

**CREATIVES. LOVE.  
PRINT.**

**Ogilvy**

WE INSPIRE  
BRANDS, PEOPLE  
& BUSINESSES  
TO IMPACT THE WORLD  
THROUGH **BORDERLESS**  
**CREATIVITY**



# ADVERTISING

growing brand impact

# EXPERIENCE

growing relationships

# PUBLIC RELATIONS

growing influence

# CONSULTING

growing new markets

# HEALTH

growing the world's wellness

# PUTTING ON A NEW HAT EVERY DAY: THE LIFE OF A MODERN MARKETER

**TUESDAY, JUNE 18**  
**11:00-11:40 AM**

Ogilvy Terrace (63 Bd de la Croisette)



**Conny Kalcher**  
Chief Customer Officer,  
Zurich Insurance



**Shelley Macintyre**  
SVP Marketing & Audiences,  
BBC Studios



**Gini Mines**  
Brand Experience Lead,  
Pillsbury



**Matt Buchanan**  
Global & EMEA President,  
Integrated Communications,  
Ogilvy



**Fiona Gordon**  
CEO, Ogilvy UK

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#Ogilvy**CANNES**



**THE MODERN MARKETER IS  
REQUIRED TO WEAR MULTIPLE  
HATS IN ORDER TO STAY ON  
TOP OF A RAPIDLY DEVELOPING  
LANDSCAPE AND CAPTURE  
OPPORTUNITIES AT PACE.**

**Fiona Gordon**

Global CEO, Ogilvy Advertising

# MEET MARINA PRIETO

**Agency:** DAVID Madrid

**Creatives:** Saul Rocha, Jose Sancho, Giulia Ferrarezi, Francisco Prieto,  
Jaime Ludena, Clara Garcia

**Production:** Alejandro Falduti, Santiago Lardin

**Awards:** Cannes, Effies

JCDecaux

**DAVID**









**FREED FROM THE  
BURDEN OF  
INFORMATION, IN THE  
21ST CENTURY PRINT  
WILL BE THE GREAT  
SEDUCER.**

**Tim Milne**

Artomatic



**MESSAGES THAT ARE  
COSTLY TO CONVEY, WE  
PERCEIVE IN A  
DIFFERENT WAY.**

**Rory Sutherland**

Vice Chairman, Ogilvy UK



# POP UP BOOK

**Agency:** Ogilvy UK

**Creatives:** Natasha Freedman and Steve Williams

**Production:** Janet Berry, Justin Cairns, Jodi Woodhouse-Ward

**Account Manager/Strategy:** Holly Howard, Dorothy Tang

**Illustrator:** James Taylor

**Printer:** Screaming Colour



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DON'T TELL ME  
YOU KNOW ME,  
SHOW ME YOU  
KNOW ME.

