

ADVERTISING WEEK APAC TRENDS REPORT



Clear Hayes
CONSULTING

CONTENTS

03 FOREWORD

05 THE QUOTES

07 LEADERSHIP & WORK

12 FUTURE TECHNOLOGY

17 SUSTAINABILITY

23 CREATIVITY

28 MEASUREMENT

FOREWORD

AVOIDING UNPLANNED OBSOLESCENCE



ALEX HAYES

PRINCIPAL, CLEAR HAYES

“It feels like we’ve always been in transition with technology and one day we’re going to get there. But that’s never going to happen and we’re always going to feel like we’re in transition to something else.”

This comment from media consultant Hal Crawford on the *Tech Fuelled Future of Media* panel I was leading at Advertising Week APAC really resonated with me. We tend to have a bias of looking at the future as a destination where everything will be settled.

But clearly we all need to accept that’s never going to happen. Progress (in most areas at least) is inevitable.

But keeping up with change can feel exhausting, especially as you get older and much of the technological and societal evolution isn’t necessarily aimed at you. And when you work in an industry like marketing, where being on the bleeding edge seems to be a prerequisite, it’s inevitable you will get worried.

Even marketing itself is under pressure. Renowned marketer Raja Rajamannar, CMO of Mastercard, observes the marketing boss is often now pushed down a level from reporting to the CEO. As he notes, with other roles now taking precedence, “what’s left for marketing”?

Eminent author and speaker Rishad Tobaccowala offered help by listing the tools required to avoid being left behind. In essence, it boils down to reinventing yourself every few years. It’s a session I recommend.

And you’d have to live under a rock not to have noticed that, well, pretty much everything future-focused is Web3. Yet critics still dismiss many of the emerging technologies that will comprise the metaverse.

But as Yahoo’s Zoe Cocker stresses: “It’s not just a construct that is built on nothing. These are the building blocks for creating a better internet. And this is what audiences want. That, to me, is exciting.”

None of us can see the future - that’s what makes it scary for some and exciting for others. Generally I find the optimists are the ones who have taken the time to learn about these emerging technologies.

The thoughts and insights featured in these pages are designed to be something of a mental gym for you to exercise your grey matter and develop a few new muscles. You don’t have to agree with them all, but use them as a jumping off point to think about the bigger picture.

If I’ve learned one thing, it’s that planned obsolescence doesn’t exist. It’s those who don’t plan who risk becoming irrelevant.



HI! WE'RE CLEAR HAYES

Thanks for reading this Advertising Week APAC Trends Report. It's a little something we've cooked up. We hope you find it insightful and helpful.

In fact, producing content like this is pretty much our secret sauce - and we pride ourselves on quality and speed to market.

But who are we, you ask? We're Clear Hayes, a Sydney-based B2B agency with a global footprint, specialising in marketing to marketers. That might sound a bit meta to you, but we think we're pretty good at it.

We have a team that brings decades of experience in journalism, media strategy, PR and production - pairing big picture thinking with a range of boutique services. And we've won a few prestigious gongs along the way.

Our founding tenet is that B2B doesn't have to be boring. So no matter what the brief is, our strategic guidance and creative content stands head and shoulders above the humdrum mainstream.

It's why we're trusted to deliver campaigns for global titans of the media and tech industries like Meta, TikTok, Yahoo and Outbrain, to name just a few.

So whether you want to create a new communications strategy, become an industry thought leader, or even start your own podcast (we've produced a few award winners), Clear Hayes is here to help you achieve great things.

So, what are you waiting for? Get in touch with Principal Alex Hayes (alex@clearhayes.com) to see how the Clear Hayes team can help your business cut through the noise.



**COMPREHENSIVE
MEDIA STRATEGY**



FULL PR SERVICES



**END-TO-END PODCAST
PRODUCTION**



**OP-EDS & THOUGHT
LEADERSHIP**



**EVENT SESSION
CURATION & COVERAGE**



INDUSTRY PROFILES



**TRENDS REPORTS
(LIKE THIS ONE!)**



AND MUCH, MUCH MORE

THE QUOTES

“We’re failing to acknowledge the impact of the last two years. We need to reframe it as a turning point - use adversity as a turning point - and as the juncture of possibility.”

VASHTI WHITFIELD, EXECUTIVE COACH,
MINDSET AND RESILIENCE EXPERT

“We’re on the verge of unparalleled disruption by as many as 24 different and powerful technologies. Each one of these technologies independently would be capable of disrupting marketing.”

RAJA RAJAMANNAR, CHIEF MARKETING &
COMMUNICATIONS OFFICER, MASTERCARD

“I would rather emphasise people over tech. Education is more exciting than tech. If people are learning, then businesses get a sense of energy.”

HAL CRAWFORD, MEDIA CONSULTANT

“The potential for immersive experiences and creativity is limitless, and we’re just at the beginning of these explorations.”

NICKY BELL, VP, GLOBAL HEAD OF
CREATIVE SHOP, META

“We get carried away with the potential of tech - we’re being sold the dream. But we need to get back to basics.”

LIAM LOAN-LACK, HEAD OF MARKETING
APAC & CANADA, CMC CAPITAL MARKETS

THE QUOTES

“Having a great idea is one thing, but making it come to life takes a hell of a lot of work.”

CHRIS FREEL, CEO, UNLTD

“We need to build a business our conscience can live with. If I get fired tomorrow, that’s fine, because out there there’s probably another company where people are willing to fight for people, planet, and prosperity.”

RUPEN DESAI, CMO, DOLE SUNSHINE CO,
CO-FOUNDER, THE SHED 28

“The world changes and you forget to adapt and keep doing the same old thing. Then something happens and you suddenly wake up and say ‘Oh, my God, I’m a frog in boiling water’ and I think I’m going to be made into toast so I better jump out. But then when you jump out, you don’t know what to do.”

