

Google™

Left brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.

vanda Wolfova
Internet Advertising Conference
Praha, 24.4.2014

“Today’s marketing model is broken... We must accept the fact that there is no ‘mass’ in ‘mass media’ anymore, and leverage more **targeted approaches**... We must adopt the mentality of **permission marketing** and creative advertising that is so appealing that consumers welcome it into their lives.”

Jim Stengel, CMO Procter & Gamble



Days of only shouting generic messages to mass audiences are counted. It is much easier to deliver **customized, meaningful brand experiences to different audience sets** based on better customer understanding :

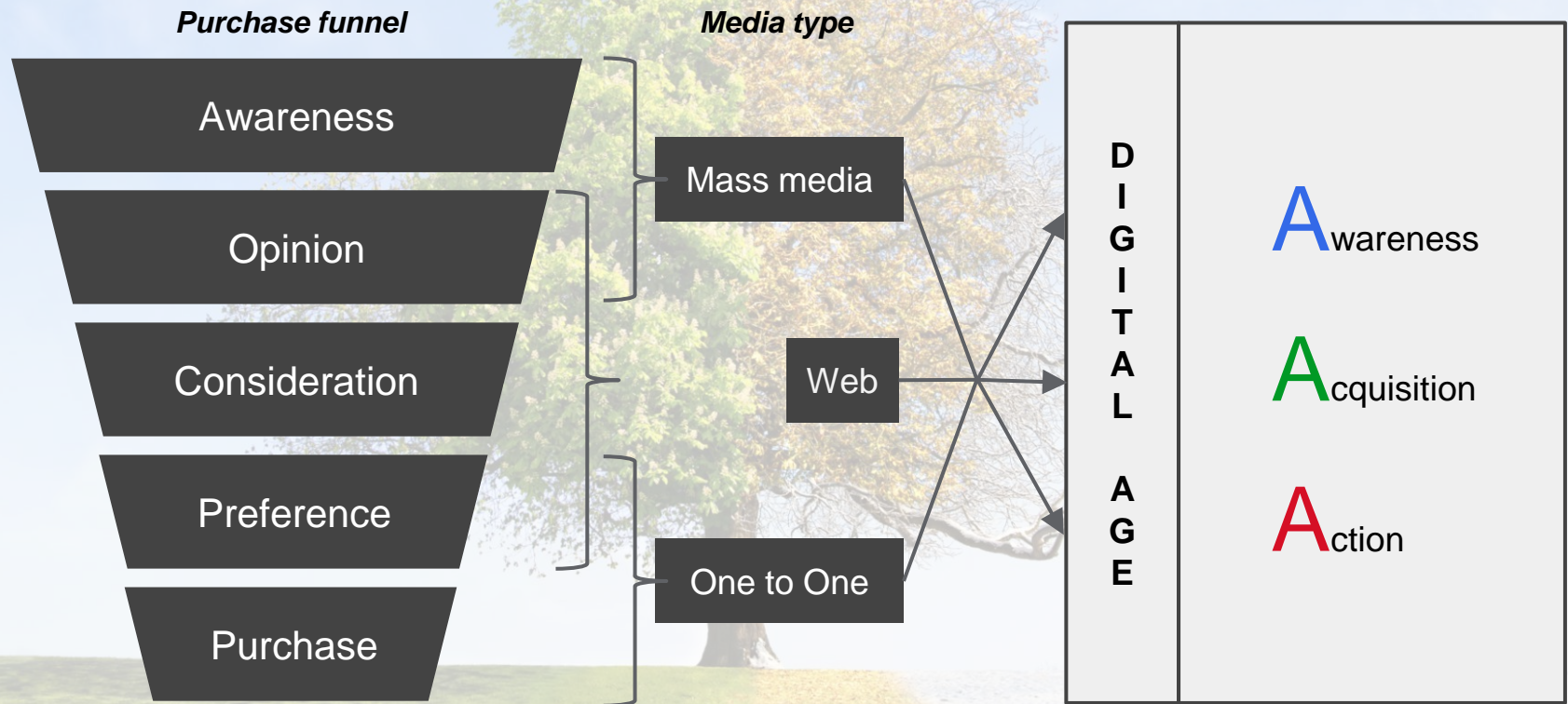
Precision - Relevance - Empowerment - Reciprocity

J. Walter Smith – President – www.yankelovich.com



PRESENT

FUTURE



IBM Case

“The era of consumer resistance and control has begun.
The question is **HOW TO MARKET IN THE 21st CENTURY**”

John Hayes – CMO American Express

- Too much data vs. Data nervous customers
- Internal structures and business models
- More digital ‘media’ are on the way



Curators, rather than consumers



**“You aren’t advertising to a standing army,
you are advertising to a moving parade”**

David Ogilvy, 1962

of the founding of brand Mattoni
by Mr Heinrich Mattoni.

Petr Houzar

Digital marketing manager, Karlovarské minerální vody, a.s.