# ADDRESSING THE PROBLEM

**Agency:** Ogilvy UK

**Creatives:** Emma de la Fosse & Charlie Wilson

**Production:** Janet Berry, Justin Cairns

**Illustrator:** David Doran

**Printer:** Paragon

**Awards:** D&AD , Cannes, DMAs, Clios, LIAs

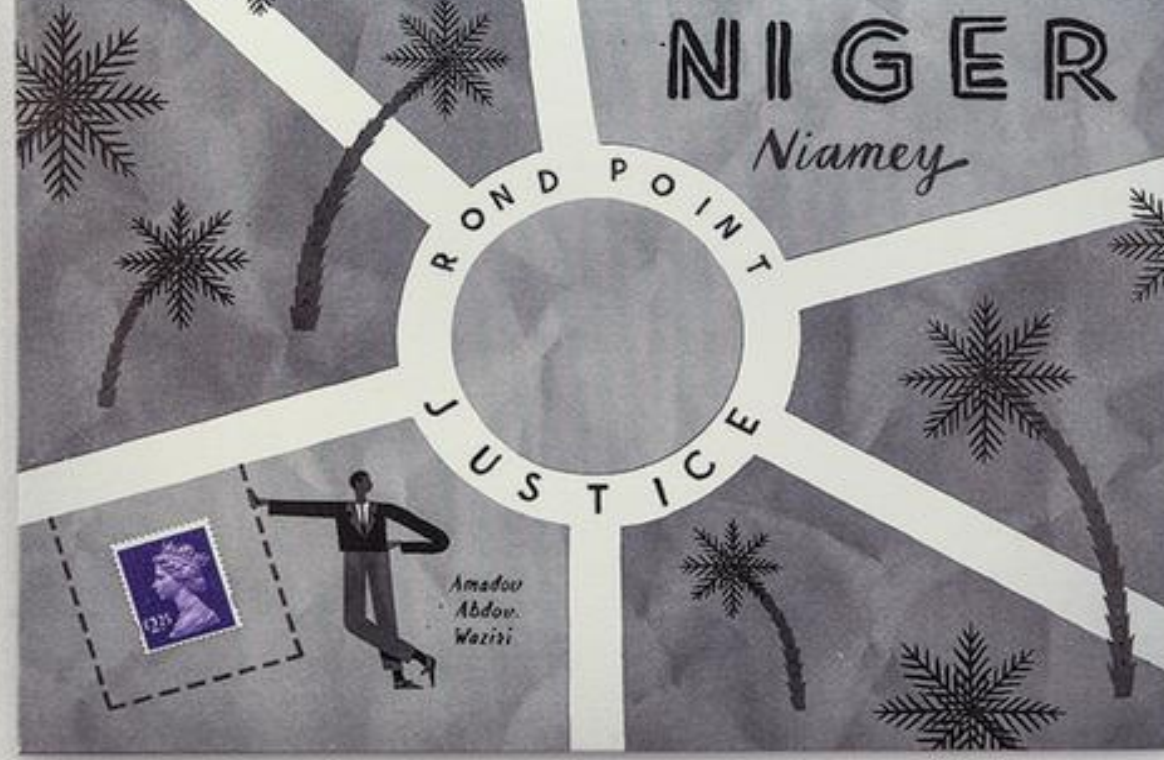


WHAT3WORDS

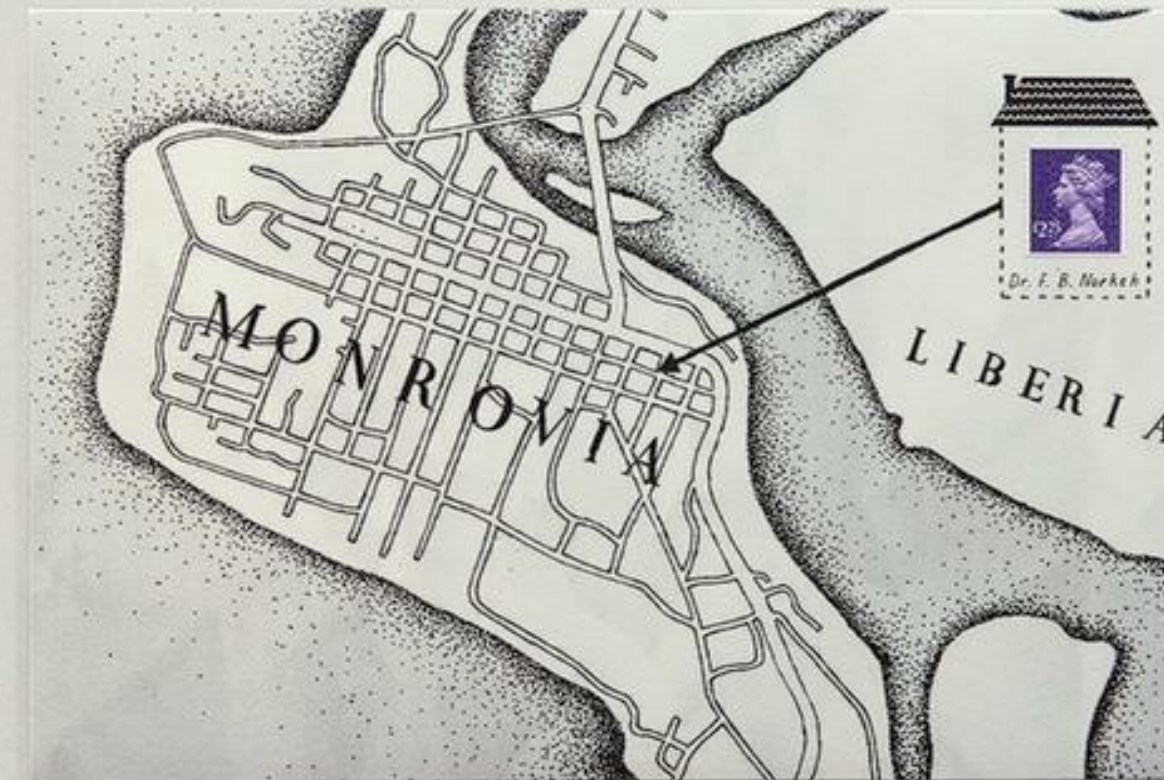
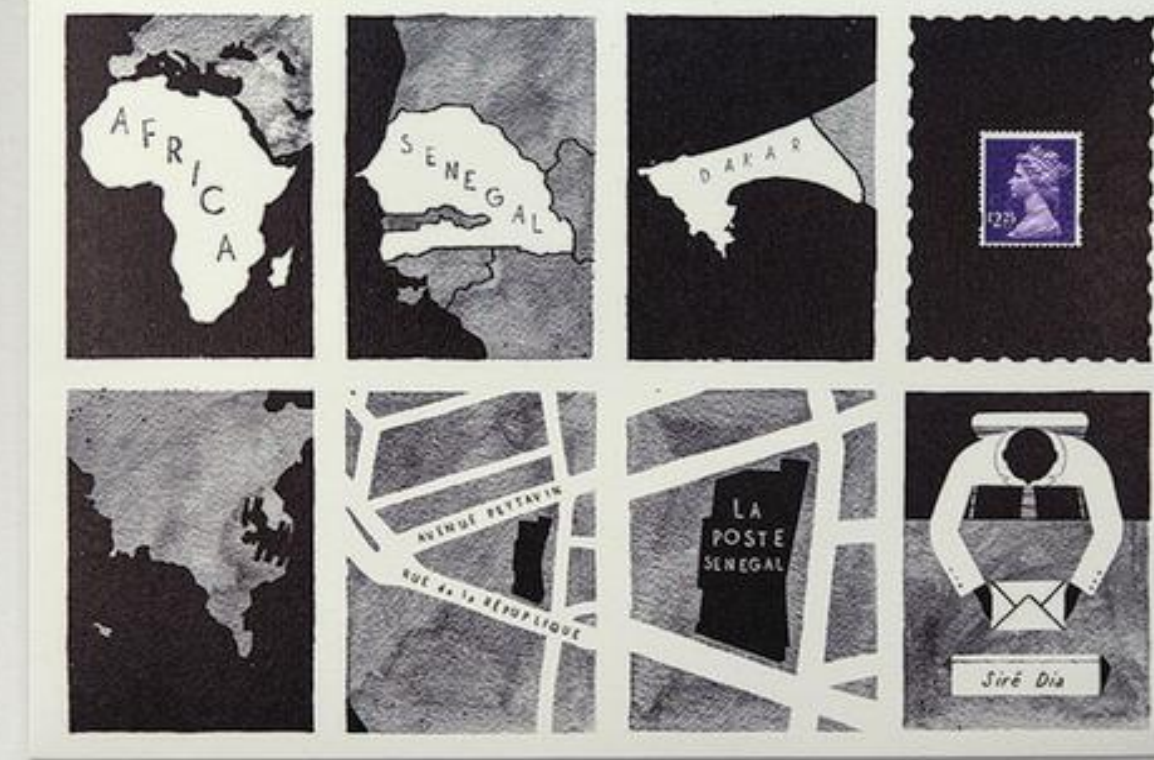
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**DM**  
Data &  
Marketing  
Association **A**



This letter is for Ahmed Mariama who works in Port Moroni on Comoros. From Moroni Airport, head East until you hit the Boulevard Karthala. Follow this North, past the Ancien Marché. Take the next road on the right, opposite the big white bank with the palm trees outside. Down this road, on the right is the Société Nationales des Postes. Inside is Ahmed Mariama (If you get to Marché Dubai, you've gone too far!)



