

Club of Amsterdam

the future of Advertising

October 2009



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Tribal DDB

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Presentations

Barbera Wolfensberger, CEO, FHV BBDO & Thecla Schaeffer, Head of Strategy Department, FHV BBDO

► [The future of branding and advertising](#) (pdf)

Jacco Ter Schegget, Managing Partner, Tribal DDB

► [The Future of Advertising: Stealing Time, or Waisting Time](#) (pdf)

Richard van den Boogard:

[Future of Advertising - Networked Media & Networked Agencies](#)

Thought-leaders in the advertising industry will share their vision on the future of advertising. What is in the near future going to change in the strategy of the large and influential advertising agencies? Will there be a future for the 'old media' advertising (paper, TV, radio, billboards) considering the influence of Internet and other digital channels? The financial crisis reduced the size of many larger agencies and let them focus on their core business, creativity. Will that be a permanent trend? How is that going to influence the cooperation with smaller companies and freelance professionals in the creative industry? What will be the new, innovating concepts that will drive the advertising future? What is the role of the consumer going to be?

► [Barbera Wolfensberger](#), CEO, FHV BBDO & ► [Thecla Schaeffer](#), Head of Strategy Department, FHV BBDO

The future of branding and advertising

Advertising has long been a sort of commercial art with an obscure ROI. Today, with the new possibilities created by the internet on the one hand, and the financial pressure of the economical crisis on the other, advertising is changing rapidly, asking agencies to completely rethink their way of thinking, their way of working and business models. This presentation talks about three mayor changes in advertising and their impact on agencies: one on one, day to day, and rationalisation.

► [Jacco Ter Schegget](#), Managing Partner, Tribal DDB

[The Future of Advertising: Stealing Time, or Waisting Time](#)

The marketing landscape is shifting. The advent of social media means we all have to rethink how brands engage with consumers. The most successful brands employ two strategies; they either steal time by being interesting, or they give time back by understanding how to fit into and around people's lives. Jacco ter Schegget shares his vision of the industry and presents inspiring cases to highlight the latest trends in digital marketing and communications.

► **Richard van den Boogaard**, Seasoned marketer and specialist in the field of content syndication
Think distributed: be where the audience is

Media proliferation and attention-deficits have a profound impact on media consumption. If we project current trends in media spending, the future of advertising lies in branded content on syndicated channels. Are marketers and – in particular – traditional ad agencies ready for these shifts? Richard van den Boogaard shares his vision.

19:00 - 20:00

Introduction by our Moderator

► **Joep Dirven**, Partner & Consultant, X-markt

Part I:

► **Barbera Wolfensberger**, CEO, FHV BBDO & ► **Thecla Schaeffer**, Head of Strategy Department, FHV BBDO

The future of branding and advertising

► **Jacco Ter Schegget**, Managing Partner, Tribal DDB

The Future of Advertising: Stealing Time, or Waisting Time

► **Richard van den Boogaard**, Seasoned marketer and specialist in the field of content syndication
Think distributed: be where the audience is

20:00 - 20:30

Coffee break with drinks and snacks.

20:30 - 21:15

Part II: Open discussion



Barbera Wolfensberger
CEO, FHV BBDO

Barbera is responsible for both Proximity and BBDO in the Netherlands since March 2009. She has extensive agency experience having worked for Young & Rubicam and PPGH/JWT in the Netherlands. She then moved to the client side and worked interim for several highly respected retailers like Laurus, Intratuin & Etos. During the past three years Barbera was Head of Corporate Identity and Communications at Hema.

www.fhv.bbdo.nl



Thecla Schaeffer

Head of Strategy Department, FHV BBDO

Thecla Schaeffer is head of the Strategy dept. of FHV BBDO and responsible for the strategy of a number of the agency's larger clients such as Robeco (investing), Douwe Egberts (coffee) and Campina (dairy). Thecla has her background in social and cultural psychology and writes regular columns about marketing and communication.

www.fhv.bbdo.nl



Jacco ter Schegget

Managing Partner, Tribal DDB

Jacco ter Schegget is a digital veteran with well over a decade of experience in combining communication, design and technology. In this period Jacco has been helping clients building their brands in a digital environment by creating high performance teams and organizations that increase ROI by pairing innovation with creativity.

Currently, Jacco is Managing Partner of the Amsterdam office of leading global agency network, Tribal DDB. The Amsterdam office is a strategic hub that helps clients such as Philips, KLM and Unilever with their international marketing and communication needs. Recently Tribal DDB Amsterdam won the prestigious Grand Prix at Cannes for their work for Philips, becoming the first digital agency to win in the Film category.

Before joining Tribal DDB, Jacco led the Amsterdam office of the SATAMA group (now sold to Lbi), where he grew the agency from 32 to 70 people, and drastically improved the agency's profitability. SATAMA Amsterdam and its subsidiaries offered award winning design and communication services to brands such as KPN, Audi, ABN AMRO, UPC and ING and Vodafone.

www.tribalddb.nl



Richard van den Boogaard

Seasoned marketer and specialist in the field of content syndication

At Rabobank Nederland he was responsible for project content sharing. This involved syndication of video content from Rabo SportTV on external platforms: among other, the first branded channel in the Netherlands on YouTube. The effect of video search engine optimization are foremost on YouTube

for Rabobank. Type the dutch search term 'paardensport' and see what the effect for RaboSportTV is in terms of search results.

Since February 2009, Richard set up an independent consultancy with a focus on video marketing through branded and partner channels on YouTube. He currently works for Oad Reizen (pilot) and INHolland (partner channel). Services include consultancy, content re-purposing, content syndication, video SEO and video tracking.

www.brandedchannels.com



Joep Dirven

Partner & Consultant, X-markt

Since 2000, Joep Dirven an active partner/consultant in marketing, organizational and communication related requests, at X-markt based in Amsterdam. The majority of his work and assignments come from midsize and multinational companies such as; P&O Ferries, Whitbread plc, Siemens, Molecular Probes, Accor-hotels, van Lanschot bankiers and Deloitte. Joep specialises in premeditated dynamic marketing and hands-on implementation of strategy, often through interim management projects. Prior to X-markt Joep worked as a consultant at IAGroup, Leisure & Arts Consulting and as senior consultant and manager for Center Parcs. He completed Harvard University post-graduate Marketing and TIAS with a Master degree in Marketing and acquired a bachelor's degree in business administration from HHS Maastricht.

Impressions







