

MPA

Imagining a world beyond FP (4C) ads.

May 15th



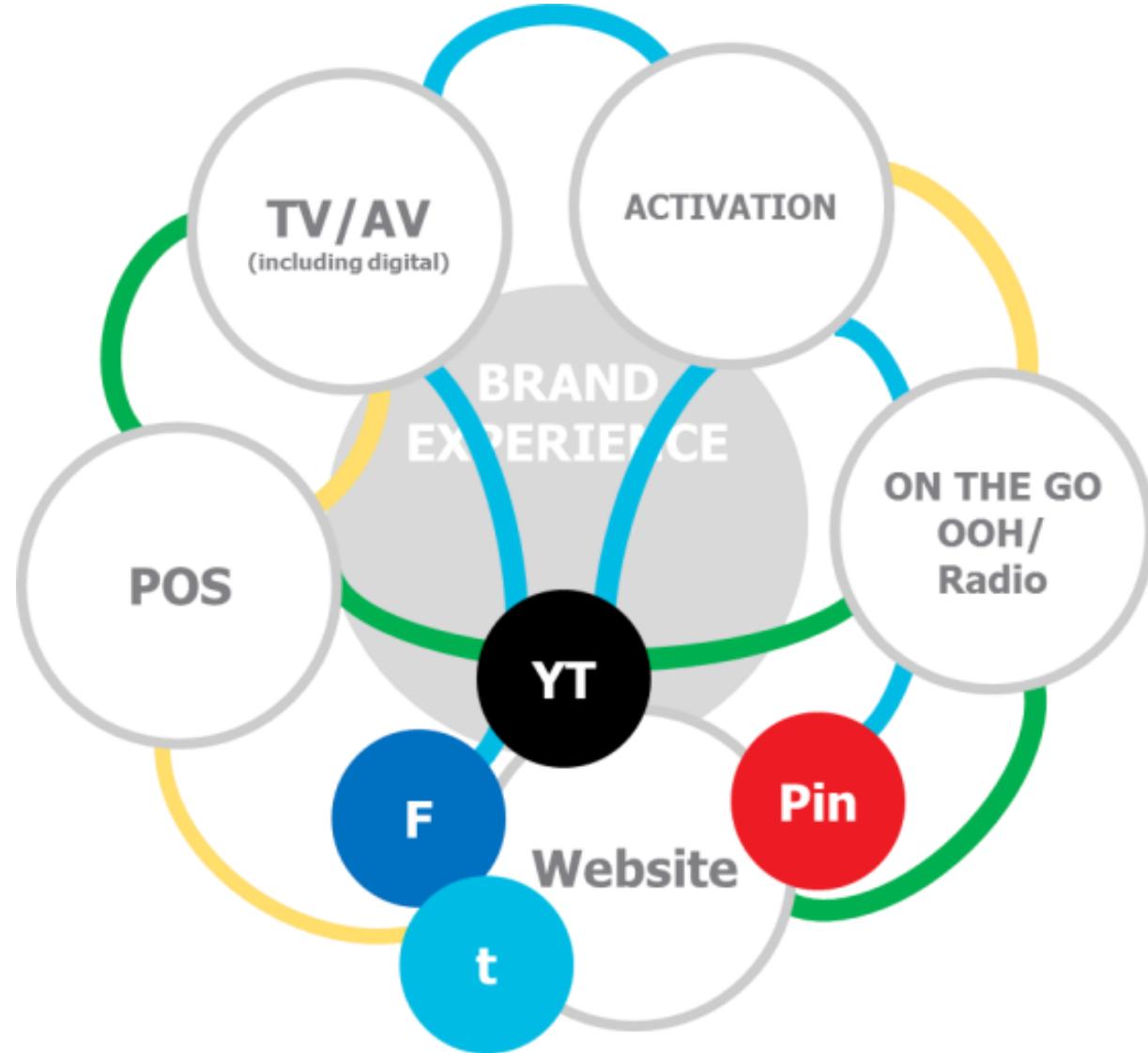
Today





**64 countries
1,709 CEOs
18 Industries**

**8/10 CEOs can't keep up with
the rapidly changing pace of
technology...**



Connected experiences

**Moving on to the work that
works...**

SOCIAL

**The art of numbers.
The science of story-telling**

Human truth

The invisible web

The “YouTube effect”