RISHAD TOBACOWALA, BESTSELLING
AUTHOR AND SPEAKER

“You now can’t make TikTok ads without creatives. You can’t have the creative director go into a teenager’s bedroom while they film a dance or bedazzle their face - or, at least, you shouldn’t anyway.”

JULES LUND, FOUNDER, TRIBE

01

LEADERSHIP & WORK

“I went home that night and I had this award in my hand and I couldn’t be proud of myself. I ended up crying myself to sleep. It was such a special time for me to win an award, but I didn’t want to live my life like that anymore. And that was a turning point for me.”

JOSH CAVALLO, PROFESSIONAL
FOOTBALLER WITH ADELAIDE UNITED



EVERY CAREER IS NOW A GIG CAREER

THE CHANGING LANDSCAPE OF WORK

\$6.3 BILLION

is how much the gig economy was worth in 2020, increasing nine-fold from 2015-2019

Source: Actuaries Institute



37.5

is the average age of an Australian worker

Source: Australian Bureau of Statistics



10%

growth of people aged 55+ in the workforce, from 1991 (9%) to 2021 (19%)

Source: Cepar

“I believe that every one of your careers is going to be a gig career,” explains globally renowned author and business consultant Rishad Tobaccowala (pictured). “You might say, ok, what are you talking about? Every job is going to be a gig job.

“That doesn’t mean you won’t work full time for a company, but that you’ll be going from assignment to assignment. Being a gig worker isn’t just being an Uber driver.”

It’s an interesting take from Tobaccowala, whose four decades of experience in the industry have led him to ride the waves of technology and change, helping to build massive global agency brands along the way.

In his new construct there are a few things we need to master in order to thrive. The first is expertise.

He explains this is already a model employed in consulting and the production sector, where people are given jobs or projects based on their expertise in an area. “People don’t say, ‘hey, we need somebody who can do all kinds of things for a movie’, they say ‘we need a key grip, we need a director,’” he explains.

Collaboration is also going to be a superpower in this environment, as you’ll need to be adaptable to work with a variety of people in new environments. He adds: “The reason you want to be a nice person is not because it’s just a nice thing to do, but because you want to be successful in your career. And for that you need people to want to work with you.”

For those who hate change, consider the fact that as the population grows and ages we’re all going to need to work for longer. As Tobaccowala points out, there are already 360 million people in China over 65 - retirement age in many countries.

So if you’re going to be working for a long time, perhaps some variety and a more open style of working will set you on the path to success.



At a time where the talent crunch is very real, industry leaders shared what they look for when hiring senior team members.

SHORT BITES

Hiring at the moment is hard. For everyone. But there's a perennial problem for business leaders, which is finding new senior team members you can trust to help drive your brand forward.

It's a big call which can cause a lot of sleepless nights. So what is it top leaders are after?



For Lara Thom (pictured), CMO of Guzman y Gomez, finding the right “energy”, or cultural fit, is first cab off the rank. “Energy is a huge piece for us and you can feel the energy from someone the second they walk into the room - you go yeah, nah.

“[Guzman y Gomez founder] Stephen Marks does a thing called speed dating with

potential franchisees. There's nothing romantic about it. He can tell immediately, he's got a real feel for that.”

As Vinne Schifferstein, Managing Director at agency Media. Monks says, what builds trust in senior leaders for her is the ability to overcome hurdles: “I don't actually really care about whether you're from the same industry or have done exactly that in the past. It's really about giving someone a meaty problem and seeing how they handle it.”

For ADMA CEO Andrea Martens, there are three criteria that show her who can be successful in management teams:

1. Judgement - the ability to spot problems and solve them;
2. Drive - the passion for the job and the business to help it transform
3. Influence - being able to engage across the business and be collaborative

But often, she says, these need to be about intent to deliver rather than a proven track record. She adds: “Give people a shot. Very rarely have I looked at individuals and thought that was the wrong call. Because you learn in roles, and you grow in roles.”

When it comes to leading teams, being able to set culture and delegate responsibilities is a vital skill. But doing that across distributed teams and creating meaningful impacts with people in those environments will be an interesting challenge for most.

HOW TO HIRE LEADERS

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“Underlying it all, I had a little bit of doubt - can I actually do this? And after several conversations, my mentor said, ‘Listen, just put on your big girl pants. Be brave. Because without bravery, there isn't going to be any progress’.”

ANDREA MARTENS, CEO, ADMA

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OUT IN THE OPEN

ACTIONS WITH IMPACT

When Josh came out, he was the **only actively playing openly gay professional footballer** - following in the footsteps of Englishman Justin Fashanu, who came out in 1990. Sadly, Fashanu would commit suicide eight years later.



More importantly, **his story inspired others**. In May, 17-year-old Blackburn Rovers player Jake Daniels came out, crediting Cavallo as his inspiration.



More recently, two professional football referees in Scotland came out, again **citing Cavallo's move as the catalyst for their decision**.

"I'm a footballer, and I'm gay. Trying to perform at the best of your ability and to live this double life, it's exhausting."

Given that sentiment, you wouldn't think football would be a place we'd find a story about the importance of an open workplace culture and its transformative abilities for the workforce.



But Josh Cavallo (pictured) is not your average footballer. In fact, he's now the only openly gay footballer playing in a top league anywhere in the world. And clearly his team, Adelaide United Football Club, is something of a cultural outlier.

With thousands of men earning a living in the sport it's clear he's not the only gay man, so what is it that gave him the courage to tell his truth to the world?

As Cavallo explains: "Adelaide United is very welcoming. It's a free space for anyone. So it really stood out for me as a place where I could finally be myself."

The impact of his revelations and the reaction of his teammates has been transformational for the young midfielder.

He explains he first came out to two of his coaches, who were "amazing". He describes the feeling afterwards: "I felt like I had 20 kilos off my shoulders. I had the best training session ever. I couldn't wait to tell more people."

