

AGENCY INNOVATORS

diana sevellano

Regional Director-Latin America
ZENITHOPTIMEDIA, MIAMI



"I wonder if what I am doing is still media," muses Diana Sevellano. "Professionally, I am a hybrid—a media person, a marketing person, an integrator." She's also often at the center of working with the e-marketing agency, the PR agency, and the group that does point-of-purchase. Sevellano, ZenithOptimedia's regional director for Latin America, feels strongly that today's media professional must go even beyond planning, beyond creativity and collaboration, to wrestle with issues such as how do you measure product integration, brand placement, or even "brand feel," particularly in a market like Latin America which is still embracing methods of accountability. She has created some personal rules that help her serve regional clients, which range from Hewlett-Packard to Puma to Hyundai. Always looking for ideas that are creative extensions to help a client maximize presence, she was an early advocate of pod-casting for a client. She wants to be the first in the region with any media opportunity so she immediately embraced "Latin Idol" when reality TV was still a new concept in Latin America. When asked how she recognizes what ideas will work, she immediately answers, "Gut. Definitely gut feel." It is also an answer her clients now understand. "A good client will trust you," she insists. "After all, it is my risk, but I know this region and I love these brands." ●

david desocio

U.S. Director of Strategic Marketing
OMD, NEW YORK



David DeSocio is often described as OMD's Oz-like "man behind the curtain." That's because he has been behind the scenes leading the agency's development of the next wave of marketing communications solutions but integral to bringing the word "creative" into the lexicon of the media specialist. His role as U.S. director of strategic marketing gives him the responsibility for OMD's general strategic marketing as well as oversight of the agency's U.S. knowledge center, which includes research, consumer insights, and metrics. (He is also the U.S. leader on most OMD Worldwide initiatives as well as all global new business pitches.) Currently, he is pioneering OMD's strategy to address new and emerging technologies. As the architect of Checkmate, the name OMD has given to its proprietary global strategic planning process, he champions new thinking and client-centric solutions. For example, he dared to take the position speaking at a U.S. cable television industry event that DVRs are not a threat and may actually benefit the TV advertising experience. This is by enabling the most relevant messages to get to the most appropriate audiences since consumers are controlling the content they see. He believes as media fragment, traditional audience definitions become less and less useful, and communication channels increasingly overlap and blur. He says it is vital to stay ahead of these global media developments and liberate the insights from the vast amount of information available to both agency and client. "Only by doing this can we create media solutions that truly differentiate clients' brands and drive their business," he believes. ●



Mark Boyd is among those at the front of the pack paying homage to "content is king." For the past three years at Bartle Bogle Hegarty and earlier at other agencies and clients, Boyd has been looking for new ways to get the brand message to audiences beyond traditional advertising. Holding the title of director of content, he has been at the forefront of ad-funded and sponsorship initiatives across various media—radio, print, and

mark boyd

Director of Content
BARTLE BOGLE HEGARTY, LONDON

TV—and believes it's only a matter of time before an entirely new model will be widely accepted as a way of funding traditional media. However, he's realistic enough to know it's not around the corner because much of the talk about branded content is just that—talk and no action, at least not yet. At BBH, he built the content department into a core division of the agency, launching and driving forward the Audi Channel, leading mobile innovations, gaming and publishing across clients like Unilever, Diageo, and Audi. Even with clients willing to take some risks, getting such programs off the ground isn't always easy. With Audi getting into running in effect a TV channel, there were TV licenses that needed to be acquired and challenges in how to keep costs under control, tasks that traditional agencies have never had to face much less handle. But Boyd takes it all in stride because he believes that advertising is not and will never be again what it once was. ●

david mayo

VP-Chief Marketing Officer
OGILVY & MATHER ASIA PACIFIC, SINGAPORE



When major corporations with their roots in developed countries look to grow in emerging markets, their playbooks have to be re-written. David Mayo, VP-chief marketing officer, Ogilvy & Mather Asia Pacific, Singapore, was well aware that strategies that work well in the U.S. or Western Europe often fall flat elsewhere. When Gillette set out to be a major player in China, India, and Russia, Mayo led the emerging markets strategy that is set to deliver 150 million new users in the three largest markets by 2015. Research pointed the way to a new way of communicating with people who generally are not part of the regular media demo/psycho makeup. "We opened up channels and media which together altered the entire way of selling in this segment," Mayo says. For another client, Motorola, he and his team developed a touch point strategy for the implementation of communications in India and all low-tier market segments from India, Bangladesh, and Sri Lanka to Cambodia, Laos, and other parts of Indochina. From a regular advertiser in 2004, Motorola is now a multimedia, multi-channel communicator. Mayo is no stranger to swimming against the tide. In 2001 he launched the creative boutique RedCard and built a business by challenging the existing agency setup. The agency's philosophy is centered on being small, creative, quick, clever, and deft with the belief that whatever the modern ad agency model, there will never be a substitute for brilliant creative marketing ideas based on intelligence and raw curiosity. ●