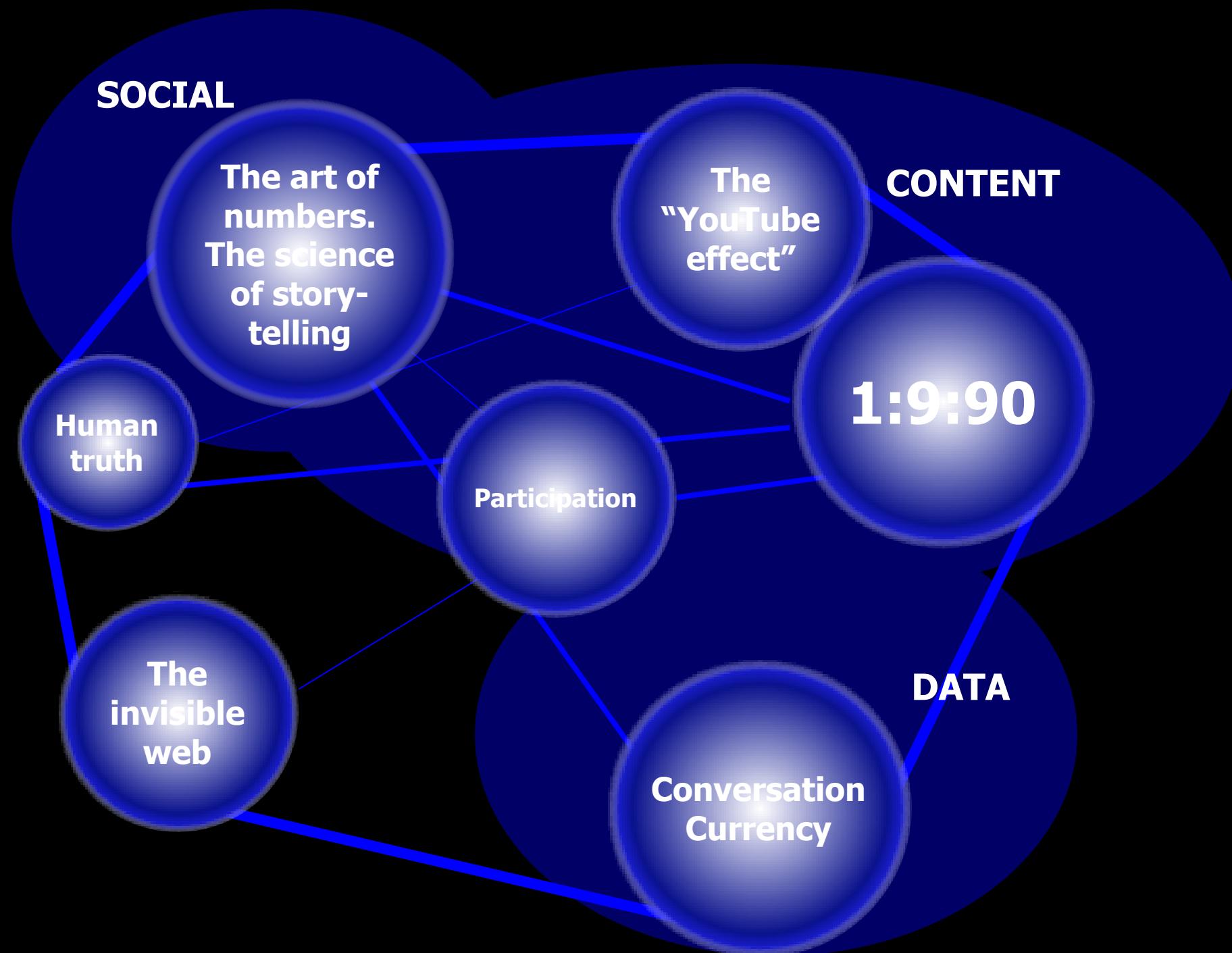
CONTENT

1:9:90

Participation

DATA

Conversation Currency



Data

The art of numbers.
The science of story-telling

Human truth

The
“YouTube
effect”

Content

1:9:90

Participation

The
invisible
web

Social

Conversation
Currency

Human truth

Case study

J&J Band-Aid 

Data

The art of numbers.
The science of story-telling

Human truth

The invisible web

The “YouTube effect”

Content

1:9:90

Participation

Social

Conversation
Currency

1:9:90

Case study

The Village Voice 

Data

The art of numbers.
The science of story-telling

Human truth

The invisible web

The “YouTube effect”

Content

1:9:90

Participation

Social

Conversation
Currency

3. The invisible web

Case study

C& A Fashion 

Case study

Red Tomato Pizza 

Data

The art of numbers.
The science of story-telling

Human truth

The invisible web

The
“YouTube
effect”

Content

1:9:90

Participation

Social

Conversation
Currency

4. Conversation Currency

Case study

Chipotle



Data

The art of numbers.
The science of story-telling

Human truth

The invisible web

The
“YouTube
effect”

Content

1:9:90

Participation

Social

Conversation
Currency

5. The YouTube Effect

Case Study

Mont Blanc 

Data

The art of numbers.
The science of story-telling

Participation

Content

Human truth

1:9:90

The invisible web

Social

Conversation
Currency

6. Participation

Case study

Carling Black Label 

Data

The art of numbers.
The science of story-telling

Human truth

The “YouTube effect”

