



G E T T O G E T H E R

UMA GET TOGETHER

The path to strong communication





The learnings on creative effectiveness

Orlando Wood Chief Innovation Officer – System1 Group



Why Drama Beats Dull





All for the price of a fancier priced car.

\$3240 is the latest average price paid for a new car these days. (So says the Automobile Manufacturers Association.)

\$3240 will also buy you a new range, a new refrigerator, a new washer, a new dryer, two new television sets, a record player and a \$1639* Volkswagen.

Of course our "life package" doesn't include all the tricky little items you find on those fancier-priced cars, like an electric trunk opener. An electric ashtray cleaner. Or headlights that disappear when the sun comes out.

But it does include good food, clean clothes, nice music and a chance to watch reruns in color.

A lot of people frown on a Volkswagen because they feel it doesn't offer enough in the way of fancy gadgetry.

Look again. How fancy can you get!

It makes your house look bigger.



It makes your house look bigger.

Cars are getting to be bigger, so houses are getting to look smaller.

But one little Volkswagen can put every thing back in its proper perspective.

A VW parked in front does big things for your house. And your garage. To say something of small parking spots and narrow roads.

On the other hand, a VW does make

some things smaller.

Gas bills, for instance. (At about 29 mpg,

they'll probably be half what you pay now.)

When a VW car is not in front of you, it's

not by the door. They go about 40,000

miles. And with oil-cooled engines, you'll

certainly never need anti-freeze.

Seeing your house might be smaller in

a Volkswagen is the same.

But there's so much legroom in front of a

VW as there is in the biggest cars.

When you think about it, you really have

only two choices.

You can buy a bigger house

for who knows how much.

Or a Volkswagen for \$1295.*





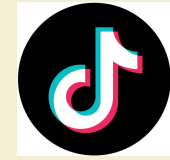
**It makes your house
look bigger.**



It makes your house look bigger.

Cars are getting to be bigger, so houses are getting to look smaller. But one little Volkswagen car put everything back in its proper perspective. A VW parked in front does big things for your house. And your garage. To say nothing of small parking spots and narrow roads. Or, the other way, a VW does make some things smaller. Gas bills, for instance. (At about 29 mpg, they'll probably be half what you pay now.) When a VW uses oil it uses it by the quart, not by the gallon. They go about 40,000 miles. And with an air-cooled engine, you'll certainly never need anti-freeze. One thing you'd think might be smaller is your Volkswagen in the weeds. But there's so much legroom in front of a VW as there is in the biggest cars. When you think about it, you really have only two choices. You can buy a bigger house for what you know how much. Or a Volkswagen for 11,985*



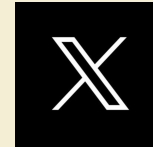
amazon

hulu

Paramount+

HBOmax

itvX

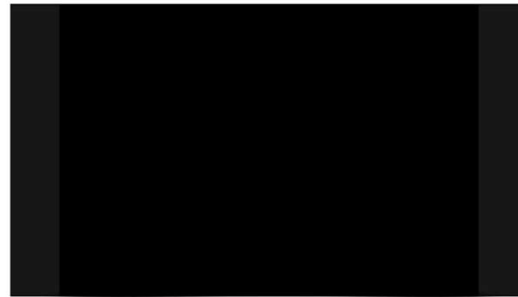


A golden age of advertising technology, has not been a golden age for advertising effectiveness...

Salesmanship

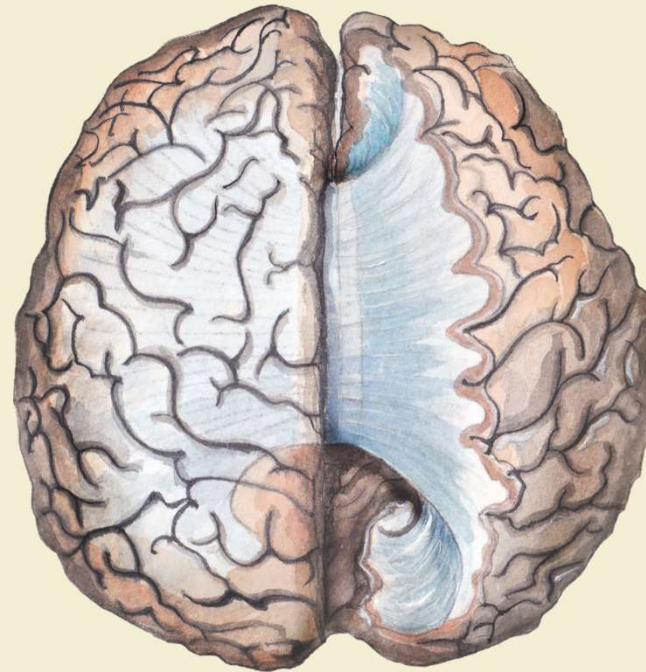


Showmanship





Narrow
Goal-orientated
Abstraction (parts)
Categorises
Explicit
Cause and effect
Repeatability
Literal, factual
Self-absorbed and dogmatic
Language, signs and symbols
Rhythm