# ADDRESSING THE PROBLEM

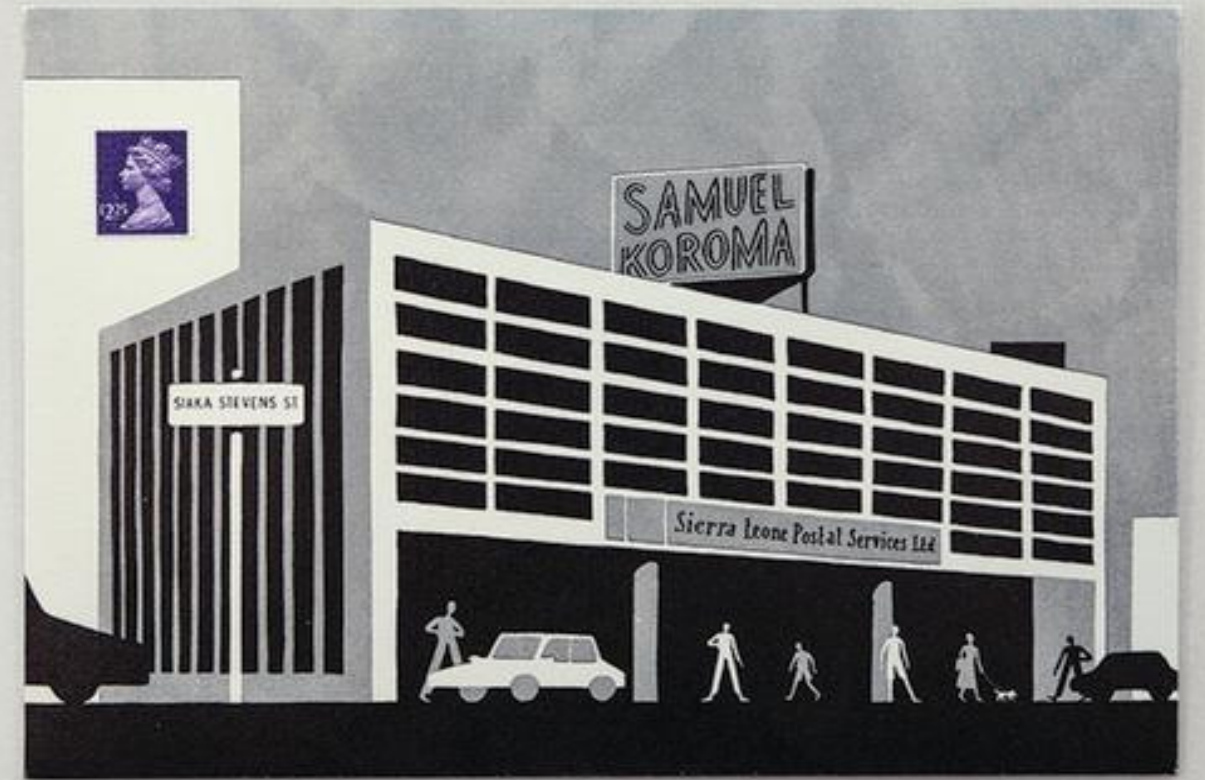


These are stamped envelopes with no address that were successfully sent through the mail to Postmasters in Africa.

Some African nations do not have reliable systems of addressing so people use maps, descriptions and even phone numbers to get a letter to its destination.

**What3words** has a high tech solution for them but needed to explain it in a low tech letter. We created a campaign using maps and directions on envelopes to send the letters to the Postmasters. It successfully brought to life the problem and started conversations with 8 African national postal systems.

Please see physical samples.



