTS Survey** explored were:

- Will brands attract the talent they need to weather a post-lockdown economy with less restraints on location?
- Does a company's culture change with less physical interaction?
- What about productivity?
- How do marketers handle the onboarding of new employees, as well as professional development and mentorship?
- Or will employees who are released from the stress of commuting be happier, better balanced, and more committed workers?



## How do you see the future of work for you and your organization?

Please check ALL that apply.

I will be working remotely more often for the foreseeable future.	<b>95.6%</b>
The office will become a place for periodic meetings or a workspace when convenient.	<b>69.5%</b>
Connecting with team members is just as efficient through tech solutions.	<b>67.3%</b>
We will re-imagine our office to reflect ongoing social distancing and less regular use.	<b>67.3%</b>
The office will be used for onboarding new employees and other training.	<b>23.9%</b>
We plan to downsize our office space.	<b>26.0%</b>
We expect to return to regular office workdays once there is a COVID vaccine.	<b>15.2%</b>

## What do see ahead for Talent in your own department?

Please check ALL that apply.

Flexibility and the ability to be a “self-starter” is more important than ever as more organizations construct new ways of working.	<b>90.2%</b>
Experience matters more than ever as team members work remotely and independently.	<b>73.1%</b>
A variety of skills is important to making teams more productive.	<b>65.8%</b>
Happy employees are critical to an organization and staff members should be able to choose where and how they work.	<b>63.4%</b>
We will have access to more talent through greater remote collaboration.	<b>60.9%</b>
Technology tools like AI will aid in bringing together the best and most diverse talent.	<b>39.0%</b>



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### Will Corporate Culture erode if there is less physical collaboration?

YES	<b>45.6%</b>
NO	<b>43.4%</b>
NO RESPONSES	<b>8.6%</b>

### If working remotely full time becomes the norm rather than the exception, would you consider living somewhere else?

YES	<b>50.0%</b>
NO	<b>39.1%</b>
NO RESPONSES	<b>10.8%</b>

**This Internationalist INSIGHTS** survey provides a snapshot of views among the marketing community worldwide. The respondent base for this survey was truly international in nature with 31.1% indicating that they have global responsibility for their brands. All regions of the world were represented by the survey participants. Those with responsibility for North America represent 26.6% of respondents, South and Central American 11.1%; EMEA 8.8%, Asia Pacific 4.4%, Other 2.2% (which were people who specified the Subcontinent of India), while 15.5% provided no response.

[CLICK HERE](#) if you'd like more information about the survey or would like to purchase the complete results with all responses and comments.

# TRENDSETTERS

## Brad Jakeman is Collaborating with Companies to Help Rethink Food

**Brad Jakeman**, former President of PepsiCo's Global Beverage Group, is rethinking food—quite literally. This March, he became the Co-Founder and Managing Partner of Rethink Food, created to provide expertise and investment to companies that support the production, availability and demand for healthier and more sustainable food for all people. Brad Jakeman believes that the food industry is poised for profound disruption in the next 10 years as consumers not only expect higher-quality nutrition through less sugar and fewer pesticides or antibiotics, but also demand a

*The Internationalist Trendsetters is written by Deborah Malone, founder of The Internationalist.*



Brad Jakeman

healthier planet by limiting single-use plastics, as one example.

"Plus," he says, "one-third of all food is wasted in the supply chain. At Rethink Food, we embrace all collaborators to help rethink the food ecosystem to create a net positive on society. This can include everything from sustainable farming practices to processing technology that reduces food waste to rebuilding supply chains so there can be better market access to more nutritious food."

While Rethink Food helps empower many entrepreneurs, Brad Jakeman also envisions a Renaissance for "Big Food" companies as they reinterpret their organizations amid the reality of disruption. He also describes an important distinction—relevant to all companies today. "In the past," he says, "people would ask: 'What does your company make?' Today people want to know: 'What makes your company?' In other words, what do you stand for?" A sense of purpose, sustain-

ability and responsibility are all part of that answer.

