



U7 Media Pack

Unruly's Client Council 2020

U7 Mission

26 representatives from the world's biggest advertising agencies

U7, a brand and agency-powered council designed to engage the advertising community in discussions around emerging trends and the health of the industry, as part of Unruly's mission to lead the charge in cleaning up digital marketing.

DIAGEO



Unilever



Nestlé

WSJ



World Federation of Advertisers



ABInBev



COTY



BANK OF AMERICA

OMG Omnicom MediaGroup



accenture



dentsu

groupm



MARS

Our U7 members



Allie Keith
Coty



Amanda Richman
GroupM, Wavemaker



Benoit Cacheux
Zenith Global



Ben Sutherland
Diageo



Colin Kinsella
Havas Group Media



Deirdre McGlashan
GroupM, MediaCom



Enyi Nwosu
Universal McCann



Gerry D'Angelo
P&G



Helen Lin
Publicis Media



Juan Pendavis
Nestlé



Kevin Longhurst
IPG, MAGNA



Lou Paskalis
Bank of America



Luis Di Como
Unilever



Luiz Barros
AB InBev



Michael Epstein
Dentsu Aegis



Rishad Tobaccowala



Peter Biven
Ford



Nadine Karp
McHugh
SeeHer



Nikki Mendonca
Accenture



Renee Milliaressis
Colgate Palmolive



Robert N
Rakowitz
WFA



Scott Grenz
GSK



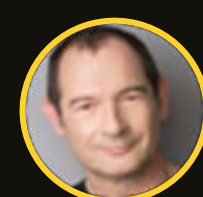
Steve Katelman
OMG Annalect



Suzi Watford
Wall Street Journal



Tony Squires
Mars



Rob Norman

How does it work?

The U7 officially meets three times a year for a summit of discussions and workshops in amazing locations around the world, including London, New York and in Cannes. Smaller meetings take place at major industry events like CES and Unruly maintains a regular dialogue with all members as we collaborate on commercial partnerships and research projects.



At Unruly we've always believed that digital marketing can only get better if all stakeholders are part of the solution. We always wanted the U7 to be a practical force for change and improvement in the industry, and the UNext is the perfect example of that mission in action



Norm Johnston, U7 President



We said we needed to collectively rebuild trust back into our digital systems and wider society – Unilever committed to not investing in platforms that do not protect children or create division in society, creating responsible content and only partnering with organisations who are committed to creating a better digital infrastructure. Scaling this digital responsibility framework across the industry is the action we need, which is why I am very excited to join the U7 council and to collaborate with like-minded advertisers.



U7 member Luis Di Como, EVP Global Media, Unilever

Member Advantages

- First to market opportunities on new products
- Preferential deals in market
- Commission bespoke research into an area of interest related to video content performance (e.g. Vertical/Market specific playbooks)
- Access to our Edit Suite service enabling you to trouble-shoot creative that will live across multiple platforms
- Access to the evolving Unruly E-Learning agenda for teams
- First look on premium inventory around tentpole moments in the marketing calendar
- Inclusion on PR



Areas of Focus for 2020/21

Working together to challenge and change

2020 Agendas will include:-

- UNstereotyping end-to-end
- Sustainability
- Brand Safety and News Content
- Safeguarding Quality Journalism in a UGC World
- CTV - The Connected Living Room
- Supply chain transparency
- Digital identity
- Brand safety and Data privacy



Unruly E-Learning Agenda - Global to Local

Best Practice

Understanding Emotional Moments

Our Senior Insight Team explore a new research from Unruly which suggests that advertisers can better equip their ads for memory by leveraging a mental short-cut known as the “peak-end rule.”

Session Duration – 1 hour

Understanding The Impact Of Short Form Video

Our Global VP, Insight & Solutions Rebecca Waring explores the impact of short form video, looking at the effectiveness of ads under 6 seconds, leaning on Unruly's joint research projects with the Universities of San Diego and East Anglia.