His teammates were just as supportive, as were the 11 million people who have viewed his public announcement on Twitter and sent thousands of messages of support.

The upshot? Well, Cavallo says he's playing the best football of his career and has his eyes on a FIFA World Cup spot with the Socceroos at the end of the year.

In the meantime, he's embracing being the role model he never had, taking the chance to do magazine cover shoots to tell his story and, importantly, looking at new brand partnership opportunities where he sees values alignment and real support for the LGBTQ+ community.

Marketing, like football, is a team sport. Are you allowing your teammates to bring their all to the table?



3 THINGS FOR MARKETERS: MEANINGFUL MENTOR RELATIONSHIPS

Yahoo's VP B2B Marketing, Jen Whelan, has had a storied career which has taken her across the globe. But she's first to admit it hasn't been a solo mission. Here's her three best bits of advice for finding the right mentor.

01 THINK ABOUT THINGS BEFORE ASKING FOR HELP

I've been able to have an amazing career and an equally amazing life. But none of this I did on my own. I had mentors wrapped around me the whole time, and on many occasions I almost failed before asking for help. So when you do need assistance, here are four key components to think about first:

- **Why:** Ask yourself why you need help at this moment.
- **Who:** Who you approach for your specific problem is crucial.
- **When:** Timing is key. Ask yourself when you need help, and when it might be too late.
- **What:** It's so important to know what you expect from a mentor relationship, and to consider what your responsibilities are also.

02 GIVE AS MUCH AS YOU TAKE

Everyone has a mentor in their life, yet it's important these relationships go both ways. Asking for help will only make your experiences better, but it's essential that you're also offering to help the people that are there for you.

It's often as simple as messaging them to ask how they're going, what they're up to, what their goals are for the next six months, and how you can help them. Because the best way of leveraging help and receiving it from champions, mentors, colleagues and allies is by being one yourself.

03 ALWAYS TRUST YOUR GUT

When it comes to forming a mentor relationship, these people will help shape your experiences, so it's important you trust your intuition when it comes to finding the right one. As a starting point, you will want them to have some expertise within your sector. And if your gut is saying some of their advice isn't quite spot on, validate that by asking a second or third person. Ultimately, you need to make sure you respect that person and their advice.

02

FUTURE TECHNOLOGY

“We’re at the dawn of a multi-sensory era of marketing that we’ve just not seen before.”

NICKY BELL, VP, GLOBAL HEAD OF CREATIVE SHOP, META



BUILDING THE NEXT INTERNET WITH PURPOSE

.....

“We’re seeing AR transition from being a toy to being a tool, from playing with it to it becoming something with utility.”

GARETH LEEDING, HEAD OF CREATIVE STRATEGY (APAC) AT SNAP INC.

.....

When you think of the first example of augmented reality (AR) in the world, cast your mind back to Emperor Han Wudi, who lived 2,000 years ago. He used shadow puppets to conjure the image of a lost wife.

It’s rudimentary, but as Gareth Leeding, Head of Creative Strategy (APAC) at Snap Inc. points out, it was the first example of AR. It was also a sign of AR’s power in forging genuine human connections.

“It allows you to enjoy the best of your world, but by adding computing to it,” he explains.

Leeding points to filters that can reveal what an object is called in a First Nation language, and one that can detect medical anomalies, as examples of how Snap Inc. technologies can become useful and powerful tools for navigating the modern world.

“It can enable people to express themselves in a way they can’t in the real world,” he says.

This is something that Melinda Petrunoff (pictured), Country Manager ANZ at Pinterest also believes, explaining, “The internet is not all negative, it’s a powerful and poignant platform for enabling connection.”

The mental health crisis in Australia makes it more important than ever that online spaces are safe, inclusive and respectful. Vashti Whitfield, a mindset and resilience expert, explains that internet users are particularly sensitive to the overwhelming amounts of information available online.

“This can create cognitive distortion, or a habit of catastrophising every scenario,” she adds.



To counter this and to provide a more positive online experience, Petrunoff says that Pinterest has banned weight loss advertising and introduced tools that allow users to select their own skin tone or hair colour when it comes to the content they want to see.

This care for others, and empathy, is what will need to be built into the next iteration of technology.

Creativity is set to abound with the journey from the mobile to the metaverse, and it's up to us to decide what this next phase of technology will look like.

SHORT BITES

The metaverse - by now, most of us know what it means. However, what it will look like is still hard to imagine.

"It's at least five or 10 years until we see the metaverse," says Nicky Bell, VP, Global Head of Creative Shop at Meta. "We now have a good opportunity to really think about it and make it inclusive."

The metaverse is set to rewrite the ways most of us live and interact with each other. It will bring a new layer to interpersonal relationships, and is a valuable opportunity for brands to embark upon a new technological journey.



What will be essential, Bell explains, is understanding how the metaverse won't override any "real life" experiences.

"Nothing will beat the real," she says. "We have the chance to deliver hybrid, mixed experiences in the metaverse. That will be better than any 2D experience."

These advanced technologies can transform storytelling, and offer a whole new landscape for brands to forge deeper, more personal relationships with customers. Tawana Murphy Burnett (pictured), Head of Global Clients & Categories, APAC at Meta, believes this tech has also helped reduce the barriers to creativity.

"Everyone has a Hollywood or Bollywood studio in their pocket," she says. "The connective power of technology has enabled us to get closer to each other, to culture, and to brands."

From science to music, and everything in between, industries will be able to leverage metaverse technology to elevate the learning experience. So far, Bell explains, students studying space have been able to virtually see the solar system, and medical students have been able to study virtual avatars.

"The potential for immersive experiences and creativity is pretty limitless, and we're just at the beginning of these explorations," says Bell.

The next step in metaverse evolution is the frontier of sound, and in debunking the myth of sound off. In the metaverse, sound will be absolutely crucial for immersiveness.

