

Many Screens; One View

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INTERACT
BARCELONA
2013

#INTERACT13

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Screen version 1.0



Make it a screen? Yes, please



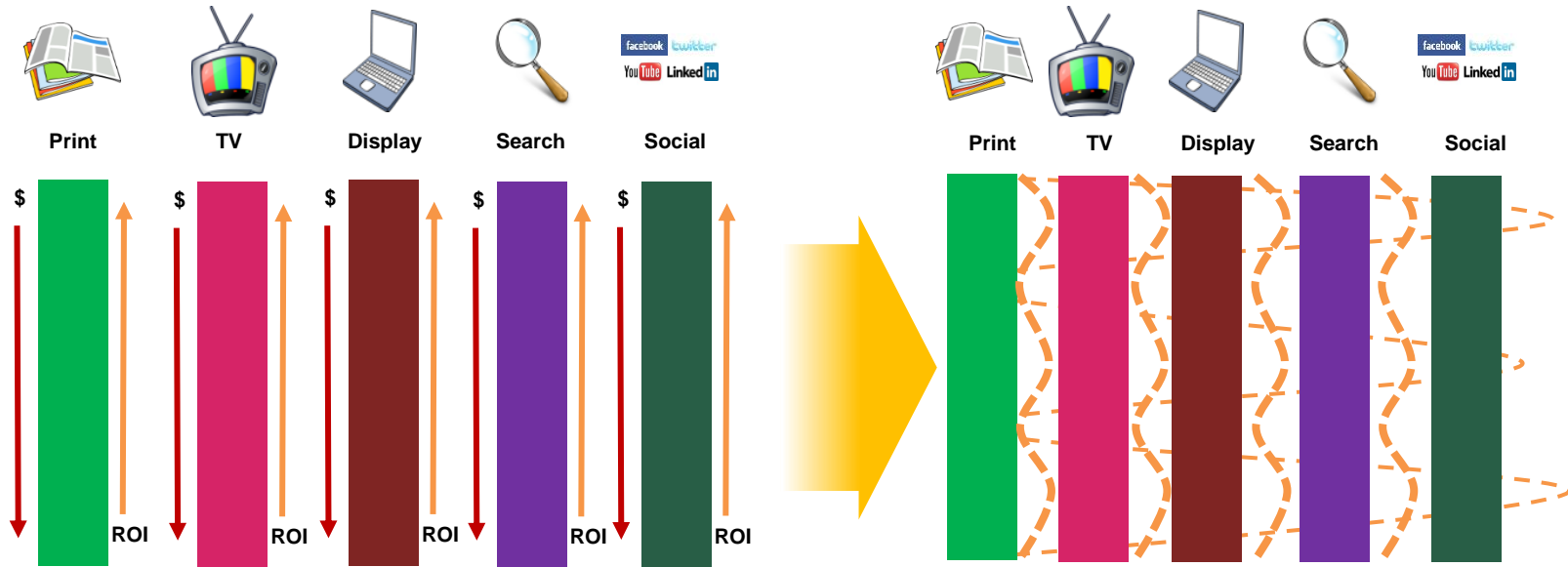
Very Big



Very Small

With data at collected every point, data gets big. Quick

- Shifting to a a True Cross-Media, Cross-Channel View is a must



What does it really mean?

Seamless consumer engagement

Better decisions

Better alignment amongst stakeholders

Increased efficiency and effectiveness

Better Creative

Less politics and emotion; more fact

Thank you



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