While at Pepsi, Brad Jakeman implemented one of the largest reformulation efforts in packaged goods history to remove one third of added sugar from over 600+ beverage SKUs. He created double-digit growth in PepsiCo's water portfolio, including one of the most successful launches in packaged good history with LifeWTR (\$250MM Retail Sales in year one) and drove Aquafina to the #1 packaged water brand globally. He also spear-headed key M&A efforts, notably SodaStream, the world's largest carbonated water brand that alone is expected to eliminate 67 billion single-use plastic packages by 2025.

To hear more from Brad Jakeman, tune in to our Trendsetters podcast as he talks more about consumer expectations, a growing awareness of the need for sustainable actions, and the difference between "innovation" and "disruption." [CLICK HERE.](#)



In our conversation, we discuss the following:

- How consumers are developing choices through a more complex lens than ever before.
- What food means today in terms of personal health, the planet and even self-identity.
- How “tradeoffs” to create lower pricing are no longer tolerable
- The evolution of “performance with purpose” to broader desire for sustainability.
- A look at disruption versus creativity.

Rethink Food is part of Rethink Capital Partners, an umbrella platform that oversees and facilitates the development of a suite of impact investment vehicles which focus on financial and social returns including gender equity, education, health, environmental sustainability, economic empowerment and community development.

Originally from Australia, Brad Jakeman is the former President of PepsiCo’s Global Beverage Group, accounting for more than \$20BN in revenue. He was instrumental in driving financial returns while re-tooling the beverage portfolio for the future. Through marketing, innovation, M&A and product reformulation Brad significantly reshaped the PepsiCo beverage portfolio toward healthier, more nutritious options. a differentiated content strategy which is yielding tangible business results. During Anthony’s tenure, CSL’s CEO has emerged as a global thought leader, earning a number of recognitions including “CEO of the Year” by the highly respected Australian Financial Review. Forbes also named CSL among its Top 50 employers in the world in 2017 and 2018 for the first time.

Anthony was named among the world’s top 25 communications and marketing leaders as “Internationalist of the Year” in 2017 for championing innovative communications strategies and advocating responsible brand-building. He is widely recognized for his Public Relations excellence, including receiving the Best of Silver Anvil Award and 2 additional Silver Anvil Awards by the Public Relations Society of America (PRSA).

# Deluxe Corp's Amanda Brinkman Demonstrates that Small Businesses have Big Hearts



Amanda Brinkman

**Amanda Brinkman** believes that small businesses have big hearts. As the Chief Brand and Communications Officer at Deluxe Corp., long known as a maker of checks, she transformed the company by highlighting its small business clients rather than Deluxe itself, while ensuring that the company would become a resource for small business tools and opportunities. She says, "Small business owners love what they do, and they love their communities. They stand up in extraordinary ways. It's simply their instinct."

In fact, Deluxe Corp. has been sharing the stories of business owners across the U.S. who are creating hope through their generosity amid the uncertain times brought on by Coronavirus. She outlines, "We tell the story of how these businesses are pivoting their business model and paying it forward, providing inspiration and insights to the small business community." The stories found at Deluxe Corp's [www.smallbusinessrevolution.org](http://www.smallbusinessrevolution.org) also link to ways to donate to these businesses or connect directly to their GoFundMe page.

One touching story is from Crema Bakery & Café, whose owner was worried about kids who might be missing meals while not in school. Crema started offering bagged

lunches to students and others in need. To date, they've given away more than 800 meals and have even turned their café into an affordable food pantry, offering curbside grocery pick-up.

Amanda Brinkman is both a revolutionary and passionate brand marketer, who has made two leadership moves that are now among the contemporary hallmarks of good marketing—she turned to her customers to see how she could address their needs, and she inherently understood that an organization could "do well by doing good." Plus, she recognized that small businesses need two things to succeed—1. Finances and 2. Marketing. As a result, Deluxe now offers tools to help small business become better marketers, so they can attract customers, serve their local communities, and create vibrant enterprises. "Marketing," she emphasizes, "does make a difference to small business."