"We really can write the next chapter of human connection, taking this journey from the mobile to the metaverse," Bell says.

THE M WORD: ONCE IT MEANT MOBILE, NOW IT MEANS METAVERSE

META'S MULTI-DIMENSIONAL STORYTELLING

80%

of Reels are **viewed with Sound On**¹

74%

of Facebook In-Stream
**non-skippable video ad views
are completed**, globally²



700 MILLION+

monthly consumers of AR across
all Meta apps and devices³

133 BILLION

**minutes spent on creator
content** in 2021⁴

Sources: **1** Instagram internal data, Feb 2022, **2** Meta internal data H1 2021, **3** Meta internal data, Nov 2021, **4** Tubular Labs, Audience Ratings, Cross-Platform (YouTube + Facebook)

WHY SHOULD ANYONE CARE ABOUT WEB3?

BRANDS COLONISING THE METAVERSE

US\$120 BILLION

has been **invested into the metaverse in 2022**. This is more than double the amount in 2021 (US\$57 billion).



By 2030, the **value of the metaverse could reach**

US\$5 TRILLION



57%

of metaverse-aware companies **say they are adopters**.



Source: "Value creation in the metaverse: The real business of the virtual world" (June 2022), McKinsey & Company

With cartoon monkeys and meme money, Web3 technology can sometimes sound like a gimmick, and one out of step with anything consumers actually want.

Yahoo's Head of Innovation and Creative Studio, Zoe Cocker, disagrees.

"You might rubbish NFTs, but the reality is that this is disruptive technology," she says.

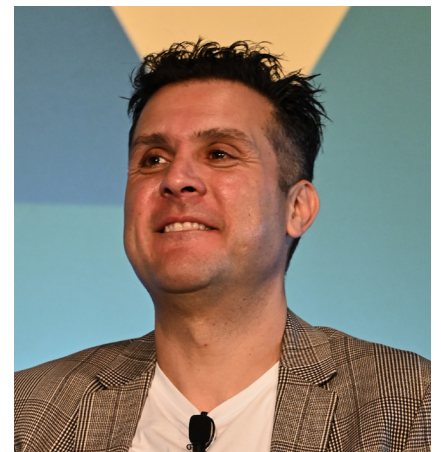
Cocker explains that the metaverse is not a concept built on "nothing". Instead, she said, it provides the building blocks for a better internet.

"This is what the audience wants," she adds.

While the metaverse may not exist in a form that most people can readily access, Cocker advises brands to understand that any current Web3 technology is simply an early iteration of what is yet to come.

"Netflix wasn't born in a day, Instagram didn't become an overnight success," she says. "But this is a great starting point.

Lucio Ribeiro (pictured), Director of Technology, Innovation & Activation at Optus, agrees that the path to Web3 is long, with "a fair way to go in producing a threshold of decent functionality".



"My interest is to prove this technology, put it in front of customers, add a layer of marketing, and then expand it to other areas, such as products," he adds.

Optus, as one of the largest telecommunication providers in the country, has a significant role to play in the development of these technologies. The company is already trying its hand at experimentation, trying to understand how Web3 technology could take its network to the next level.

"We're particularly interested in what a network can do, and what 5G can do, in terms of speed and capacity," he said.

And if you're worried your marketing gig won't exist in Web3, Cocker says not to worry - the same skill sets will still be relevant, just with a newfound opportunity to experiment.



3 THINGS FOR MARKETERS: HOW MEDIA CAN BECOME THE NEXT TECH TRENDSETTERS

News media have always been close to the cutting edge of technology, but how can the next generation lean into new innovations and stay ahead of the game? Max Ueno, Outbrain's Managing Director JAPAC, provides three compelling answers.

01

VIVA LA VIDEO

The list of third-party cookie alternatives is growing longer and longer, with contextual targeting often touted as one of the most powerful and reliable. Leveraging video is another option that should be on everyone's agenda. But video also can be a great driver of commerce. Most specifically, as Pippa Leary, Managing Director - Client Product at News Corp explains, 'headless commerce'. This is the ability to look at any video (or piece of content) and make a transaction without leaving the page. Given the high number of people who watch videos every day, it's shaping up as an extremely valuable avenue for e-commerce businesses.

02

EMBRACE THE MACHINES

The AI technology that already exists is sophisticated enough to make every publisher rethink their tech strategy. As media consultant Hal Crawford points out, GPT-3 can now generate formidable art and imagery from the simplest of prompts, and some often indistinguishable from what a human can create. These technologies can be incredible accelerants to creativity. Publishers should now begin thinking about how best to leverage them, particularly as starting points for rebrands or creative projects.

03

MASTER YOUR MEASUREMENT

Audience data has become so accurate and specific that marketers can now measure the impact of a digital ad campaign through carbon emissions, News Corp's Pippa Leary reveals. And alarmingly, these campaigns can take out entire football fields of trees. It's just one indication of how measuring in increasingly diverse ways gives marketers a chance to optimise and better prepare for the future. It also gives media owners the opportunity to conceive better, more competitive products.

03

SUSTAINABILITY

“If your purpose is a marketing campaign, it’ll be deemed ineffective.”

ALASTAIR COYSH, HEAD OF COMMUNICATIONS
PLANNING (MCDONALD’S), OMD AUSTRALIA



It might come as a surprise, but the internet is a major polluter. Something's got to give.

SHORT BITES

Let's say you were playing a word association game. The word you are given is 'internet'. What's the first connection that springs to mind?

Chances are, it wasn't 'polluter'. It may well have been a word with the opposite meaning. After all, pollution is a product of the physical world, isn't it?

Not quite. If the Internet was a country, it would be the third biggest polluter in the world after the United States and China. The infrastructure required to run internet-related activities generates 4% of total emissions worldwide.

Further, not all internet content has the same impact: creatively and otherwise.