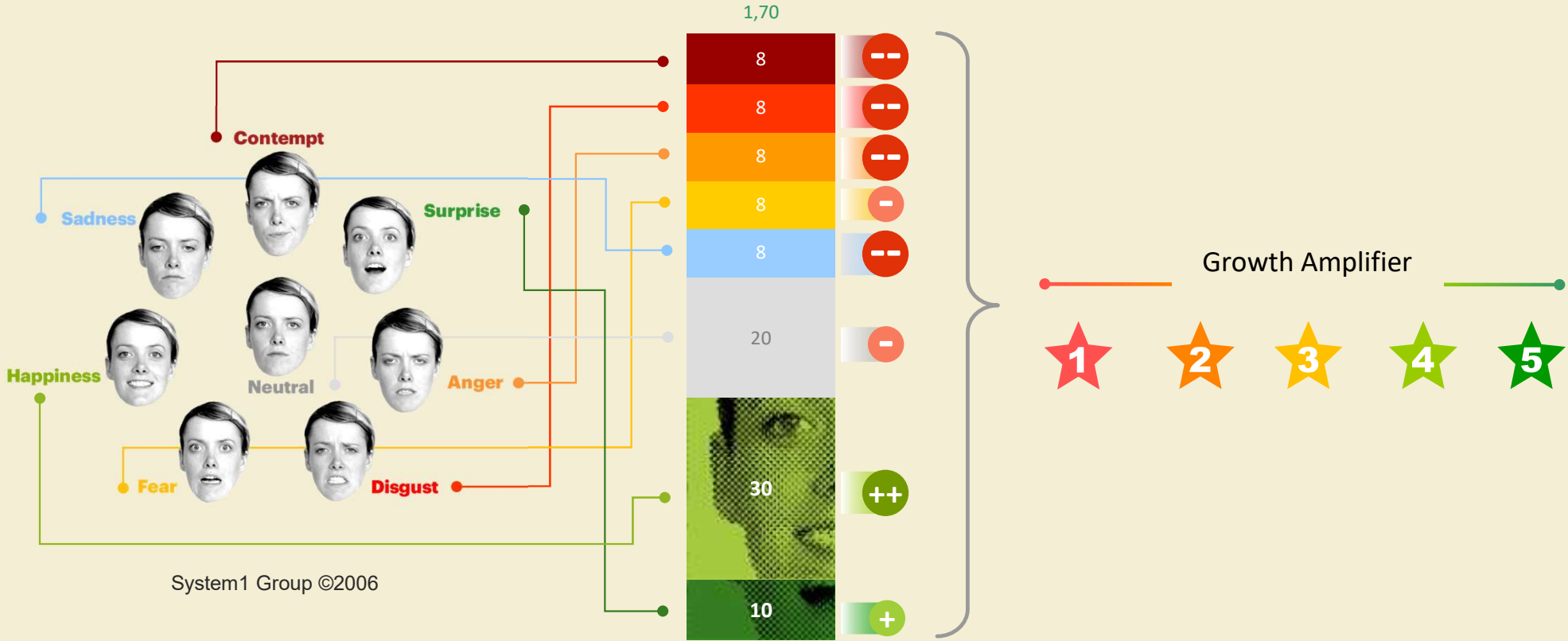
Broad
Vigilant
Context (whole)
Empathises
Implicit
Connections and relationships
Novelty
Metaphorical
Self-aware and questioning
Time, space and depth
Music

