

# Digital and mobile marketing: innovation, partnerships and value for money 11<sup>th</sup> November 2014

## **CONDITIONS FOR USE OF TRANSCRIPTS:**

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, apart from where it is indicated that the text was supplied by the speaker, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster eForum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt please contact the forum first.

# Contents

<b><u>About this Publication</u></b>	<b>3</b>
<b><u>Agenda</u></b>	<b>4</b>
<b><u>Session Chair's opening remarks</u></b>	
Lord Razzall, Member, House of Lords Communications Committee ( <i>transcript</i> )	6
<b><u>Key developments and strategic issues for digital and mobile marketing</u></b>	
Nick Stringer, Director of Regulatory Affairs, IAB UK ( <i>transcript</i> )	7
<b><u>Next steps for mobile marketing</u></b>	
Tom Pearman, Director of Brand, Weve ( <i>transcript</i> )	10
<b><u>Content, consumers and growth in digital and mobile marketing</u></b>	
Sonia Sudhakar, Director, Digital & On Demand Marketing, ITV ( <i>transcript</i> )	13
Questions and comments from the floor ( <i>transcript</i> )	17
<b><u>Innovation: technology, techniques and strategy</u></b>	
Caspar Schlickum, Chief Executive Officer, Xaxis EMEA ( <i>transcript</i> )	21
Andrew Bradford, SVP Marketing Effectiveness, Nielsen ( <i>transcript</i> )	22
Zac Pinkham, Managing Director EMEA, Millennial Media ( <i>transcript</i> )	23
Anthony Rose, Co-founder and President, Beamly ( <i>transcript</i> )	25
Questions and comments from the floor ( <i>transcript</i> )	27
<b><u>Session Chair's closing remarks</u></b>	
Lord Razzall, Member, House of Lords Communications Committee ( <i>transcript</i> )	36
<b><u>Session Chair's opening remarks</u></b>	
Professor Rick Chandler, Chair, Communications Management Association ( <i>transcript</i> )	37
<b><u>Regulatory challenges for digital and mobile marketing</u></b>	
Malcolm Phillips, Regulatory Policy Manager, Committee of Advertising Practice ( <i>transcript</i> )	39
Simon Morrissey, Partner, Lewis Silkin ( <i>transcript</i> )	41
Questions and comments from the floor ( <i>transcript</i> )	44
<b><u>Making digital and mobile marketing work for advertisers and consumers</u></b>	
Bob Wootton, Director of Media & Advertising, ISBA ( <i>text to be submitted by speaker</i> )	47
<b><u>Securing value for money and maintaining brand image</u></b>	
Simon Miles, Digital Director, Coca-Cola Enterprises ( <i>transcript</i> )	48
Roger Brown, Chief Executive Officer, Peerius ( <i>transcript</i> )	50
James Bott, Director of Business Development, M&C Saatchi Mobile ( <i>transcript</i> )	53
John Denton, Senior Manager, Digital Strategy, KPMG ( <i>transcript</i> )	55
Questions and comments from the floor with Bob Wootton, Director of Media & Advertising, ISBA ( <i>transcript</i> )	57
<b><u>Session Chair's and Westminster eForum closing remarks</u></b>	
Professor Rick Chandler, Chair, Communications Management Association ( <i>transcript</i> )	62
Peter van Gelder, Director, Westminster eForum ( <i>transcript</i> )	63
<b><u>List of Delegates Registered for Seminar</u></b>	<b>64</b>
<b><u>Contributor Biographies</u></b>	<b>68</b>
<b><u>About the Core Sponsors of the Westminster eForum</u></b>	<b>71</b>

Please be advised that speakers' PowerPoint presentations are included within the transcript itself, just beneath the relevant speaker's text. Please note that not all speakers are able to grant permission for us to include their slides.

## About this Publication

This publication reflects proceedings at the Westminster eForum Keynote Seminar: Digital and mobile marketing: innovation, partnerships and value for money held on 11<sup>th</sup> November 2014. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster eForum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster eForum are acknowledged. We would also appreciate being informed.

### **Westminster eForum**

UK Headquarters  
4 Bracknell Beeches  
Old Bracknell Lane West  
Bracknell  
Berkshire RG12 7BW

T: 01344 864796

F: 01344 420121

[publications@westminsterforumprojects.co.uk](mailto:publications@westminsterforumprojects.co.uk)

### **Directors**

Peter van Gelder

Chris Whitehouse