"Size matters," says Damien Healy, Operations Officer, APAC for MiQ, noting larger executions - in scale and in file format - make a bigger impact than smaller pieces. Additionally, explains Healy, brighter colours like yellow and orange draw more energy than more muted tones.

It's enough to give even the most creatively ambitious client or agency pause. Sure, that two-storey 3-D billboard might be an award winner, but it might also carry the same carbon footprint as owning a fleet of Humvees.



And, in the future, a penalty.

Iona MacGregor (pictured), Chief Strategy Officer for Saatchi & Saatchi Australia, says she could envisage a point in time when campaigns failing to meet certain emission thresholds are fined.

"We're the industry most likely to put off any sort of evolution," says MacGregor, noting that

kind of attitude would ultimately catch the attention of government regulators. "The forcing function may need to come from the outside," she adds.

Once upon a time, a Latin American revolutionary declared "change will happen through you or to you". He meant it as a threat. The advertising and media industry has the luxury of treating those same words as a warning. For now.

THE HIDDEN NATION

A GREENER FUTURE BECKONS

61%

of Australians support cutting Greenhouse gas emissions by half by 2030

Source: YouGov



71%

of Australians do not see coal or gas as part of our future energy mix

Source: YouGov



57%

of marketing and PR agencies trying to align business strategy with the need to reduce emissions

Source: Comms Declare

THE GREEN GOLD STANDARD

.....
“We need an industry-wide solution on where the cost burden falls.”

SHELLEY COOK, FOUNDER AND MANAGING DIRECTOR OF INDEPENDENT AGENCY SCOUT FRONTIER
.....

Try to imagine if every player in the advertising and media sector worked to the same strategic planning processes.

Not easy, is it?

Agencies of all kinds have long used unique, proprietary and homegrown toolsets - M&C Saatchi’s ‘Brutally Simple Thinking’, for example - as both a point of distinction and a reason to believe. And it doesn’t stop at strategic planning. Creative, production, account management - there’s no end to the range of special sauces on offer.

When it comes to measuring the carbon impact of the media supply chain, however, a very different approach is needed.

“The entire industry needs to get aligned on a methodology,” according to Aimee Buchanan, CEO, Australia & New Zealand for Group M. WPP, the holding company of which Group M is a unit, recently applied just such a standard across all its agencies, part of its effort to make the entire company carbon neutral by 2030.

“When you have standards, you can turn them into applications,” says Damien Healy (pictured), Operations Officer, APAC for MiQ. But standardisation, as large and as difficult a task as that may be, is not the end of it.

“We need an industry-wide solution on where the cost burden falls,” states Shelley Cook, Founder and Managing Director of independent agency Scout Frontier.



A single media campaign generating two million impressions will create the same carbon footprint as a person flying from Sydney to Los Angeles. The bulk of the energy consumed will be via the media channel, especially in the case of a HD or video execution. But would it be fair for the media owner to bear the bulk of decarbonising-related costs (e.g. offsets)?

That question answers itself. But it’s only one of many tough, complex - but inescapable - questions the industry will need to grapple with over the next few years. Together.

For much of the history of advertising, the brand and the product have been the focus.

But when it comes to sustainability, even the finest product made from the most carefully recycled or upcycled material won't be enough to hold the audience's attention.

"If it's about the product, you won't succeed," says Rob Bradley, Senior Vice President, CNN International Commercial. "People watch stories about people, not products."

Bradley notes that audiences are increasingly sensitive to the opportunism indulged in by some clients and



advertisers. "This month is pride month, so let's get behind pride," is how he characterised this tendency.

It's certainly a fair point. But every environmentally and/or socially conscious campaign has to start somewhere. So... where?

"An organisation is just a collection of people who make decisions everyday," says Olivia Tyler (pictured) Managing Director, Australia and New Zealand, Edge Environment. It was a point echoed by Bradley, who encourages advertisers and especially clients to listen to their own employees to get a sense of what is of most concern to them.

At the end of the day, 'company values' reflect the values of those within the company. This was singled out by David Morris, Brand Manager, Marketing for McDonald's, as the main reason behind the success of his company's Ronald McDonald House charity initiative.

"You let your values guide you," says Morris.

Alastair Coysh, Head of Communications Planning at McDonald's media partner, OMD, adds: "If your purpose is a marketing campaign, it'll be deemed ineffective."

McDonald's has been present in Australia for over 50 years and its Ronald McDonald House program for over half that time. Which, in turn, underlines the fact 'sustainability' is a word with two meanings; the other being 'enduring'.

SUSTAINABILITY FROM WITHIN

INSIDE RONALD MCDONALD HOUSE

RANKED 13TH

on the **Most Reputable Charities Australia** list



60,000

is the average number of families in Australia Ronald McDonald House supports every year



\$52 MILLION

was raised by Ronald McDonald House in 2019

Source: Ronald McDonald House

PURPOSEFUL PURPOSE

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“We need a bias for action rather than a bias for communications.”

DAVID VANDER, REGIONAL VICE PRESIDENT, SALESFORCE

.....

The good news is the people who buy the products and services promoted by the advertising and media industry are more and more likely to choose brands they perceive as socially and environmentally responsible.

There is no bad news. Unless, of course, you're a client or a marketer planning to apply a layer of 'greenwash' to your brand and thinking you'll get away with it. Then you're in trouble; tomorrow, if not today.

“People are expressing their conscience through their wallets,” says Simon Lee (pictured), Chief Creative Officer for independent agency The Hallway.

Lee went on to draw a distinction between 'effective' advertising that delivers financial returns and 'affective' work with a positive social impact. He said his agency was founded with the latter in mind.

“This is what we do,” he says, adding that a world where political systems seem increasingly paralysed is one in which brands have an opportunity to step up.

But those same brands need to walk the talk.

“We need a bias for action rather than a bias for communications,” said David Vander, Regional Vice President for Salesforce. Vander points to an example from his company. Before launching its new NFT cloud business, Salesforce ensured any and all servers on which the platform was run were carbon neutral.



