TUESDAY MARCH 17

RE:THINK ADVERTISING: INSIGHTS TO IMPACT

7:00am–5:00pm
REGISTRATION

8:15–8:45am
DEEP DIVE BREAKFAST SESSIONS
Select the session that will best maximize your ROI.

REGENT, 2ND FLOOR
Interactive Storytelling: The Secret of Comcast Spotlight’s Success
Bret Rice – Senior Director Research, Eastern Division, Comcast Spotlight

SUTTON SOUTH, 2ND FLOOR
Tyson Links Purchase Propensity and Consumer Purchasing to Boost Economy
Nancy Chang – Media Director, BPN
Srishti Gupta – President, Media Center of Excellence, IRI
Michael Lee – VP, Associate Director, National Broadcast, BPN

9:00–9:10am
DAY 2 CALL TO ACTION
Re:Think Your Advertising: Insights to Impact
Gayle Fugitt – CEO & President, The ARF

9:10–9:40am
KEYNOTE
Finding Your Four-Leaf Clover – Turning Insights Into Action
Best practices in driving insights into measurable business results.
Lori Hiltz – CEO, Havas Media North America; ARF Board Member

CONCIERGE TRACKS

BIG DATA
CREATIVE/NEURO
CROSS-PLATFORM MARKETING
MOBILE
ROI
9:40–10:00am

GRAND BALLROOM, 3RD FLOOR

FIRESIDE KEYNOTE

**Insights to Ingenuity: The Impact of Data on The Creative Process**

The impact of innovation at the intersection of data and creativity, and how today’s agency world is transforming as a result.

*Andrew Robertson – President & CEO, BBDO*

Interviewed by *Wenda Harris Millard – President & COO, MediaLink LLC; ARF Board Member*

10:00–10:30am

GRAND BALLROOM, 3RD FLOOR

**RE:THINK ADVERTISING: “INSIGHTS TO IMPACT” WINNING PAPERS**

Wenda Harris Millard, President & COO of MediaLink LLC and ARF Board Member narrates this “Insights to Impact” section.