# DULUX HERITAGE EDITIONS

**Agency:** Ogilvy UK

**Creatives:** Tom Elliott-Mell, Jack Patrick, Christopher Wall,  
Amy Gordon, Jules Chalkley

**Production:** Jodi Woodhouse-Ward, Sue Streatfield,  
Heather Hart, Justin Cairns

**Account Manager/Strategy:** Laura Le Roy, Vicky Humphries, Ryan  
Thomson

**Photography:** Jonathan Knowles

**Printer:** Paragon



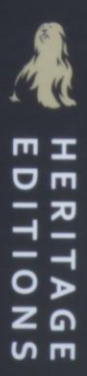
HERITAGE

DURABLE LUXURY SINCE 1931

Ogilvy

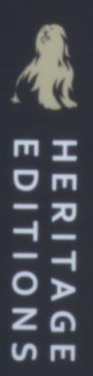
DRACULA

Bram Stoker



DR. JEKYLL AND MR. HYDE

Robert Louis Stevenson



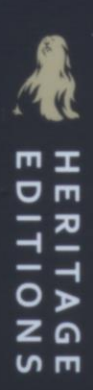
MRS DALLOWAY

Virginia Woolf



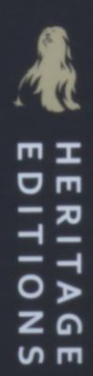
WUTHERING HEIGHTS

Emily Brontë



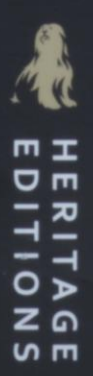
LITTLE WOMEN

Louisa May Alcott



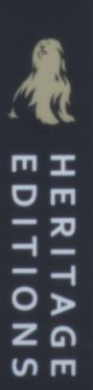
SENSE AND SENSIBILITY

Jane Austen



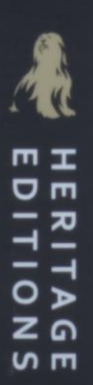
FRANKENSTEIN

Mary Shelley



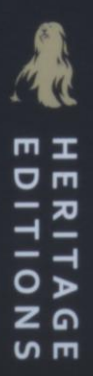
12 YEARS A SLAVE

Solomon Northup



MOBY-DICK

Herman Melville



NINETEEN EIGHTY-FOUR

George Orwell



WAR OF THE WORLDS

H.G. Wells



THE HOUND OF THE BASKERVILLES

Arthur Conan Doyle





# SMART JAR

**Agency:** Ogilvy UK

**Creatives:** Sophie Becker, Joe Ribton, Regan Warne, Dan Fisher

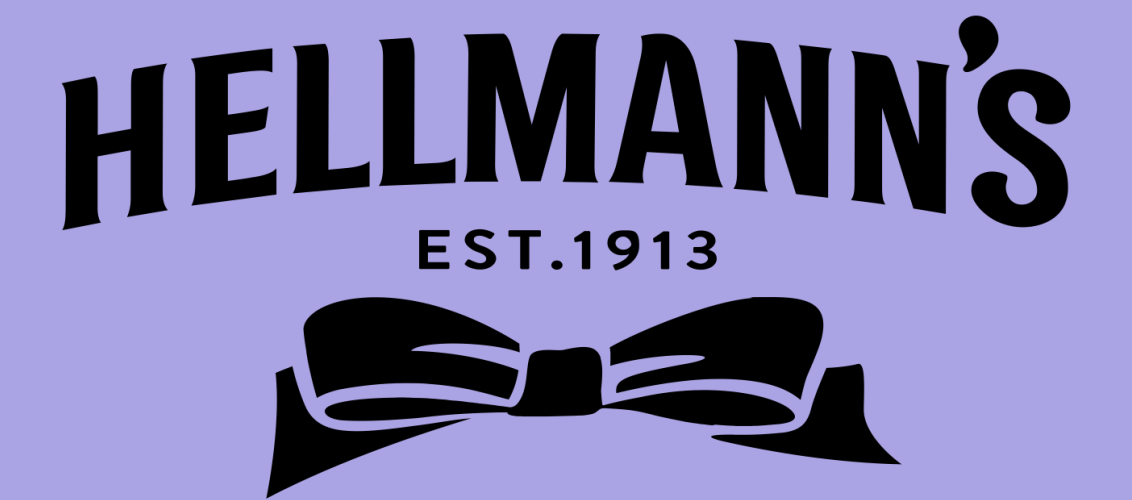
**Production:** Chloe Jahahanshi, Heather Hart, Justin Cairns

**Account Manager/Strategy:** Kyoko Taylor

**Illustrator:** Ellen Porteus

**Ink:** Hallcrest

**Printers:** Celloglas, Rapidity



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*“You need this technology”*