Otherwise, Vander says, Salesforce would've come in for instant - and deserved - criticism. Worse, it might have been labelled a 'greenwasher'.

It's a trap anyone can fall into if they want to be part of the sustainability conversation but “they have nothing to say and haven't done anything”, in the words of Olivia Tyler, Managing Director, Australia and New Zealand, Edge Environment.

Which means they could be missing out on a revenue windfall. As Vander notes, sustainability is the single biggest opportunity available to any player in a capitalist economy.

And no amount of greenwash is a match for any amount of greenbacks.



3 THINGS FOR MARKETERS: CARBON NEUTRAL CREDENTIALS

Audrey Michelin, Director, Account Management, Australia & New Zealand at OpenX, offers a three point plan for how to make your advertising or media company carbon neutral.

01

ANALYSE AND MEASURE THE CARBON FOOTPRINT OF YOUR ADVERTISING

When it comes to advertising and media, carbon footprint is a by-product of file size and impressions. Marketers and agency owners can gauge their impact by simply tabulating and cross-referencing total executions produced and total impressions generated. If you're not sure how to assign a value to either file size or impressions, a simple Google search will return the right benchmarks.

02

EVALUATE CREATIVE FORMATS AND ASSOCIATED CARBON LOAD

Some creative executions are produced in high definition despite being intended only for delivery to mobile devices. No display ad viewed in such a way need be in high definition. Auditing total creative output and making related adjustments is an effective way to reduce overall carbon impact. Naturally, you may need to have a follow up conversation with your creative director; we'll leave it up to you on how to handle that one.

03

EXPLORE SUPPLY CHAIN OPTIMISATION WITH SUSTAINABILITY IN MIND

Once it properly understood the scale of its carbon impact and had made the necessary creative and file size adjustments, OpenX migrated its entire media exchange business to Google Cloud so as to reduce server usage. Collectively, these tactics, combined with selected offset purchases, have reduced total greenhouse gas emissions attributable to OpenX to a level equal to 12 suburban homes. Depending on the size of your firm, your impact might be even smaller. So don't delay: get started tomorrow.

04

CREATIVITY

“I feel like TikTok is almost a world of chaos, like anything goes on that platform. But I think it’s a space where you can embrace the chaos.”

ROWI SINGH, TIKTOK CREATOR



TikTok is arguably *the* place to harness the power of naturally creative and relatable people. And its creator cohort is now providing a wellspring of insights for advertisers.

SHORT BITES

This year was the first in which TikTok was predicted to overtake Facebook in terms of influencer marketing spend. For Rowi Singh, a prominent creator on the platform, the reason for this adjustment of the existing order is clear.

“TikTok is a space for creators. It’s for people who have a craft or bring something to the table. And it’s an entertainment space, not just a hub full of personalities,” she explains.

From a return on investment standpoint, TikTok now performs better than any other social platform. This result is largely down to TikTok’s uncanny ability to harness the power of real people who are talented, creative and authentic in the way they speak to their audiences.

As Shivani Maharaj (pictured), Chief Content & Partnerships Officer at Wavemaker outlines, these creatives are now resonating especially well with marketers and brands.

“There is something fundamental and culturally relevant happening right now. We have to sit back and listen. Through this platform we have an opportunity to be part of culture, and I don’t think we’ve ever planned or had culture at the forefront of how we’re doing our planning like this in the past.



“Whatever your brand, or whatever your category or product is, look into the conversation happening on TikTok from creators. They act as a big focus group,” she says.

Agencies and advertisers have historically strived to understand what audiences are doing, what they’re

consuming, what they love, and what they loathe. But creators across TikTok are providing a new, and highly effective sounding board.

These creators have a lot to offer, adds Singh. TikTok over the last few years has bred a new kind of creative who is happy to work with brands - as long as it’s authentic and they get to flex their skillset.

TAPPING INTO COSMIC CREATIVE

TIKTOK’S METEORIC GROWTH

40%

is the expected increase in number of brands using TikTok in 2022



50,000

‘Influencers’ on TikTok with over 1000 subscribers



\$12 BILLION

expected TikTok ad revenues in 2022



1.8 BILLION

expected active users by 2023

Source: Shopify.co.uk

Sound has the ability to influence our emotions in profound ways. Creators are now using this supersonic-superpower to connect with audiences like never before.

SHORT BITES

BREAKING THE SOUND BARRIER

THE POWER OF SOUND

430 SONGS

surpassed 1 billion video views on TikTok in 2021



6.3 BILLION VIEWS

for the sea shanty 'The Wellerman', which found fame across social media



63%

of TikTok users say they've heard music for the first time on the platform

Source: Newsroom

It can be hard to know what people like. And for marketers, not knowing can be a cause of sleepless nights. Luckily, the rise of 'trending sounds' has given advertisers and brands a glimpse into what is truly influencing audiences.

"Music has been around for millennia. It's a reflection and also a fire-starter for culture," says Ollie Wards, Director of Music for TikTok ANZ.

"The goal now with music across creative platforms is to live in people's heads rent free and utilise music notes to draw recognition," adds Wards.

The reason sound is so effective across channels like TikTok is in large part down to the sheer number of creators on the platform. When thousands get together and create a trend around one soundbite, it's hard not to take notice - or have it play on repeat long after the app is closed.

"Repetition has always been important and it's a key reason why these platforms help music get discovered. If we hear the same thing over and over in a short clip, your brain needs to complete the story and hear the rest," explains Wards.

Artist and creator Avneesha Martins (pictured) says creativity in sound comes from taking something ordinary like an old song or voice clip, and putting a spin on it that will make it better connect with your audience.

"If your goal is to get your sound stuck in people's heads, you have to create or join in on a cultural movement that people can relate to," she explains.

