

matt eaton

Managing Director
MEDIAEDGE:cia, TOKYO



Matt Eaton often describes his business life in Tokyo as a study in contrasts and contradictions. His experience is largely Western, and his media sensibilities are experimental and pioneering. Yet, the managing director of Mediaedge:cia, Tokyo, is required to innovate in a formal market, one that still employs a traditional approach despite tremendous technology. In this environment, Eaton has created his own formula that combines creativity in media with media effectiveness, a process at work for his clients in Japan. "Innovation for its own sake doesn't do much, quite frankly," he says. "Gimmick is a way of describing a lot of what you see [in a tech-savvy place like Tokyo]. We always seem to overestimate the power of technology in the short term and underestimate its influence in the long. Just because it's possible doesn't mean it's the correct thing to do." If he had to choose, he would probably always go with innovation in an established medium than a new medium because it can increase range and communicate with a wider audience while engaging them. Doing wonderful things but reaching only a few hundred people is not likely to have a big sales effect in the end, he says. ●

andrew swinand

Executive VP-Client Leader
STARCOM USA, CHICAGO



After varied experiences with the U.S. Army and Procter & Gamble, Andrew Swinand, executive VP-client leader, Starcom USA, Chicago, sees the media business differently from his peers. With the insight of his manufacturing clients' reliance on supply chain management and efficient resource planning (ERP), he draws on that knowledge to relate ERP to ad agency management. In doing so, he creates the kind of global transparency that brings amazing results in terms of expanded information, analysis, global efficiency, and great cost savings. For example, he created a global digital asset management system for Oracle that not only helped the software giant manage its ad creative in multiple markets but enabled expansion of its campaign from 10 to 27 countries while saving \$2 million in production costs. He also developed another business intelligence tool that allows clients to see how much they are spending by country, by media owner, and by creative execution. When Sun Microsystems wanted more "local feel" in its advertising, Swinand ignored the usual definition of how a media specialist company should respond and contracted with small agencies throughout the world outside the Burnett network because it was best for the client. ●

inAGENCY INNOVATORS

stuart clarke

International Account Director
MPG, LONDON



For many of Stuart Clarke's business-to-business clients, communications is not a first priority. For instance, with engineering or defense-driven companies like Airbus and BAE Systems, the allocation of advertising funds falls way behind investment in technology, infrastructure, and the like. Nonetheless, Clarke, international account director, MPG, London, forges ahead and helps them succeed with advertising that works. His biggest ally, not to mention why the clients keep coming up with more budgets, is ROI metrics. Not only do they demonstrate results, but they work well with the b-to-b mindset. Clarke works to demonstrate the accountable benefits of a marketing strategy while underscoring how innovation in various effective channels can create a positive change in perception. This often requires additional funding for research, but clients now see how investing in advertising can achieve real value for the brand and for public companies their share price. Clarke is paying much attention to two key trends to gauge their impact on business-to-business issues: (1) the constant development of new digital technology and (2) the move from mainstream to social media. Airbus is now spending 15% of its budget in online advertising while also investing substantially so that its own Web site is a "proper shop front," in Clarke's words. Clarke jokes that few young people enter this industry with a great calling to do business-to-business marketing since the principal allure is the glamor and creativity of consumer advertising. But, for him the specialization of b-to-b is engrossing, and he gets tremendous satisfaction from establishing best practices. ●

Lori Senecal has never been one to stand still. As her career has taken her from Montreal to Toronto to New York into the worlds of both strategic planning and account management, she has added title after title and responsibility on top of responsibility and today is global director of content integration at McCann Worldgroup, New York, while wearing a couple of other hats as well. Clearly, she has grabbed the ring and run with it in every position she has held. In all of this, there has been one constant, and that is a drive to challenge the status quo and look for new and better ways of doing things. One of her loves, developing young-adult lifestyle brands, led to the launch of TAG, McCann's young-adult marketing specialist unit that has attracted major assignments from multinationals aiming to reach this often elusive market. The division provides ongoing insight into youth culture, houses and nurtures creative expertise, and leverages traditional and non-traditional communication channels to make brands matter to young adults. Her responsibilities as Worldgroup's director of content integration include global responsibility for the TAG unit as well as leveraging and coordinating Worldgroup's assets in the areas of consumer insight, interpretation, idea development, and delivery. And that's only two of the hats she wears. In addition, she is worldwide account director for Coca-Cola, which grounds her in both the world of tradition and the world of the future. ●



lori senecal

Global Director of Content Integration
McCANN WORLDGROUP, NEW YORK