

MarketingPulse 2018

Plenary session 3 – Innovation Shaping New Marketing Frontiers

Synopsis

Innovation and creativity in a new digital, online frontier are shaping the future of marketing together with cutting-edge technology. In this plenary session, legendary advertising figures told the stories and challenges behind their award-winning campaigns to engage audiences and win brand loyalty through immersive, interactive experience.

Moderator

- **Mr Guy Parsonage**

Partner, Experience Centre, PricewaterhouseCoopers Consulting Hong Kong Limited

Speakers

- **Mr Joshua Grossberg**

Group Creative Director, McCann New York

- **Mr Kazuhiro Shimura**

Creative Director, Dentsu Inc.

- **Mr Spencer Wong**

Chairman and Chief Creative Officer, McCann & Spencer

- **Mr Peter Lefebvre**

Creative Director, Leo Burnett

All speakers of this session had the challenging task to define innovation.

Mr Joshua Grossberg defined the contemporary advertising scenario as characterized by a continuous research for innovation, disruption, digital, and experience. He highlighted how this research is driven by the fact that nowadays brands are no longer competing for attention based on content, but based on experience. Competition is with other experience. “Field Trip to Mars” was an incredibly innovative and cutting-edge work, but VR came as a consequence of the process, it was not intentionally planned.

“Fearless girl” was as much innovative as Field Trip to Mars even though it was created through what we call old media. Joshua highlighted how he does not believe in the divide between offline and online, because as the Fearless Girl demonstrated, once something is there in the real world, it inevitably gets shared in the online. The fearless Girl, a statue, drew attention on women and diversity and shifted from being an advertisement to a cultural product of its times.

At the end of the day all are given the same tools, innovation is not about technology, it is about creativity that makes the difference.

Mr Kazuhiro Shimura, following up on the concept of creativity showed the other side of advertising and creativity based on design. Kazuhiro defined those projects in Japan beyond advertising, he defines them as service design. The examples provided focused on how to improve people’s life in Tokyo and they mainly related to sustainability concept and smart cities.

Mr Spencer Wong drew attention on the concept of trust as the one that can build long-term relationship in a market where every day new trends emerge and customers are very easy to be carried away with them. Spencer suggested that the best way to cope with changes is to embrace them. Changes make the process more complex but the key to succeed is focusing on simplicity, so “A to B” is preferred as problem-solving solution and at the core of the integrated model of communication proposed.

Mr Peter Lefebvre, Creative Director at Leo Burnett shared his experience in working on the ‘Van Gogh BnB’ and he explained how in that case it was very much about experience and how to create a memorable experience for visitors. The aim was to democratize art and provide visitors with an educational experience, but at the same time a highly art and design-oriented experience crafted through each detail from furniture to staff welcoming guests.

The Q&A brought together all the speakers to discuss and first defining creativity and innovation. People produce and circulate goods and informatics, speakers agree that creativity and innovation are at the core of business, however, fast-paced working environment leads to lack of time for creativity.