"Creativity with sound is about thinking outside the box. It requires you to match a sound visually with something that is so contradictory that people have to pay attention. Yet on the flip side, you have to make sure you're creating something that has a point of difference and is still authentic to you," she adds.

"If your goal is to get your sound stuck in people's head you have to create or join in on a cultural movement that people can relate to."

AVNEESHA MARTINS, ARTIST AND CREATOR



Creativity is proven to boost profits and trigger behavioural change. So what happens when we turn our efforts to doing good?

SHORT BITES

“Most people give a shit, and most people want to make a difference. We have our day jobs as creatives, which is great, but being able to do something that leaves a mark and a legacy is incredible.”

That’s the forthright view of Chris Freel (pictured), CEO of charity organisation UnLtd. For Freel, the most important focus is connecting the advertising industry to support social causes, which can be best achieved via truly creative campaigns.



“Our industry is really good at coming up with ideas to sell products, yet it’s the social cause campaigns we’ve been driving recently that have made the biggest impact,” he says.

An example is UnLtd’s Mood Tea, a brand that acts as a social enterprise to drive awareness of youth suicide prevention, which launched in 2020. Yet as Freel says, “we had no idea how to create”. So they tapped into the creative excellence of UnLtd’s vast industry network.

What followed were several campaigns featuring MOOD, focusing on the declining mental health of young Australians, and encouraging people to reach out and ask for help - and also buy some delicious tea.

According to Kate Holland, Marketing Manager for MOOD Tea, this purpose-over-profit initiative had a rapid and heartwarming uptake.

“We’ve had over 100 companies getting behind MOOD and supporting us as well. In our first year we had over \$10 million of media inventory donated, and this year we’ve just launched in 865 stores, which is massive,” she says.

For Freel, these kinds of creative for good campaigns are a powerful way to bring the industry together.

“This kind of creativity is integral to our market and is an industry movement, not just ours alone. We’re just the brand custodians. We may be steering the ship, but it’s your ship to sail,” he adds.

IN THE MOOD FOR CREATIVITY

MOOD TEA’S NOBLE QUEST

381

young Australian people (aged 18–24) **took their own lives in 2020**



200,000

tea bags produced by MOOD in its first few months



500,000

tea bags have been produced by MOOD since partnering with Woolworths

Source: The Australian Institute of Health and Welfare & MOOD Tea



3 THINGS FOR MARKETERS: TURNING YOUR STAFF INTO BRAND STARS

On the back of a successful internal initiative by alcohol retailer BWS, Head of eCommerce & Digital, Vanessa Rowed, explains how to turn your team into a content machine.

01

LEAN INTO YOUR OWN COMMUNITY

As the demand for content rises, so does the cost to produce content with paid social and influencer marketing. However, your business is full of dedicated people who love you and know your brand. If you seize the amazing opportunity your culture provides, and then take the democratisation of content creation and distribution - bang! - you've got a real opportunity. If you lean on your team members to create content for you and encourage them to have fun with it, you create a new breed of creators in their own right.

02

SUPPORT YOUR PEOPLE TO DO GREAT WORK

At BWS, we're investing in programs around promoting personal brands. It's important to give your staff the platform and the tools with which they can advocate in a way that feels natural for them. Teaching these employees and then giving them freedom to create means a plethora of content is not made in the constrained way we're so used to seeing. So teach people how to show up in social media, how to build a brand, and all those things you wouldn't necessarily expect would be needed from people on the shop floor. The goal is to give them the skills which ultimately gives your business a competitive advantage.

03

THIS IS A LONG TERM GAME

Turning your staff into incredible content creators is not something that is going to happen overnight. But if you build a brand out of your own community, it will pay dividends. You have this incredible audience of people within any team, but it's highly likely they will have a fear about creating content. In my experience, all it takes is some encouragement and patience for them to try something new. These people at the end of the day are helping us formulate ideas to take to market at a grand scale. So invest the time and adopt a long-term mindset.

05

MEASUREMENT

“I would question whether we have too much data. Instead, I think of data like manure. If you’ve got it, you need to spread it around as fertiliser for your business. But if it’s hoarded up in your barn, it’s just a pile of shit.”

ASHWIN NAVIN, CO-FOUNDER
& CEO, SAMBA TV



IS MEASUREMENT NIRVANA WITHIN REACH?

“I have a dream. I want a nice clean pipe where we can add in different currencies and data sets. And it can tell me what’s going on all the way through and what the impact is on a campaign. That’d be awesome.”

This is the ambition of Gai Le Roy (pictured), CEO of IAB Australia, and no doubt one shared by marketers the world over. But where cross-platform measurement is concerned, for every answer there seems to be 10 more questions.

“Honestly, our biggest challenge is just adding up our audiences,” says Gareth Tomlin, General Manager, Data, Insights & Analytics at Paramount ANZ.

“VOZ works, but we have SVOD, YouTube, social video... the list goes on. I get asked, ‘How many people watched *Paw Patrol* last month?’ The answer is a lot, but I can’t tell you exactly how many,” he adds.

So what are the solutions that could make cross-platform measurement really work?

One approach is to simply share data more widely, both within teams and as an industry.

“We need to release the data hounds,” says Clement Tsang, Managing Director at Annalect.

“Within businesses there’s currently a divide between the

CRM, customer experience teams and media teams. What we need to do is work on integration,” he adds.

Panels are another tried and tested approach, but they’re not foolproof. “Panels are great, but they have issues reflecting the broader population, like those who don’t speak English, or those like me who don’t answer the phone unless someone’s dying,” Tomlin says.

Then there’s the relatively new addition of data clean rooms, but these too have associated challenges. “Yes, they can be done in a privacy safe way, but we still need to get the clean room narrative down pat for consumers and businesses,” observes Le Roi.

It’s a genuine minefield for marketers and it looks like, for now, the dream of that perfect, catch-all measurement solution is just that.



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“I get asked, ‘How many people watched *Paw Patrol* last month?’ The answer is a lot, but I can’t tell you exactly how many.”