**Brand & Equity Pricing: PepsiCo’s Performance Power Insight**

*Venu Gorti – Co-Founder & Solution Development Lead, Cogitaas*

*Ruchira Jain – VP, Consumer Insights, PepsiCo India*

*Kamal Sen, Ph.D. – CEO, Cogitaas*

*Don Sexton – Professor, Columbia University*

**Sync Your Message with Social Change and Quadruple Your Earned Media**

*Roxanne Gray, Ph.D. – VP, Marketing Research Manager, Wells Fargo*

*Joe Hopper – President, Versta Research, Inc.*

**Light & Fit Sheds Its Ego to Revive Its Brand**

*Olesya Govorun, Ph.D. – Director, Strategy & Insights, Dannon*

*Holly Rozelle – Associate Manager, Strategy & Insights, Dannon*

10:30–11:00am

INSIGHTS ZONE: GRAND BALLROOM, EAST FOYER, 3RD FLOOR

**MEETUP, TWEETUP, MIXUP, MASHUP, EXPLORÉUP, BUILD YOUR TRIBE!**
### 11:00am–12:50pm

**DEEP DIVE WINNING PAPERS & PRESENTATIONS**


#### 11:00–11:20am: Select the session that will best ignite your insights to impact.

<table>
<thead>
<tr>
<th>Location</th>
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<th>Presenter(s)</th>
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<tbody>
<tr>
<td>Regent, 2nd Floor</td>
<td>OOH Impact – A Behavioral Approach</td>
<td>Fahad Ali - Senior Research Executive, Starcom MediaVest Group Dubai (Vivaki MENA)</td>
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<td>Ravi Shekar - Associate Research Director, Starcom MediaVest Group Dubai (Vivaki MENA)</td>
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<tr>
<td>Gramercy West, 2nd Floor</td>
<td>Optimizing Mobile Role in Marketing Mix: Findings from 100+ Studies</td>
<td>Vassilis Bakopoulos - Head of Industry Research, Mobile Marketing Association Rex Briggs - CEO, Marketing Evolution</td>
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<tr>
<td>Sutton South, 2nd Floor</td>
<td>Mobile Only or Mobile Too?</td>
<td>Jacqueline Rosales - COO, SoapBoxSample Michael Chavarria - Director, Business Development SoapBoxSample</td>
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<tr>
<td>Clinton, 2nd Floor</td>
<td>Using Neuro to Measure Your Measurement</td>
<td>David Brandt - EVP, Advertising Effectiveness Strategy, Nielsen</td>
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<tr>
<td>Madison, 2nd Floor</td>
<td>What Makes Content Shareable?</td>
<td>Tania Yuki - CEO, Shareablee</td>
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<td>Sutton South, 2nd Floor</td>
<td>Making Insights Come True On YouTube</td>
<td>Cenk Bulbul, Ph.D. - Head of Strategy &amp; Insights, YouTube Ads Marketing Team, Google Justine Herz - Director of The Advanced Video Practice, OgilvyOne</td>
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<td>Madison, 2nd Floor</td>
<td>How Innovations Get Ahead With Real Time Monitoring of New Product Launches</td>
<td>Scott Johnston - Director, Client Services, InfoScout Bret Weinberg - Principal Consultant, InfoScout</td>
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<td>Regent, 2nd Floor</td>
<td>Beyond the Buzz: Meaningful Metrics for Branded Content</td>
<td>Maureen Dawson - Associate Director, Consumer Analytics &amp; Research, AOL Matthew Sharp - Associate Director, Consumer Analytics &amp; Research, AOL</td>
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<td>Gramercy West, 2nd Floor</td>
<td>Storytelling in Cross-Media Campaigns</td>
<td>Terrett Drake - Research Director, U.S., ConceptM Dirk Ziems - Founder &amp; Managing Partner, ConceptM</td>
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<td>Clinton, 2nd Floor</td>
<td>Investigating the Priming Impact of TV and Premium Digital OOH</td>
<td>Heather Andrew - CEO, Neuro-Insight (UK) Ltd</td>
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**CONCIERGE TRACKS**

- Big Data
- Creative/Neuro
- Cross-Platform Marketing
- Mobile
- ROI
12:00–12:20pm: Select the session that will best ignite your insights to impact.

**REGENT, 2ND FLOOR**

*Stereotypes Are a Real Time (and Money) Saver*

John Dick – Founder & CEO, CivicScience, Inc.

**MADISON, 2ND FLOOR**

*Date Night Any Night: The Advertising Impact of Co-Viewing Couples*

Sharon Alvarado – VP, Ad Sales Research, Comedy Central and Spike TV/Viacom Entertainment Group

Mike Bloxham – SVP, National TV and Video, Frank and Magid Associates

**SUTTON SOUTH, 2ND FLOOR**

*Am I Talking to the Right People?*

Bonnie Breslauer – EVP, Client Relations, Lightspeed Research

Patrick Comer – CEO, Federated Sample

Stephanie Cunningham – Associate Director, Global Insights Business Lead, The Clorox Company

Presented by: Crimson Hexagon

12:30–12:50pm: Select the session that will best ignite your insights to impact.

**REGENT, 2ND FLOOR**

*Nissan and the Canadian Football League: Listening to Emotions*

Raymond Pettit, Ph.D. – Chief Analytics Officer, ITVx, Rentrak

Andrew Reid – Co-Founder & CTO, SponsorHub, Inc.

**GRAMERCY WEST, 2ND FLOOR**

*Pringles Proves Insights = Successful Innovation*

Dave Healing – Senior Consultant, BrandTrust

Terrae Schroeder – Head of Global Insights, Pringles, Kellogg’s

**SUTTON SOUTH, 2ND FLOOR**

*Causal Impacts of TV Advertising on Short-Term Sales Effects: A Case Study*

Mainak Mazumdar – Chief Science Officer, Simulmedia

Presented by: Simulmedia

**CLINTON, 2ND FLOOR**

*Apply Audience Insights: Work Smarter, Not Harder*

Jacob Harris – Principal, Schireson Associates

Tam Su – Senior Director, Product, Crimson Hexagon

**CLINTON, 2ND FLOOR**

*Return on Empathy: The New Currency of Innovation*

Jerry Haselmeyer – CEO & Co-Owner, SEEK Company

Presented by: Seek Company

1:00–2:00pm

**AMERICAS HALL II, 3RD FLOOR**

**DAY 2 LUNCH MASHUP**

Take a byte, add some spice to the biggest issues we are facing. Served up by dynamically disruptive table leaders.
GRAND BALLROOM, 3RD FLOOR

2:00–2:40pm

**CBS VISION SPOTLIGHT SESSION**

Introduction by Peter Bradbury, SVP, Strategic Account Management, Nielsen

**Who Doesn’t Need a Good CPA?**

Television advertising, done right, is the most effective marketing medium.

