

Techtalk2014

My background

- Interactive multimedia producer 1983-1986
 - Rockefeller Center IPO
 - Firemen's Fund IPO

My background

- Creative technologies systems design and management
1986-1999
 - Citibank
 - FCB NY
 - Wechsler

My background

- Interactive multimedia and web design practice
 - Team building
 - Process design
 - New business

b2b experience

- mortgage.chase.com
- JPMorgan funds (merger with Bank One)
- Calvert investments
- Ariel Mutual Funds
- Fitch Ratings
- Riversource investments
- Reuters HedgeWorld

4As Chief Digital Officer

- Manage IT department, strategy and budget
- Manage internal development group
- Activate advertising technologists community
 - Creative Technologies committee
- Consult with agencies on digital on creative and production issues

Some Technology Topics We follow

Mobile

- Getting mobile right
- Apps versus mobile web
- New media experiences and habits
 - New mobile native ad units
- Mobile video growth
- Privacy

Design: Experience design, Service design

- Brand is experienced as much as communicated
 - the "owning-cycle" and the purchase cycle
- New roles in agencies
 - Creative technologist = simply Creative
 - Specialists
 - hardware engineers, data scientists and product designers coming into the agency

Data science

- Media buying - "Programmatic" real time bidding
 - Issues
 - Future of cookies - threatened on many fronts
 - Tech companies
 - Habits
- Transparency
- Complexity

Content Marketing

- Evolving
 - From advertorial to owned site
 - Moving away from Facebook back to the corporate site?
 - Long form to snackable to news item placement

Behavioral trends

- A generation = 5 years
- Digital overload, Facebook fatigue
- Mobile video
- Cloaking apps - Snapchat et al
- Flattening of authority
- Personal automation

Technology in the agency

Technology in business

- Foreign affairs
 - Two disruptors: globalization/technology
- Gartner: CEO's top issues:
 - 1.talent to meet an uncertain world,
 - 2.more contribution from their technology leaders
- Business is obsessed with "innovation".
- "Creativity" has never been more celebrated.
 - But Steve Jobs is the model, not David Droga

Technology now drives marketing business and brand experience

- New titles: emerging technologies director, innovation officer, creative technologist
- media metrics data and social data analysts
- enterprise technologies, client partners and collaboration
- specialists technology (robotics, gaming, A/R etc)

Technology now drives marketing business and brand experience

- data management and application design
- society and net culture sociologists, ethnographers and researchers
- transmedia and social media strategy and planning
- project management, the new face of account services

4 areas of concentration at 4As

- Technology expertise and management now a part of agency operations creative.
- Responsibilities now overlap with many of the agency roles today.
- From strategy to delivery, agency activities now have a technology component or have become technology driven.

Technologist communities

- Creative technology
 - digital strategies
 - programming and development
 - experience design from screen to physical/environmental
 - special effects
 - R&D
 - Prototyping /engineering

Technologist communities

- Marketing technology
 - CRM
 - Systems integration
 - Data science and analytics

Technologist communities

- Media and Ad Operations
 - Ad formats and file optimization
 - Media buying automation platforms
 - Integrating technology into media strategies and planning

Technologist communities

- Agency management/operations technology
 - IT- systems of record and project management systems
 - client service and delivery
 - asset and content management

Some Issues in forefront for 2014

- Defining and structuring new agency practices
 - experience design and usability,
 - programming and quality assurance,
 - content development beyond copy,
 - physical computing, product design, in-store etc.
- Talent recruitment and retention in creative technology positions

Some Issues in forefront for 2014

- Increased enterprise technology and project management requirements
 - service level agreements
 - security and project management certifications)
- New digital strategy and creative development practices and participants

Some Issues in forefront for 2014

- Practicing innovation in the agency
- The rapidly evolving media and performance measurement technology stack
- Multi-device creative (responsive design, HTML5)

Some Issues in forefront for 2014

- Technology and agency roles, skills and positions
 - Professionalization of agency roles
 - Skills assessment
- Moving to the consulting model?
 - Production still providing the profits
- CMO CIO connection

Some remarks on B2B (Financial Services)

- Content, content, content
 - Education
 - Emerging product trends
 - News effecting investments
 - Life stage solutions
 - Campaigns more content
- Getting closer to the consumer with videos

CreateTech

4A's CreateTech 2014: No edges: humans machines environments

- Nov 12-13

- Microsoft NERD Center - Cambridge, MA

Creativity and the internet of everything: New data, new abilities, new behaviors, new designs.

Explore with the leaders working on the frontiers of our expanding digital lives.

CreateTech: Conference Snapshot

- Focus on the dynamic interaction of technology and the industry's creative disciplines.
- Meeting place for agency technologists, creatives and strategists.
- Presenting the great work and collaborations in creative experiences and communication design.