Certainly, the COVID-19 crisis has made us all aware of how Small and Mid-sized Enterprises (SMEs) account for most businesses worldwide and are important contributors to job creation, innovation, and global economic expansion. In fact, there are 30.7 million small businesses in the U.S. which account for 99.9 percent of

all U.S. businesses, according to the SBA/Small Business Association 2019 statistics.

To hear more from Amanda Brinkman, tune in to our Trendsetters podcast as she discusses the importance of meaningful brand action and how creating a small business revolution can start by simply listening. [CLICK HERE.](#)



In our conversation, we discuss the following:

- The best way for a CMO to make a difference to a business.
- Does “doing well by doing good” go beyond today’s notion of purpose.
- The importance of genuine storytelling and the impetus to share meaningful stories.
- How to authentically discover what matters to your customers.
- a “culture of ownership” fosters cooperation and creativity.
- How small business will change post-crisis: “dream small.”

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In 2015, Amanda Brinkman was recruited to transform Deluxe Corp.’s 100-year-old, \$2 billion brand. She spearheaded the “Small Business Revolution,” first showcasing 100 businesses across America. Next, recognizing that small businesses are especially under siege in small towns, the company launched the Small Business Revolution - Main Street show, which each season gives one small town and its small businesses a \$500,000 makeover. Now in its 5th season, she is the creator, producer, and co-host of this acclaimed series now found on HULU, Prime Video and SmallBusinessRevolution.org.

Amanda’s career started at top ad agencies Fallon, Cohn & Wolfe London and McCann with campaigns for over a dozen brands such as Virgin Mobile, Reebok, NYSE, Colgate-Palmolive, H&R Block and her favorite client of all time - BMW on breakthrough work like the BMW Films. She then carved out a niche as an “intrapreneur,” cultivating creativity from the inside out at General Mills, Allianz and UHG. Amanda has served on the boards of the Children’s Cancer Research Fund, Make-A-Wish, and currently serves on Children’s Theatre Company, the Ordway, the Women’s Business Development Center Chicago and the ANA.

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# Tifenn Dano Kwan, CMO of Dropbox, Helps to Shape the Future of Work



Tifenn Dano Kwan

Ask Tifenn Dano Kwan about the future of work, and she'll say, "It's already here." As the new Chief Marketing Officer of Dropbox, which brings together file sharing and cloud content with tools for business collaboration, she and her teams around the world are actively ensuring that working remotely can be simpler and more efficient than ever before.

In fact, she believes that working digitally and working remotely positively affects ROI, and the future of work will increasingly be about greater effectiveness, particularly as companies consider new economic realities. At the same, she insists that marketing communications must be more contextual and resonate authentically with customer needs and situations.

A true Internationalist, Tifenn Dano Kwan was raised in France, worked in Paris, Montreal, Sydney and Singapore, and then settled in San Francisco with roles at SAP, including CMO of both SAP Ariba and SAP Fieldglass. She understands what it takes to define and lead world-class marketing visions for SaaS (software as a service) businesses.

To hear more from Tifenn Dano Kwan, tune in to our Trendsetters podcast as talks more about collaboration, productivity, the

customer decision journey, and personal online engagement. [CLICK HERE.](#)



In our conversation, we discuss the following:

- How to unify culture by speaking with one voice to all stakeholders.
- A community approach to work is possible even when working remotely.
- What are "honorable goals" today?
- While more marketers are leveraging automation or AI in their messaging, customers will not pay attention without a contextual message.
- The opportunities to create digitally in a world with less physical interaction.
- How digitizing the sales funnel across the customer journey can lead to greater productivity.

Created in 2007, Dropbox today connects over 450,000 business teams and more than 500 Million Users. The company's mission is to design a more enlightened way to work by helping people be organized, stay focused, and get in sync with their teams.

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Tifenn Dano Kwan joined Dropbox in January to shape the company's global marketing strategy and drive the next phase of growth. She's a data-driven and operational leader with a long-track record of success in integrated, channel, and partner marketing. And was recently named an Internationalist of the Year by The Internationalist.