GARETH TOMLIN, GENERAL MANAGER,
DATA, INSIGHTS & ANALYTICS,
PARAMOUNT ANZ

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Traditional TV looked in strife with the rise of digital alternatives, but its appeal still endures. And real-time intuitive data could yet help it thrive into the future.

SHORT BITES

“When we started Samba TV in the late noughties, I remember a Silicon Valley investor asking me, ‘Why do you focus on televisions? Isn’t that like focusing on fax machines?’” chuckles Samba TV’s Co-Founder and CEO Ashwin Navin.

Fast forward more than a decade, and it’s safe to say many would share those concerns about traditional TV’s viability. But the venerable medium keeps on keeping on.

Yes, appointment television isn’t what it used to be - now the preserve of major sporting events and a handful of big ticket programs like *Married At First Sight*.



But armed with rich, real-time data, TV executives now can give any program the best chance of success. That’s important, because audiences are more fickle than ever.

“I think it’s notable that when a show sucks in Australia, there’s no apology - people make quick decisions,” Navin observes. That was certainly the case for Kerry Packer,

with the combustible Channel 9 supremo famously yanking a program off his station mid-episode back in 1992.

But Navin says he wants to help modern day programmers make the big calls even faster.

“With the data we have, whether it’s programming or standard sponsorship, there’s no reason to wait until after a flight to know why a particular piece of creative isn’t resonating. It’s essential we make those real-time decisions, even with traditional media, to ensure there’s no waste and high performance,” he adds.

And just why did Navin have such faith in TV when launching his business? To explain, he relates a story from his time at BitTorrent - a service used, by and large, to illegally download content.

People, he explained, were downloading movies onto their computers and then running 30 metre cables across their floors just to play it on their TV. The allure of that big screen, then as now, endures.

“Ultimately, we wanted to bolster the confidence that TV is a place you can not only build brands, but do it with the same conviction you have for building brands on digital,” Navin says.

ALL HAIL THE... TV SCREEN?

SAMBA TV WALTZES IN

477 HOURS

of programming across the Samba TV network each month



26 MILLION

Monthly commercial airings across the network



46 MILLION

Samba TV’s footprint across devices

Source: Samba TV

CHOICES, CONSENT AND THE COOKIE CONUNDRUM

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“In the new ecosystem we’re building that doesn’t rely on third party cookies, we need to simplify things a bit. We need to lessen the complexity.”

SUZIE CARDWELL, GENERAL MANAGER
CLIENT PRODUCT & STRATEGY,
NEWS CORP AUSTRALIA

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“Our industry has been good at coming together to solve issues in the past, but there is no silver bullet that’s going to solve the challenge of identity,” says James Bayes, General Manager, Australia and New Zealand at The Trade Desk.

The challenge of identity, Bayes explains, is central to the troubles currently plaguing the internet - data privacy, increasing regulations, and distrust. The only way forward, he says, is for the internet to become ‘opt-in’ and not ‘opt-out’.

“An opt-in internet means better experiences for all,” he says. “It’s where the value exchange will be explained better than ever before.”

It also means consumers will no longer have to navigate settings menus to turn off their cookie settings. Instead, it will be their choice whether they receive targeted advertising.



Suzie Cardwell, (pictured) General Manager Client Product & Strategy at News Corp Australia, would like to see larger platforms have more obligations around how they ask for consumers’ permission.

“There’s no doubt we’re moving towards an internet where we’re asking consumers for their consent more and more,” she says.

“There is a lot at stake,” agrees Willem Paling, Director of Product, CX and Personalisation at Luxury Escapes. “Particularly if you think about the connection between advertising and journalism, and advertising being supported by strong journalism.”

To move further along the journey towards an opt-in internet, brands will need to simplify the number of post-cookie tech solutions being introduced. Josh Slighting, Principal Product Manager, AdTech at REA Group believes the key will be industry-wide participation.

“It’s a test and learn approach - we have no clue which idea’s better than the other,” he says. “I would like to see more transparency and more realistic goals to work towards,” he adds.

And as for the future?

Paling is optimistic, but keen to get to a place where cookies won’t dominate discussions anymore.



3 THINGS FOR MARKETERS: BUILDING A BETTER INTERNET

The internet is broken. But as luck would have it, marketers have many of the tools to fix it. Yahoo's Head of Data, APAC, Dan Richardson, outlines how we can get things back on track.

01 THE INTERNET HAS SOME MAJOR INHERENT PROBLEMS

At its best the internet is a great enabler in our lives, providing instant gratification, connection and joy. It also provides the connective tissue for our modern society. But in recent years things have changed, and not for the better. The internet has become a space where people are worried about their data being harvested or exploited and different actors misuse platforms to sow misinformation and division. It might sound bleak, but there are solutions to the problems we collectively face.

02 MEANINGFUL ACTION IS NEEDED, NOW

For marketers, there are three straightforward steps that can be taken to create a better, fairer and more privacy-centric internet. The first step is to define where your audience lives across browsers and operating systems. The second step is to implement a first party data re-order. This data must be consent-based, and stem from recent direct consumer transactions. And the final step is to find like-minded partners who can help you to target known or unknown audiences.

03 WE NEED TO CREATE A NEW NARRATIVE

A successful future for the internet also means ensuring our data practices are clearly communicated to the consumer. From Yahoo's internal research, we've seen evidence of the disconnect between consumers' expectations and their willingness to help us meet those expectations. Some 86% of 18-29s we have surveyed expect brands to deliver seamless, innovative and personalised experiences, according to a YouGov study. Despite this, research from Statista indicates the opt-in rates of Apple's iOS, for example, are only at 21%. With clear communication, we can rectify this problem by bringing those we wish to engage with on the journey. By better knowing our audiences, and putting privacy at the heart of what we do, we will be building a better internet.



www.clearhayes.com



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