CreateTech's theme: No edges: humans machines environments

CreateTech tackles investigates this theme in three ways:

CreateTech's theme: No edges: humans machines environments

“Ambient intelligence”: people, places, things

- The emerging internet of everything
- connected world of people, places and things:
 - Wearable technology
 - smart appliances; connected cars; homes and environments.
- The implications are nothing short of what Jeremy Rifkin calls the **Third Industrial Revolution.**

CreateTech's theme: No edges: humans machines environments

“Ambient intelligence”: people, places, things

- Speakers from a wide array of fields, from urban design to gaming to robotics,
- Individuals, technologists and brands will be advancing new models of communication design for pervasive media and new personal and social behaviors and habits.

CreateTech's theme: No edges: humans machines environments

Applications: knowledge, skills, working together

- The edges between disciplines in engineering, creative expression and media are breaking down.
- Data, automation, ubiquitous sensing and expressive devices: new forms of interactive communications and media channels
- Silo'ed expertise are blurring into collaborative practices, team structures and value exchange.
- Topics: the new creative team; how to attract and hold top talent

CreateTech's theme: No edges: humans machines environments

Our stories: client, agencies, consumers, ourselves

- Digitally enabled physical and virtual environments are changing how we live, what we do and how we think and feel.

CreateTech: Featured Speakers

- **Nigel Jacob**, @nsjacob, Co-founder of @newurbanmechs | @codeforamerica board | Urban Technologist-in-Residence @Living_Cities | Exec-in-Residence @BUManagement
[New Urban Mechanics](#)
- **Kati London** Senior Researcher at Microsoft Research, FUSE (Future User Social Experiences) Previously, she was Director of Product for Zynga New York - katilondon.com

CreateTech: Featured Speakers

- **Dr. Cynthia Brazeal**, Founder and CEO, Jibo
- **David Shrier**, New Ventures Officer, Managing Director, [Connection Science and Engineering, MIT](#).
- **Layne Braunstein** and **Josh Horowitz** co-founders of FakeLove, *"Seeing Sounds, Hearing Colors: Experiencing Brands through Synesthesia"*

CreateTech: Featured Speakers

- **Rudina Seseeri**, Fairhaven Capital Partners. Rudina also serves as an Entrepreneur-In-Residence at the Harvard Business School.
- **Jason Levy**, SVP, Engagement Strategy & Innovation, Saatchi & Saatchi Wellness -
- **Ben Malbon**, Director, Creative Partnerships, Google
Art Copy & Code <http://jmlevy.tumblr.com/>

CreateTech: Featured Speakers

- **Mike DiGiovani**, Mobile architect, Isobar & Google Glass developer
[Mike's work featured in FastCompany](#)
- **Jason Alan Snyder**, Director of Technology, North America at Momentum Worldwide

CreateTech: Featured Speakers

- **Steven Dean**, Partner at PreHype; Faculty Member, MFA Program in Products of Design School of Visual Arts; NY leader Quantified Self Meetup.
- **Conor Brady**, Chief Operating Officer, Critical Mass and the **United Nations Mine Action Service** *"Sweeper"*

CreateTech: The audience

- 200-250 total attendees expected.
- Senior leaders in technology and creative at advertising agencies as well and experience design leaders in related industries.
 - ECDs, CDs, Producers, Tech Directors and Architects, C-suite Technologists, and Developers
- All those responsible for driving the effective use of combined creative experiences with technology and engineering.

4A's CreateTech 2014: Pushing your
ideas further.

General thoughts

- Quiet technology: Overload and convergence of advanced tech
 - New life systems will continue, fitness, health, context
 - Context will control message based brand building
- Machine to machine communications will come to dominate
 - More bots online
 - Pew study showing user acceptance
 - You will market to Personal Agents

General thoughts

- Data and complexity
 - Talent, advisory for clients will be needed for a long time to come
 - Integration is complex
- The balance of current systems of all kinds will be threatened
 - Sharing economy
 - Renewable energy in Germany

General thoughts

- Commercial tech becomes personal tech
 - Data management will flow to the individual/family
 - personal automation
 - personal data flow
 - [Examples here-Doc Searl's The state of Vroom 2014](#)

Some remarks on B2B (Financial Services)

Eventually I think it will break down to specific categories of funds like real estate, commodities, energy, private equity, etc. There's a continual cry for education around alts. Emerging markets is also a happening category right now and that also lends itself to content marketing. I understand that lots of active money is shifting to ETFs but I don't have any real experience with what's happening there. But that also is generally about more finely targeted niches so showing off your knowledge works for them as well.

Here's a good sample of a microsite from Alger focused on a topic. I suspect they are going to roll out one topic at a time and have a