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# Danone's Manos Spanos Discusses Brand Storytelling in the Age of AI



Manos Spanos

**Manos Spanos**, SVP and CMO of Brand Marketing for the Yogurt Business Unit at Danone North America, has been motivated throughout his career by the intersection of marketing, innovation, and technology. He has been an early adopter of Artificial Intelligence (AI), algorithms and other technology tools that not only generate efficiencies and sustainable results, but also power content creation and execution.

In his role at Danone, he has demonstrated that storytelling can thrive in today's tech-first world. He describes this as "an art-meets-science tango." Manos Spanos also believes that storytelling is "where brands meet humans." And he reminds us that "content is NOT about the STUFF that you MAKE, but the STORIES you TELL."

To put the importance of brand storytelling into context, he notes a few sobering statistics on content:

- Globally, there are 640,000,000 posts per day through social networks, the media, and blogs.
- 87% of branded content has no significant engagement, which means less than 100 interactions per post, based on a sample of 355 consumer packaged goods

(CPG) brands in 127 countries through 730,429 branded posts.

Additionally, he stresses that audiences are becoming increasingly "chronically distracted" -- to the point that 92% of online ads are simply not noticed, and 64% of people find ads today either annoying or intrusive. In fact, over the past five years, 90 of the top 100 brands have lost market share, while 62% have declining revenues.

So, what's the solution? Manos Spanos believes it is human intelligence working hand in hand with artificial intelligence. But he emphasizes what really matters are two simple things: "Show up where your audience is and stand out in a way that will get you noticed."

He says, "Content creation is purposeful storytelling. Because stories are what stay with our tribe long after we're gone. We work to build stories that shock and awe, tug at the heart and have a POV on today. We do it all with a powerful brand lens to ensure that we're stewarding our strategy and showing up as one voice everywhere we go."

He believes that content never takes a nap. "It's wide-awake, living, breathing, and ever-

evolving. There is no beginning and end to storytelling today... we're always moving—creating, producing, deploying, testing, optimizing over and over again.”

To hear more from Manos Spanos, tune in to our Trendsetters podcast as he discusses the role of good, old storytelling in driving business results. [CLICK HERE.](#)



In our conversation, we discuss the following:

- What the intersection of marketing, innovation, and technology means to the role of marketers and brands.
- What must marketers do to overcome the fact that a majority of people find ads today either annoying or intrusive?

- How storytelling in a tech-first world is an “art means science tango.”
- Danone’s clear set of beliefs on content strategy—illustrated through specific campaign examples.

How a company ethos that’s tied to purpose factors into working with brands.

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Prior to Danone, Manos Spanos worked at PepsiCo where his last role was marketing VP of flavors and energy drinks. While at Pepsi, he developed game-changing marketing campaigns, and was named an Internationalist of the Year in 2015 for driving global equity growth for the Mountain Dew brand through a groundbreaking global content strategy that created a new style of flexible template for multinational brands in a 24/7 social media world.

Born in Athens, Manos is an alumnus of Hartwick College of New York, with a bachelor’s degree in Management and an MBA in Marketing from the University of Miami.

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# Anna Bager Shares her Vision for the Future of Out of Home Advertising



Anna Bager

Last September, **Anna Bager** was named President & CEO of the Out of Home Advertising Association of America (OAAA), a national trade association that represents the \$8+ billion Out of Home (OOH) ad industry. And while her new role would seem particularly challenging with a stay-at-home edict during a global pandemic, this industry sector did not fare as badly as projections anticipated. Interestingly, Out of Home advertising—up until Q1 of 2020—had also experienced 10 years or 66 quarters of growth.

Outdoor advertising may be the oldest form of marketing—beginning with the earliest shop sign images—and now includes not only billboards and murals, but ads on street furniture like bus shelters or benches, messaging in transit areas like airports or train stations, as well as screens in taxis, gas stations and elevators, plus place-based ad media at stadiums or cinemas. The OAAA, in partnership with both the CDC (Center for Disease Control) and the Ad Council, has been instrumental in leveraging its members to donate premium inventory to bring critical coronavirus safety messaging to the American public in an effort to help slow the spread of the virus.