Left

Right



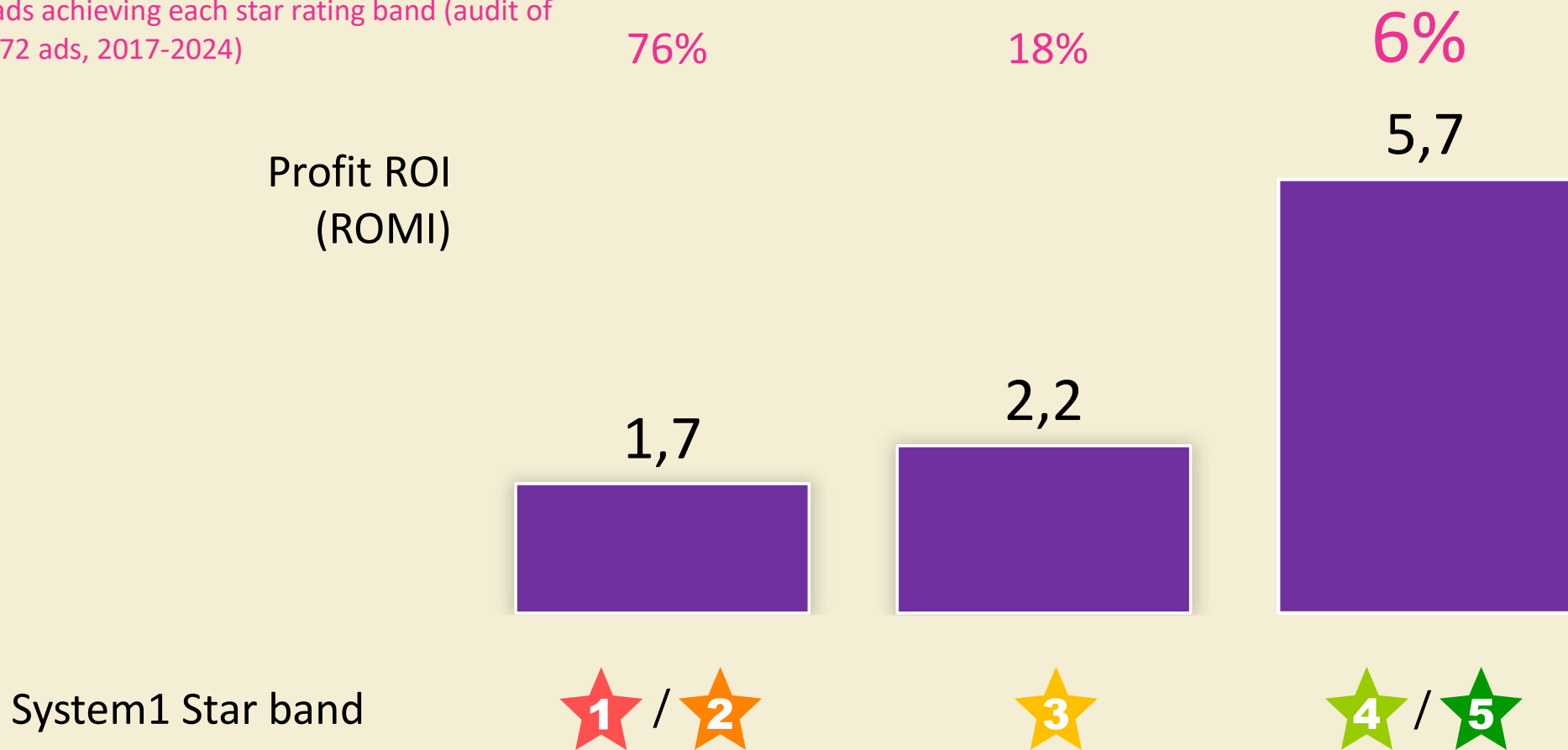
Emotion for growth.



System1 Group ©2006

We are churning out dull

% of ads achieving each star rating band (audit of 106,072 ads, 2017-2024)



System1 Star band

ROMI Analysis Source: *How Creativity Boosts ROI* WARC/System1, 2024. Analysis of 162 ads, WARC ROMI data / System1 Star Ratings
Profit ROI is calculated as: net profit (incremental sales minus incremental costs and campaign investment) / campaign investment. It is normally expressed as a percentage or a ratio – for example, 200% or 2:1.

A New Creative Revolution.