Content

1:9:90

Participation

The
Invisible
Web

7. Art of numbers, science of storytelling

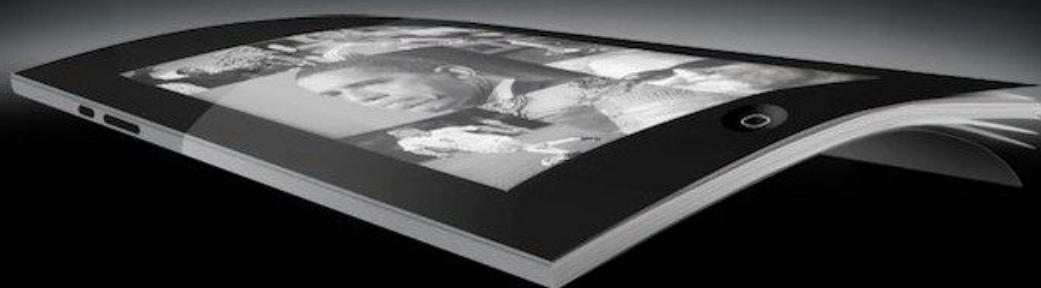
Conversation
Currency

Social



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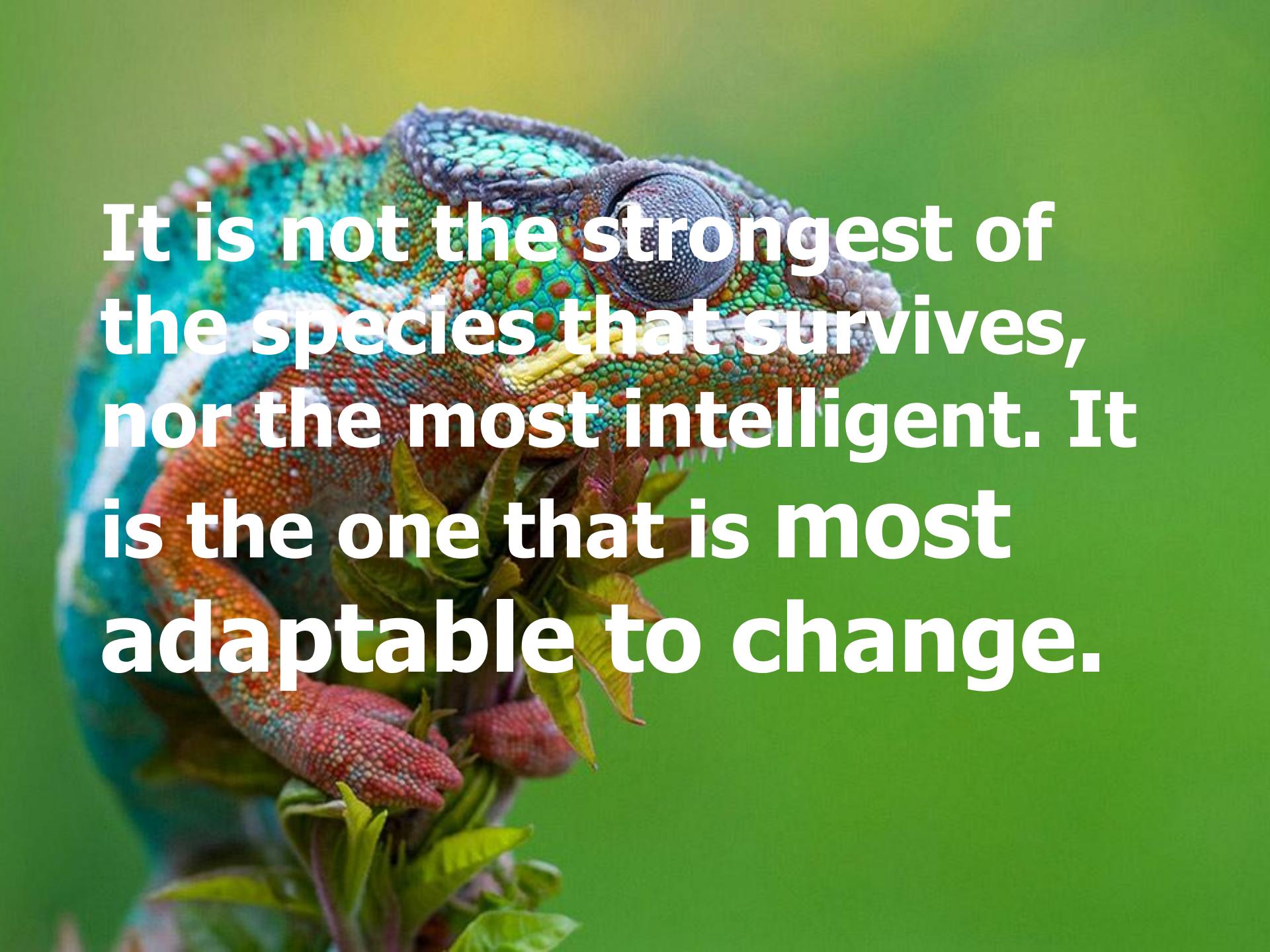


Leader

“There is comfort in chaos...

**Once you accept the
inevitability of perpetual
change, you can abandon your
quest to gain control, and
instead, go with the flow.”**

Trendhunter.com
Exploiting Chaos, 2009



**It is not the strongest of
the species that survives,
nor the most intelligent. It
is the one that is most
adaptable to change.**



THANKS