*“Innovative”*

*“High tech”*

# GARDOMS

**Agency:** Ogilvy UK

**Creatives:** Nicola Wood & Andy Forrest, Luke Ridgway, Jules Chalkley

**Production:** Ross Walker, Jodi Woodhouse-Ward, Sue Streatfield, Heather Hart, Justin Cairns

**Account Manager/Strategy:** Katharine Easteal

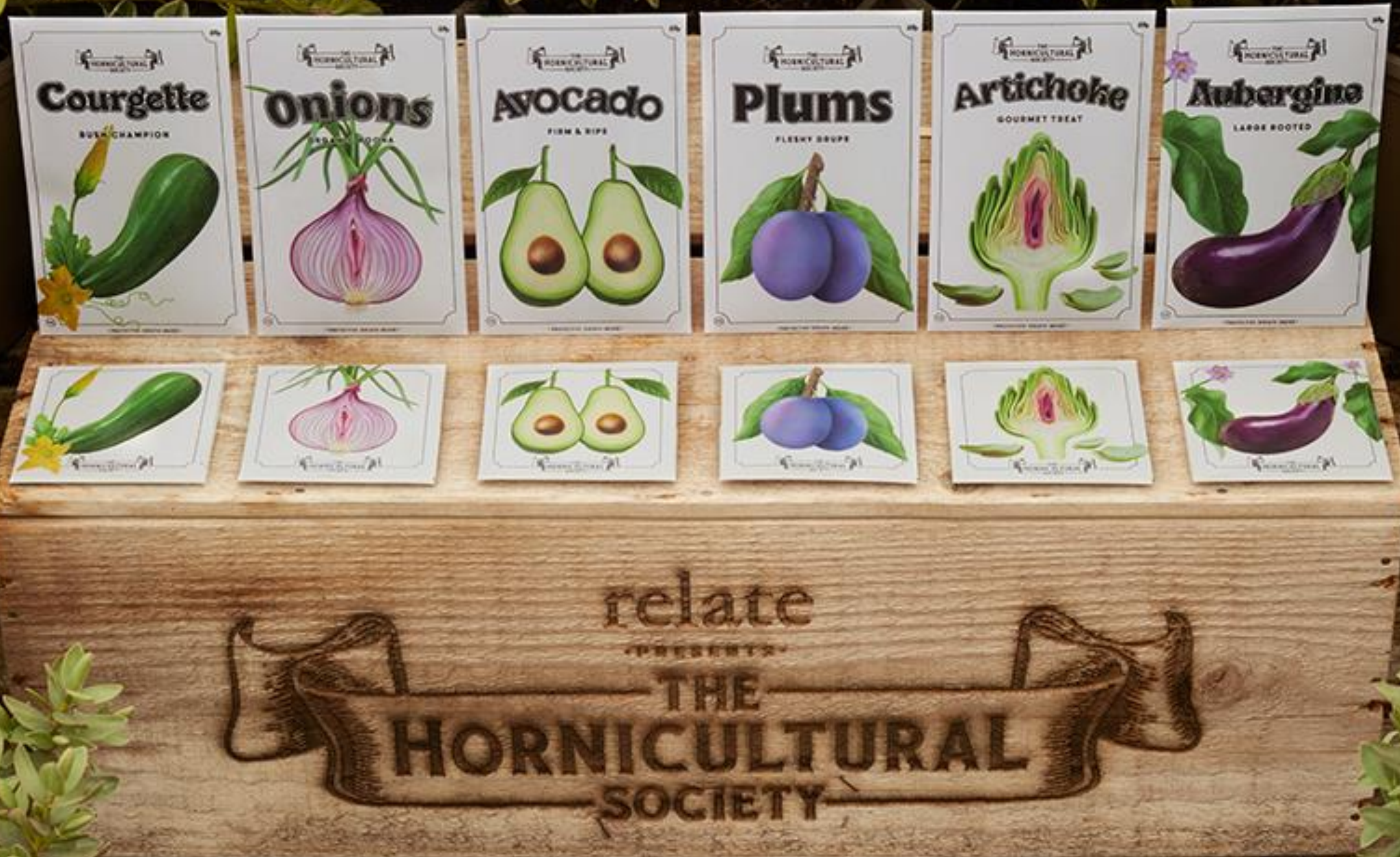
**Illustrator:** Marta Zafra

**Printer:** Service Graphics (Farringdon)

**Awards:** D&AD, Cannes, LIAS, Clios, The One Show, DMAs

# Relate Ogilvy









# Were the carbon emissions of this piece of work measured?

For additional context, what consideration was given to the sustainable development, production and running of the work?

*Write your answer here....*



**CREATIVITY**

**CREATIVITY X**

**PRINT**

**CREATIVITY X**

**PRINT X**

**GREAT PRODUCTION**

**PRINT CAN STILL  
BE THE HERO**





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