Three principles for showmanship







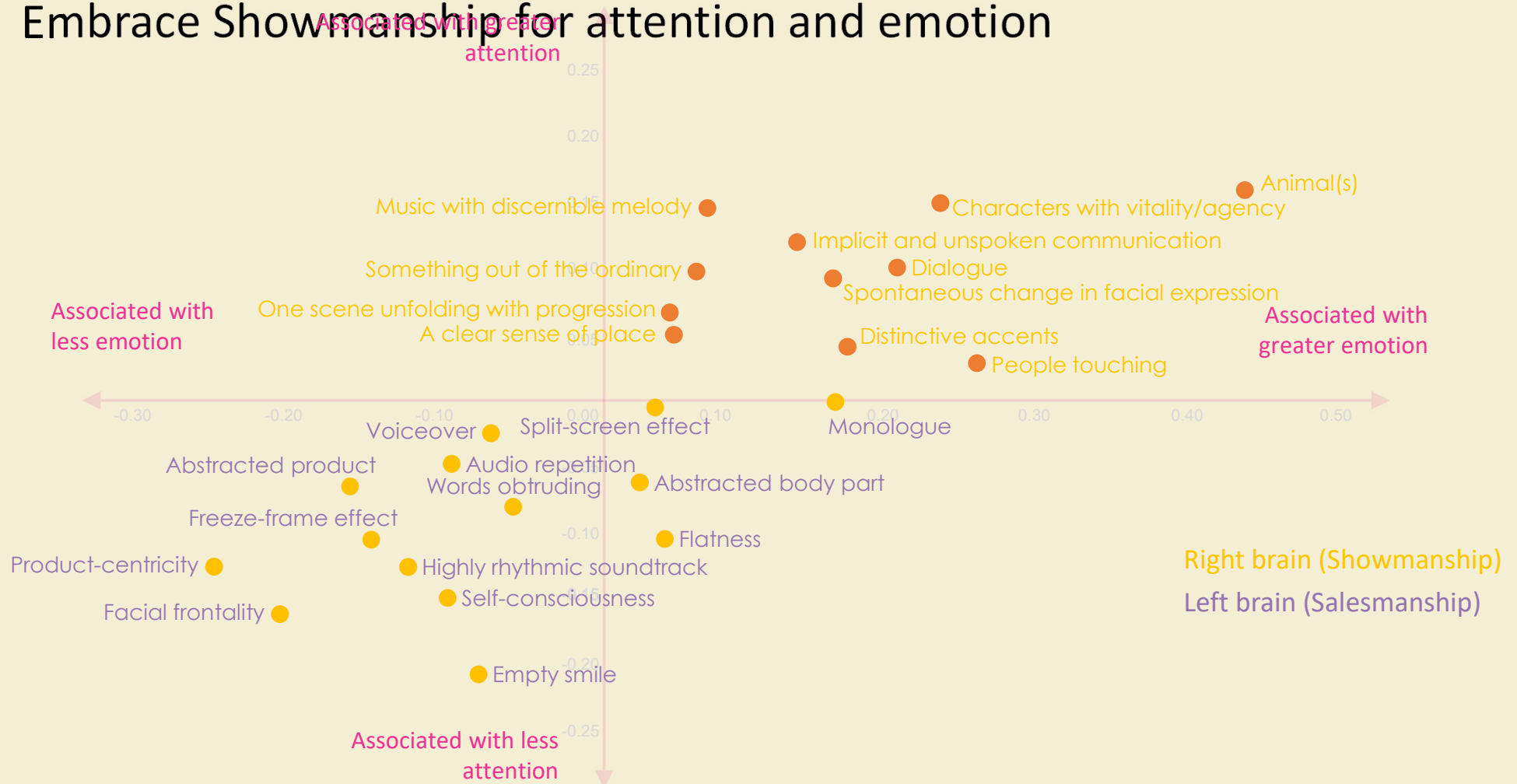


Moto e Azione

The stirring of the passions
betrayed visibly to the outside
world

Bodily actions, poses or expressions
marking crucial moments of the
story

Embrace Showmanship for attention and emotion



The fluent device

1. Repeatedly used brand character(s)...
2. Repeatedly used scenario, the idea/slogan for which...

... finds the drama in the product



INDUCTION SESSION

9.30 - 10.30



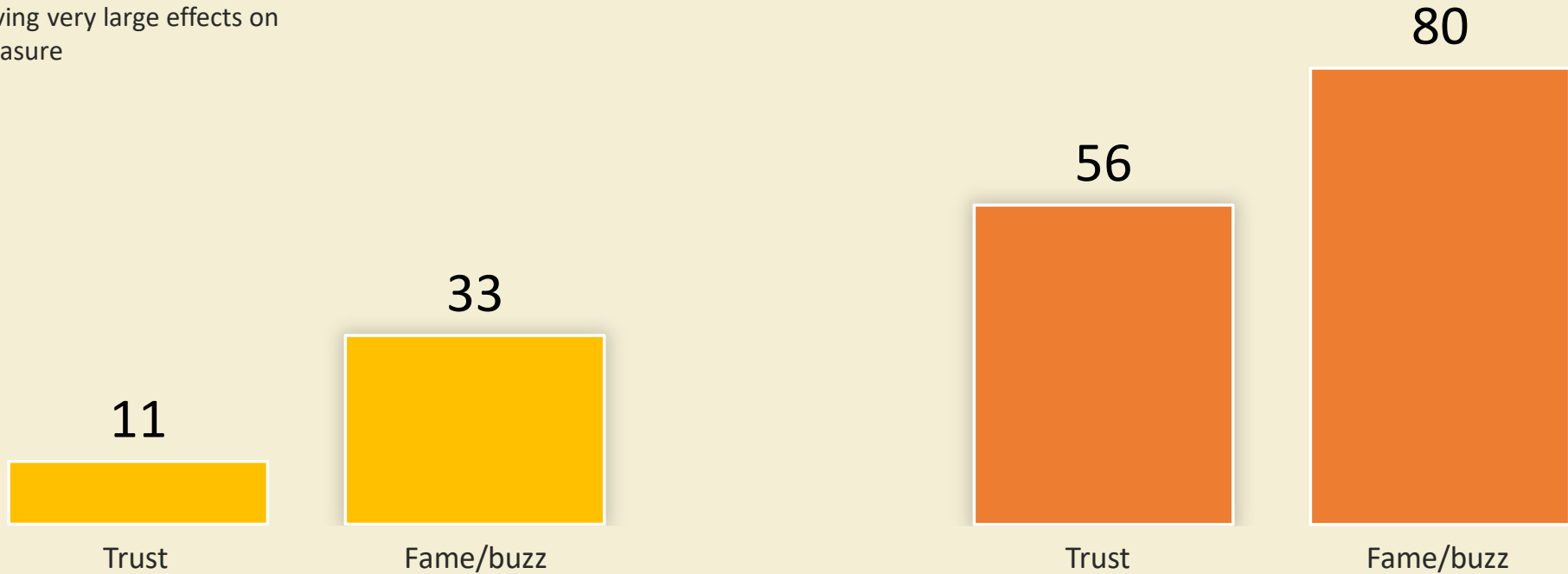


Three principles for showmanship

1. Moto e Azione
2. The Fluent Device
3. Humour

Embrace Showmanship for trust and mental availability

% Achieving very large effects on each measure



Left-brain skewed (top 20%)

Salesmanship

Right-brain skewed (top 20%)

Showmanship

Embrace Showmanship for broad and lasting effects

Direct Effects

Growth

22

11

Top 20%
left-brain

Top 20% right-
brain

% Achieving direct effects

Salesmanship

Showmanship

1,2

2,0

Top 20%
left-brain

Top 20% right-
brain

Average no. of very large business effects achieved

Salesmanship

Showmanship

For growth and profit, your show needs to be more interesting,
 more arresting, more entertaining than the content that surrounds you



© VOLKSWAGEN OF AMERICA, INC.

**They said it couldn't be done.
It couldn't.**

We tried. Lord knows we tried. But no amount of pivoting or faking could squeeze the Philadelphia 76ers' Wilt Chamberlain into the front seat of a Volkswagen.

