

# IPA Effectiveness Conference

## 8.30 Breakfast and networking

### 9.00 Welcome

Karen Martin, *Effectiveness Leadership Group Chair and CEO, BBH*

### 9.10 The neuroscience of laughter

Hear from a scientist on the role laughter plays in communication – and why most of what we think we know about the emotion is wrong.

Professor Sophie Scott CBE, *Director of the Institute for Cognitive Neuroscience, UCL*

### 9.35 What do we know about creators and effectiveness?

Creator-led marketing is clearly here to stay – some might say it's the future of advertising. But what does 'doing it well' look like to different brands?

Becky Owen, *CMO, Billion Dollar Boy (moderator)*  
Imogen Coles, *UK Head of Influence, Managing Partner, Ogilvy*  
James Mishreki, *Founder, Skin+Me*

### 10.05 The magic of compound creativity – stronger brands and greater profits

Does the effectiveness of a brand increase where there's a clear creative hook across campaigns? System1 have analysed hundreds of ads to find out.

Andrew Tindall, *SVP Global Partnerships, System1*

### 10.25 Creative consistency: a point of view

Our expert panel discuss, dissect and challenge the findings from the System1 Creative Consistency report.

Karen Martin, *CEO, BBH (moderator)*  
Osagie Samuel, *Creative, T&Pm*  
Andrew Tindall, *SVP Global Partnerships, System1*

## 10.45am Coffee break

### 11.15 General learnings from the General Election

Hear from the brains behind the winning 2024 UK General Election – and learn some lessons in effectiveness along the way.

Imogen Fox (*Moderator*), *Chief Advertising Officer, The Guardian*  
Chris Cookson, *Founder and CEO, Uncovered Group*  
Rachel Hamburger, *Strategy Director, Lucky Generals*

### 11.35 Seize what's starting: the role of experiments

The world of effectiveness measurement is vast, with a plethora of techniques available. In this session we'll hear new research on which measurement techniques suit which marketing decision, and how experiments fit into the puzzle.

Jo Arden, *CSO, Ogilvy (moderator)*  
Simeon Duckworth, *Melt Collective*  
Becky France, *Media Planning Executive Business Director, OM*  
James Morrison, *Head of Brand Partnerships, Laithwaites*  
Jennifer Shaw-Sweet, *EMEA Lead B2B Institute, LinkedIn*

### 12.10 Demand switching: profitable pursuits that make the world a better place

Learn from the people who are showing that sustainability, effectiveness and commercial growth don't just work together, but are the future of advertising – no matter what sector you work in.

Jo McClintock, *VP Brand & Marketing, Trainline*  
Leo Rayman, *Founder and CEO, Eden Lab*

## 12:10 Pre-registered interactive breakouts

### 1. The effectiveness case for diversity

There are lots of claims made about the importance of diversity when producing effective advertising – but how many of these are true? Our speakers come with a series of provocations to interrogate what we think we know.

Kathryn Ellis, *Strategy and DEI Consultant and PHD Candidate*  
Preeti Nimoh, *Project Lead, IPA Databank, IPA*

### 2. Battle of the 'shares': Part II

Two years ago, our speakers debated the contributions of share of voice, share of attention and share of search to effectiveness decision making. Have things changed? And how does share of model fit into the mix? Join our experts to discuss and debate.

James Hankins, *Global VP Marketing Strategy, Sage*  
Tracy Jeffrey, *Group Strategy Director, Zenith*  
Bhavin Pabari, *Strategy Director, Mother*  
Tom Roach, *VP Brand Strategy, Jellyfish*

### 3. Who owns effectiveness culture, the agency or the client?

Nick Milne, *Founder, Go Ignite (moderator)*  
Andrew Geoghegan  
Ringo Moss, *McCann Central*

## 13.10 Lunch

### 14.10 Future value of present spend

Liz Kistruck, *Chief Financial Officer, Motorway*  
Dr Grace Kite, *Economist and Founder, Magic Numbers*

### 14.35 Present value of future spend

We're entering a value era in marketing, with brands becoming more valuable to consumers. ITV unpick this trend, and convey their learnings of how marketing drives margin.

Sameer Modha, *Data & Effectiveness Lead, Commercial Strategy Team, ITV*  
Kate Waters, *Director of Client Strategy and Commercial Marketing, ITV*

### 14.55 The next quarter vs the next generation

How two very different advertisers go short, go long...and in between.

Laurence Green, *Director of Effectiveness, IPA (moderator)*  
Emma Paxton, *Marketing Manager – Christmas, Cadbury Heroes, AYR Gifting & Halloween, Mondelez International*  
Caspar Yuill, *Senior Strategist, AFFINITY*

## 14.55 Pre-registered interactive breakouts

### 1. Marketing is an investment. Or is it?

In 2023, the IPA released a report presenting evidence that investing in brand-building marketing is an investment in a brand's future. But how do marketers feel about this? Does it resonate with you? Hear what two influential marketers think, and share your own experiences in this interactive session.

Anouschka Elliott, *Managing Director, Global Head of Marketing, Asset Management, Goldman Sachs*  
Richard Warren, *Director Brand, Marketing and Corporate Affairs, Nationwide*

### 2. How long do advertising effects last anyway?

Contributors from Thinkbox's Profit Ability 2 study discuss the highlights of the research and discuss its implications.

Jane Christian, *Managing Director, Analytics & Insight, EssenceMediacom*  
Anthony Jones, *Head of Research, Thinkbox (moderator)*  
Nic Pietersma, *Group Director, Ebiquity*

### 3. AI: efficiency vs effectiveness

Marcos Angelides, *Co-Managing Director, Spark Foundry*

## 15.55 Coffee break

### 16.25 Guinness 0.0 vs Lucky Saint: head-to-head

Join two very different brands on the same mission: to increase the alcohol-free arena.

Pete Brown, *Author, broadcaster, consultant, beer lover*  
Kerttu Inkeroinen, *Marketing and e-commerce Director*  
Hannah Thomas, *Senior Consumer Planning Manager – Guinness, Diageo*

### 16.55 Effectiveness Awards Grand Prix: the first interview

Be the first to hear the trials, tribulations and triumphs that helped the Grand Prix winning case secure the top prize, with introduction from Josh Krichefski, *CEO EMEA and UK, GroupM and IPA President*.

Catherine Kehoe, *Chief Marketing and Corporate Affairs Officer, Nationwide (moderator)*  
Jo Eastwood, *Director of Customer Development, McCain*  
Roisin Mulrone, *Planning Director, adam&eveDDB*  
Catherine Willoughby, *Planning Director, adam&eveDDB*

### 17.25 Closing remarks

Karen Martin, *CEO, BBH*

## 17.30 Drinks and networking

### 19.00 Close