Session Duration – 45 minutes

Best Practice Guide to Effective Movie Trailers

We tested hundreds of movies through our bespoke version of EQ content testing to help you understand what persuades fence sitters, learn what generates word of mouth, and understand what makes moviegoers want to bring their friends to the movies.

Session Duration – 1 hour

Sound Off Video

Considerations and opportunities in “Sound Off” Environments.

Session Duration – 30 minutes

Unruly Video Masterclass

Discover everything you ever wanted to know about digital video advertising with Unruly's video super deck:

- Findings from the latest Peter Field Research
- Case studies from around the world
- Expert analysis from Unruly's emotional video experts
- List of the 10 digital video dos and don'ts

Session Duration – 1 hour

Unruly E-Learning Agenda - Global to Local

Thought Leadership

Power of Premium Media	Understanding Gender Stereotypes	UNcover Attention	Unlocking What Consumers REALLY Want and How to Keep them Engaged	Understanding The Impact Of Culture On Your Video	Don't UNderestimate The Power Of Emotion	UNderstanding The Impact Emotion Has For Brand Sustainability
<p>We walk through our key metrics that matter from independent studies which prove context is king in digital environments!</p> <p><i>Session Duration – 45 minutes</i></p>	<p>Unruly's research findings into the presence and intensity of gender stereotypes in US/UK advertising, highlighting the consequences that negative stereotypes can have on business metrics like purchase intent, brand building and brand favourability.</p> <p><i>Session Duration – 1 hour</i></p>	<p>In this online presentation Unruly's Insights experts explore the findings from a research project carried out by Unruly and Lumen Research on how to best align media buying with consumer attention, in order to deliver on branding and performance metrics.</p> <p><i>Session Duration – 1 hour</i></p>	<p>Using findings from Tremor Video and Unruly's analytics and insights we uncover what consumers really want and how to keep them engaged, during the Covid-19 lockdown and after.</p> <p><i>Session Duration – 45 minutes</i></p>	<p>This session aims to examine the impact culture has on video advertising by looking at Hofstede's cultural dimensions and UnrulyEQ. It can be curated to include client, vertical and market specific examples.</p> <p><i>Session Duration – 45 minutes</i></p>	<p>Explanation of the rudimentary theory around use of Emotional Data, explaining the importance of understanding what emotions are present in your ad campaigns and how getting the right emotional mix can have a huge impact on your brand building and sales uplift.</p> <p><i>Session Duration – 45 minutes</i></p>	<p>Our Global VP, Insight and Solutions Rebecca Waring presents key findings from our joint research with marketing consultant Peter Field and the IPA, into how emotional and cognitive responses to video content correlate to real-world outcomes for brands.</p> <p><i>Session Duration – 45 minutes</i></p>

Unruly E-Learning Agenda - Global to Local

U7 Member Exclusive

UNcovering The Results Behind Brand Responses To COVID-19

Unruly's Insights experts delve into the results from COVID-19 response campaigns from brands across the globe from March-June 2020 across a range of markets including US, UK, DE, AUS, SG and can be modelled to focus on a Global or Local view depending on your audience.

Session Duration – TBC depending on brief

UNderstanding How Consumer Behaviour Has Changed During The Coronavirus

Unruly's insight experts take us through the key findings from the Consumer Behaviour During COVID-19 survey. Content can be Global or Local depending on your audience. Markets surveyed were UK, US, Canada, DE, SG, AUS, JPN, MY, Indonesia, Phillipines, Thailand.

Session Duration – TBC depending on brief

Seasonal

Seasonal workshops

Our Unruly team creates bespoke sessions focusing on trends and best practice at key seasons including: Superbowl, Ramadan, Christmas, Olympics.

Vertical and Market Specific Trends

Workshops

Our Unruly team creates bespoke sessions focusing on trends and best practice in areas including:
Audience Demographic (e.g. Parents, Sports Enthusiasts, etc), Cultural leaning, CSR messaging, KPI's, Market Sector (e.g. Technology, Auto's, CPG).

Past Meet Up's - London, NYC, CES & Cannes

Rupert Murdoch made a surprise guest appearance!





Thank you!

Nicky Spooner, Vice President - Strategy

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