



*A's* | DECISIONS

2022 KEY TAKEAWAYS





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Now more than ever, the pressure to change is very real. [4A's Decisions 2022](#) took place on February 1-2, 2022, bringing to light the various forces at play that are now forcing businesses to diversify into both content and commerce, and do it well enough to survive and grow.

Here you'll find digestible bytes and key takeaways from leaders across media, data, privacy and technology industries on how you can help your client partners navigate this changing ecosystem and effectively deliver successful outcomes for brands and their consumers.

# KEY THEMES

01

EVOLVE YOUR COMMUNICATION FOR THE RADICALLY EMPOWERED CONSUMER

02

OPERATIONALIZE AUTHENTICITY THROUGHOUT YOUR ORGANIZATION

03

GAMING IS THE INTERSECTION OF CONTENT AND COMMERCE

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RETHINK YOUR MEASUREMENT FORMULA



# 1

## EVOLVE YOUR COMMUNICATION FOR THE RADICALLY EMPOWERED CONSUMER

We are at an exciting inflection point that requires not just an evolution, but a revolution of marketing. In **Welcome to the Fifth Paradigm**, Mastercard's Chief Marketing and Communications Officer, **Raja Rajamannar**, kicked off the conference with an important discussion on the future of marketing and how it is going to be disrupted at an unprecedented level. He explained that there are three key dimensions for how this transformation will happen:

1. Technology Tsunami
2. Data Deluge
3. Cultural Tectonic Shifts

Marketers are inserting friction into a customer's experience and Rajamannar explained that what needs to happen is a reinvention of marketing through a multisensory experience. "At Mastercard, we set out on a journey to combine the senses to make the brand uniquely recognizable."

In another conversation, **Patrizio Spagnoletto**, Global Chief Marketing Officer, Direct-to-Consumer, Discovery, shared how the changing world of marketing has impacted the streaming wars. "The entire ecosystem is changing and where younger audiences spend their time is evolving in front of our eyes. New players are being established and old players are getting pressured to change."

In fact, Nielsen's VP, Strategic Accounts, **Imran Hirani** put that transformation in full view, sharing how video consumption trends are changing dramatically with 44% of US households cutting the cord on traditional paid TV services, further accelerating demand for CTV.

To continue to deliver on what consumers want, **Spagnoletto** credits the raw talent and strong teams they have put in place at Discovery to be able to step up to the challenges and needs, going beyond transactional connections to emotional connections.



“ The need to communicate does not stop, but the way we communicate needs to change. ”

– Raja Rajamannar, Chief Marketing and Communications Officer, Mastercard





“ Keep pace with the changes that technology is driving in every facet of our lives. Technology is changing how creative and commerce intersect and how creativity manifests itself. ”

-Philippe Krakowsky, CEO, InterpublicGroup



# 2

## OPERATIONALIZE AUTHENTICITY THROUGHOUT YOUR ORGANIZATION

Brands can no longer control their own narrative. Consumers, creators and influencers are creating their own narrative about your brand, and as a result, being authentic and real with them is critical. In **How Diverse Creators Help Brands Enhance Authenticity**, we learned about **OMD's Diverse Creator Network** created in partnership with Twitter, which helps marketers connect with more BIPOC creators.

"Inclusive marketing is about elevating the voice of those who have been underrepresented and want to be represented. Fostering inclusion and diversity is also recognizing when there are times that we can do better," said **Ericka Santos**, Associate Director, Brand Engagement, Burt's Bees.

On OMD's thinking around the partnership with Twitter, **Barry Wade**, Managing Director, Cultural Partnerships at OMD, shared that "they looked at Twitter as the voice of America and it was important that they aligned with a company that shared the same values and wanted to help this diverse community of creators." It wasn't a media buy, it was a true marketing partnership. The partnership then expanded to brands which include Burt's Bees.

For Burt's Bees, one piece of advice that they shared is that brands should let the creators take the lead on what they want to do and let their personalities shine through. This approach proves well in the results.

Throughout the conference, other sessions also echoed the importance of authenticity when it comes to diversity. "We've seen a big difference between diversity, equity, and inclusion. Companies that approach it with intention and a clear goal are undoubtedly more successful. It's something that's more important now than ever before. Put it into practice," added Tik Tok's Dave Byrne.



Ericka Santos - Associate Director, Brand Engagement, Burt's Bees  
Barry Wade - Managing Director, Cultural Partnerships, OMD  
Stacy Minero - Global Head of ArtHouse, Twitter



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“ If you want to understand a game, you must understand its community. ”