Anna Bager also notes the important connection between OOH advertising and retail, as a billboard may be the last ad a consumer sees before entering a store. “Given that two-thirds of all roadside billboards are local, we are optimistic that we can help recovering retailers, especially small businesses, as they reopen.”

Her mission now is to restore the Out of Home ad industry’s record growth with a continued focus on the creativity of OOH canvases, an emphasis on measurement tools that connect all OOH assets as they factor into a consumer’s day and their geolocations, and communication on how OOH integrates well with other media, particularly social, as so many outdoor installations are photographed and shared. She is also optimistic that summer road trips will increase Outdoor ad impressions as car travel is expected to rise by 47% among Americans this July and August.

To hear more from Anna Bager, tune in to our Trendsetters podcast as she explains more about the evolution of the Out of Home advertising sector and her vision for its future. [CLICK HERE.](#)



In our conversation, we discuss the following:

- The percent of all advertising in the US that is considered out of home advertising and how that compares with other countries
- Those business categories that are the greatest users of Out of Home
- Creativity and innovation in this type of media.
- Plans for the future of OOH-- particularly if the nature of work and commuting changes.
- A vision for an Out-of-Home advertising industry of the future

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Before joining OAAA, Anna Bager was Executive Vice President at the Interactive Advertising Bureau (IAB), the leading global trade association for digital media. During her 8-year tenure, she was responsible for leading digital, mobile, video, audio, and data industry initiatives, representing more than 650

member companies including Google, Facebook, Amazon, Disney, and Microsoft.

At IAB, Anna also supervised market research, media measurement, and thought leadership, and she partnered with IAB's public policy team in Washington to advocate on critical issues like technical standards, brand safety, and consumer privacy. Under her leadership, IAB created three of the organizations' most important centers of excellence: the IAB Mobile Center, representing the mobile marketing, advertising, and media marketplace; the IAB Digital Video Center, encompassing Advanced TV, OTT, and the Digital Content NewFronts; and the IAB Data Center, which developed consumer identifiers, data quality, industry benchmarks, and important tools for data activation and automation.

She has worked in the media and technology sector her entire career. Prior to joining IAB, she led business intelligence at Ericsson Multimedia and headed research at Ericsson's enterprise consulting unit. Prior to Ericsson, Anna served as EMEA Research and Consulting Manager for the global research firm IDC.

A native of Sweden, Anna Bager speaks four languages and is a graduate of Lund University in Lund, Sweden.

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# Podcaster Rick Tocquigny Shares his Insights on Success Made to Last



Rick Tocquigny

**Rick Tocquigny** began his career at Procter & Gamble as a brand management trainer, then moved to PepsiCo’s Doritos Brand Team and later transitioned to General Mills as VP Sales and Marketing for Colombo Yogurt. However, he transformed his career a dozen years ago by becoming one of the earliest podcasters with the Life Lessons and Transformed Traveler Network.

Today he is the Executive Producer and Co-Founder of Success Made to Last Productions, which includes America’s favorite podcast about elite leaders-- the CEO in 10 show featuring Fortune 500 CEO’s and serial entrepreneurs sharing stories about their breakthrough moments and favorite mentors. He is on his way to recording his 3000th podcast episode.

Without question, podcasts are trending now, and their growth is attributed to an explosion of content and the increasing ease of discovery. Ten years ago, 45% of people in the U.S. were familiar with podcasts; today 75% are aware of them. The U.S. currently boasts over 100 million monthly podcast listeners or roughly 33% of the population. The podcast phenomenon, though, is worldwide. South Korea leads in terms of the percent of total podcast listeners (58%), followed

by Spain (40%), Sweden (36%), and Australia (33%)—which is tied with the US, followed by Canada (28%).

Remarkably, 80% of podcast listeners tune in for an entire episode. While the average listener tunes into 6 shows per week, 14% of podcast enthusiasts tune in to more than 11 shows per week, according to a 2019 report by Edison Research and Triton Digital. Half of all listeners, interestingly, admit to remembering more information by listening to a podcast than by reading.