David Poltrack – CRO, CBS Corporation; President, CBS VISION; ARF Board Member

Leslie Wood – CRO, Nielsen Catalina Solutions

GRAND BALLROOM, 3RD FLOOR

2:40–3:10pm

**RE:THINK ADVERTISING: “INSIGHTS TO IMPACT” WINNING PAPERS**

Artie Bulgrin, SVP, Global Research & Analytics at ESPN and ARF Board Member, narrates this “Insights to Impact” section.

**Neuroscience – A Currency for Collaboration**

Peter Pynta – Director, Sales & Marketing, Neuro Insight Pty Ltd.

Sheena Sudra – Enterprise Marketing Manager, National Australia Bank

**How Custom Content Works Best for Sports Advertising**

Jay Leon – VP Research, Turner Sports

Carl Marci, M.D. – Co-Founder, Chairman, & Chief Science Officer, Innerscope Research

**Countering Ad Avoidance**

Duane Varan, Ph.D. – CEO, MediaScience

INSIGHTS ZONE: GRAND BALLROOM, EAST FOYER, 3RD FLOOR

3:10–3:30pm

**MEETUP, TWEETUP, MIXUP, MASHUP, EXPLOREUP, BUILD YOUR TRIBE!**
3:30–3:50pm

**KEYNOTE**
Introduction by Shelley Zalis, CEO of IPSOS OTX and ARF Board Member.

*Video Brand Building in the Age of Abundance*
Implications of this new age of abundance on brand building and how to drive deeper consumer engagement with video.

**Tara Walpert Levy** – Managing Director, Google & YouTube

3:50–4:25pm

**RE:THINK ADVERTISING: “INSIGHTS TO IMPACT” WINNING PAPERS**
Kate Sirkin, EVP, Global Research Director of Starcom MediaVest Group and ARF Board Member, narrates this “Insights to Impact” section.

*Porque Puedo/Because I Can*
**Silvina Cendra** – Planning Director, Grupo Gallegos
**José E. Vélez-Silva** – Senior Director, Multicultural Marketing Communication, Comcast
**Adriana Waterston** – SVP, Marketing & Business Development, Horowitz Research

*Winning World Cup 2014 Engagement*
**Gabriel Aleixo** – Managing Director, BrainJuicer Latin America
**Flavio Marcondes** – Knowledge & Insights Team Lead, Coca-Cola Brazil
**Carla Mayumi** – Business Partner, Talk Inc.

*Dimensionalizing Progress for Citi*
**Tasha Space** – Founder, CS SPACE

*Rethinking Nightlife Experience for Heineken*
**Thomas Troch** – Senior Research Manager, InSites Consulting

4:25–4:45pm

**Marketing in a Mobile First World**
Opportunities and challenges marketers face as consumers flock to their mobile devices.

**Matthew Idema** – Director, Product Marketing, Facebook
4:45–5:15pm

GRAND BALLROOM, 3RD FLOOR

GREAT DEBATE

The Future of Brand Ad Metrics: Engagement vs. Outcomes
Top industry experts make their case for the media measurement metrics they believe will rule the future of brand advertising: Engagement or Outcomes?

Steven Wolfe Pereira – CMO, Datalogix; ARF Board Member
Brad Smallwood – Head of Measurement & Insights, Facebook; ARF Board Member

Steven Wolfe Pereira
Brad Smallwood

Dave Morgan – CEO, Simulmedia; ARF Board Member

vs.

David Levy – Co-Founder & COO, true[x]

Moderator: Dave Morgan – CEO, Simulmedia; ARF Board Member

5:15–5:20pm

GRAND BALLROOM, 3RD FLOOR

RECAP & REBOOT

Ignite Insights to Impact

Gayle Fuguitt – CEO & President, The ARF

5:30–6:00pm

INDUSTRY LEADER SPOTLIGHT SESSIONS

REGENT, 2ND FLOOR

Personalizing the Brand Promise

Michael Horn – VP, Research and Analytics, Resonate

SUTTON SOUTH, 2ND FLOOR

Does Brand Equity Still Exist?

Eric Villain – Managing Director, Brand & Consumer Experience, GfK

6:00–7:30pm

PETIT TRIANON, 3RD FLOOR

SPOTLIGHT COCKTAILS

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7:30–10:30pm

TRIANON BALLROOM, 3RD FLOOR

THE ARF DAVID OGLIVY AWARDS DINNER

Behind every great ad is inspiring research and the leaders that lead it. Come. Celebrate. Raise a glass to this year’s winning ads and their creators.

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ARF DAVID OGLIVY AWARDS

BIG DATA  CREATIVE/NEURO  CROSS-PLATFORM MARKETING  MOBILE  ROI