- Fernando de Araujo Machado, Chief Marketing Officer, Activision Blizzard



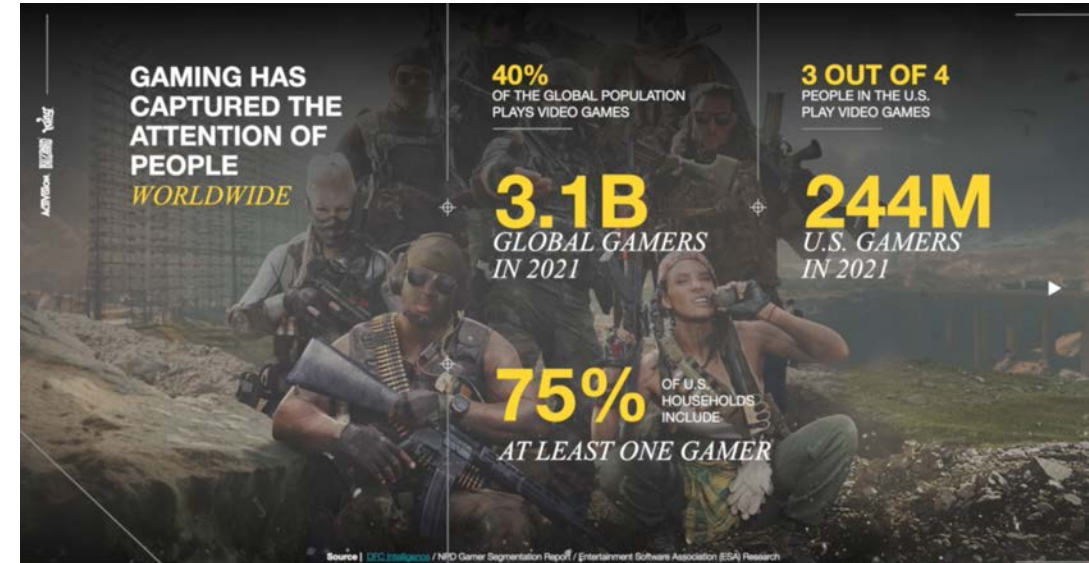
# 3

## GAMING IS THE INTERSECTION OF CONTENT AND COMMERCE

Today the games don't stop - people are always playing and the result is the boom of a massive industry. Video game revenue amounts to roughly \$300 BILLION, with the average person spending significantly more time gaming than they do on all major social media platforms!

Even more interesting is that gaming isn't even about gaming, it also includes people who watch people play games. So how can your brand be part of the world of gaming and reach these communities? Fernando de Araujo Machado, Chief Marketing Officer, Activision Blizzard, explains that you need to understand the game, its community and find authentic ways to connect and add value to players.

In "Let the Games Begin" leaders dove into how agencies and marketers can get started in various form based gaming opportunities such as social and live gaming. The group shared that one of the biggest hurdles, however, is that large media entities that set the stage for culture have not taken games seriously. With approximately 3 out of 4 people in the US playing games, that stance needs to change.



What brands need to remember is that the world of gaming is very broad and knowing your audience is essential. The panelists pointed out that it's important to identify your place to play by going deep on the research of who specifically within the gaming space has the attributes that match your brand's goals.

At Twitch, the world's leading live video services, Adam Harris, Global Head, Brand Partnership Studio (BPS), advised that when it comes to talent, "take a community based approach. If you're a brand, align with the values of the creators."



“ Whether we like it or not, every marketer is a healthcare marketer. ”

- Susan Manber, Chief Patient Officer, Publicis





# 4

## CONSUMERS HAVE TAKEN CHARGE OF THEIR WELLNESS AND HEALTHCARE

For consumers, privacy is of growing importance, and when it comes to one's health it's a very private and personal experience. As a result, it's important to understand your audience, how to connect with them, and ensure that your content is individualized to their specific needs at each stage of their medical journey and experience.

Diversity is also an important focal point for consumers. Not only has the diversity of who marketers speak to changed (before it was healthcare professionals and clinicians, and now it's payers and insurance companies), but diversity in how modern healthcare is portrayed is essential. Now more than ever, it's important that we are speaking to the people the healthcare marketplace serves.

Consumers also have to sift through a barrage of misinformation and sometimes just want answers straight from the source - whether that be everyday healthcare advice or a medicinal product that helps their needs. As a result, a lot of customers are relying heavily on doctor recommendations and increasingly sourcing it in places where they spend most of their time - social media. A study from Google backs that claim, stating that **89% of YouTube viewers agree that creators give them the best information about products and brands**. With the motto, "Education not Influence," social platform Doctorly, is serving that need. A Dermatologist-run channel with the goal of providing accurate, up-to-date information to subscribers with full transparency, **Doctorly's creator Dr. Muneeb Shah** shared, "We're responding to the content. People engage with creators so well because the creators have their fingers on the pulse, know what's going on, and can react quickly to what their audience is looking for answers on."



# 5

## RETHINK YOUR MEASUREMENT FORMULA

Measurement needs to reflect a brand's organizational goals and values. It's no longer just about GRPs/TRPs and CPMs/ROAS etc. Brands now also must consider their impact on sustainability and product development, employees and talent development, and diversity and society at large.



Nathalie Bordes - EVP Measurement, Association of National Advertisers (ANA)  
Jatinder Singh - Chief Data Officer, DDB, North America  
Imran Hirani - VP, Strategic Accounts, Nielsen  
Alison Latimer Lohse - EVP, Global Strategic Solutions, Essence

**Jatinder Singh**, Chief Data Officer, DDB, North America, explained how his agency is using tools that measure the impact of creativity while understanding the emotional connections brands make with consumers. Through their proprietary platform, **Motivational Canvas**, they are able to use data inputs to inform them of how to move the needle on these motivators.

What's clear is that measurement has to accompany you throughout the entire consumer journey - not just at the transaction stage. "Having a holistic measure is the answer. You can't get to a revenue outcome without optimizing the levers along the way," said **Alison Latimer Lohse**, EVP, Global Strategic Solutions, Essence.



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Thank you again to all of our speakers and to everyone who joined us for 4A's Decisions 2022. In case you missed any of the content or want to revisit some of the key topics, all of the presentations will be available to watch on-demand on the EventMobi platform for the next 30 days.

**We hope to see you next year for Decisions 2023!**

[eventmobi.com/decisions2022](https://eventmobi.com/decisions2022)

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