The podcast industry continues to accelerate with potential for advertisers. Marketers spent \$479 million on podcast advertising in 2018; however, podcast ad revenue is projected to surpass \$1 billion by 2021, according to figures from the Interactive Advertising Bureau (IAB) and PwC. In 2019 alone, podcast advertising revenue grew by 42 percent. And almost half of all podcast listeners recalled the ads they heard.

To hear more from Rick Tocquigny, tune in to our Trendsetters podcast as he discusses the podcasting platform and how the future of this business segment shines bright.

[CLICK HERE.](#)



In our conversation, we discuss the following:

- The origins of the Success Made to Last series and why he chose the podcast format more than a decade ago.
- What he hopes people take away from his podcasts.
- The surprises he encountered through nearly 3000 interviews
- What's ahead for podcasts?
- How consumers are changing their listening habits.

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Rick Tocquigny is the CEO/Chief Servant and co-founder of Artbeat of America Designs that features several key brands: Gracefully Yours Greeting Cards, Church Kitchen Ladies cards, Marvelous Greetings, Life Lessons books, and When Core Values are Strategic books. He is the host of weekly podcast- Mentoring Monday podcast for 4wordwomen.org. Rick is also a mentor for startup entrepreneurs at Galvanize Boulder and Austin. A graduate of Texas A&M University Mays School of Business, he holds a BBA in Marketing and a Masters Degree in Human Relations. He and his wife Carla reside in the Austin area and have two daughters, graduates of The University of Southern California and The University of Alabama.

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# DISCUSSIONS: Trust between Marketers and the Digital Supply Chain in a Post-Corona— and “Post-Transparency” World...



*Doug Wood*

Today, **The Internationalist** talks with two industry leaders in two quite different roles who are both passionate about encouraging transparency in advertising. Doug Wood of Reed Smith believes that if brands abandon efforts to bring transparency to the digital media process, brands will cause grievous harm to their shareholders. Manuel Reyes, with his company Cortex Media, is working to encourage transparency among their marketer clients. However, he is also finding that transparency is possible only if marketers care. Often, to his great disappointment, short-term pricing gains matter more than long term principles.

Today’s conversation looks at ideas moving forward as both men discuss how issues around trust and transparency can become a greater priority to marketers.



*Manuel Reyes*

## Speakers:

- **Douglas Wood** is a partner at Reed Smith, where he leads the firm’s Advertising and Marketing Law team. He is the champion of the ANA Trust Consortium, an alliance among industry members that acts as a voice for the ecosystem on transparency, measurement, auditing, digital fraud, and brand safety through ongoing reporting and analysis. Doug led the advertising industry’s legal team in the transformative media transparency investigation in 2016 and establishment of the industry standard contract template.
- **Manuel Reyes** is a member of the ANA Trust Consortium. He is also the founder of Cortex Media and has been providing media auditing and consulting services to top-tier advertisers in North America, Latin America, Europe, and Asia since 2001. The company is recognized globally as a resource for balanced and independent viewpoints on key advertising media topics in US and worldwide.

**Moderator:** Deborah Malone of **The Internationalist**

Issues Covered:

- An update on where the marketing industry is today in understanding the complexity of transparency issues.
- Are we now living in a “Post Transparency” World? Is this semantics or reflective of marketer attitudes?
- Do people with varying roles in the marketing organization have different views regarding issues of transparency?
- Will perspectives on transparency change as there are greater financial concerns ahead—both at the advertiser level and the agency level?
- **Doug Wood:** In January, you offered a top 10 List

of legal issues of concern to the marketing industry. Have any of the items on that list changed in priority?

- **Manuel Reyes:** You have just completed a major proprietary study for your clients on the Current US Media Market Outlook, which includes a discussion of media cancellations, Upfront concerns and a Media Inflation Outlook—for which Cortex is well-known. Can you share some insights with us from that work? And tell us what that means for Transparency?
- What needs to be done to make these matters of trust and transparency a greater priority for marketers?

To listen to audio only [CLICK HERE](#).

To watch the video [CLICK HERE](#).



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