

Seize what's starting: the role of experiments

Jo Arden

CSO, Ogilvy (moderator)

Simeon Duckworth

Founder, Melt Collective

Becky France

Media Planning Executive Business Director,
OMD

James Morrison

Head of Brand Partnerships,
Laithwaites

Jenny Shaw-Sweet

EMEA Lead B2B Institute,
LinkedIn

MAKING EFFECTIVENESS WORK - KEY POINTS

1 Commit to a
learning agenda

MAKING EFFECTIVENESS WORK - KEY POINTS

1 Commit to a learning agenda

2 Implement a disciplined approach to measurement

M - Model
E - Experiment
S - Simulate
I - Implement

MAKING EFFECTIVENESS WORK - KEY POINTS

1 Commit to a learning agenda

2 Implement a disciplined approach to measurement

3 Be flexible in model building

4 Run experiments; they are the hallmark of an effectiveness culture

5 Incorporate estimates of long-term value



**WE STOP
AT NOTHING
TO BRING YOU
GREAT WINE**

LAITHWAITES