So if you're 7'1" tall like Wilt, our car is not for you. But maybe you're a mere 6'7". In that case, you'd be small enough to appreciate what a big thing we've made of the Volkswagen.

There's more headroom than you'd expect. (Over 37 1/2" from seat to roof.)

And there's more legroom in front than you'd get in a limousine. Because the en-

gine's tucked over the rear wheels where it's out of the way (and where it can give the most traction).

You can put 2 medium-sized suitcases up front (where the engine isn't), and 3 fair-sized kids in the back seat. And you can sleep an enormous infant in back of the back seat.

Actually, there's only one part of a VW that you can't put much into. The gas tank.

But you can get about 29 miles per gallon out of it.





It also sticks handles to teapots.

ARALDITE
WET SET
EPOXY

The tension mounts.

ARALDITE
WET SET
EPOXY

How did we pull it off?

ARALDITE
WET SET
EPOXY





a.p.e.

In association with...

System1 IPA







Ape or Die.

www.advertisingprinciplesexplained.com

In association with: **System1**





Transforming Media

Tom Denford Co-founder & CEO – ID Comms



Transforming Media

**How Sustainability Concerns are Driving
Positive Change in Global Advertising**

Tom Denford, CEO, ID Comms
UMA Get Together, 27 August 2024



*Can **AI Capone** get us from a lose-lose
to a win-win in digital advertising?*



SUSTAINABILITY



SUSTAINABILITY



**MARKETER
RESPONSIBILITY**

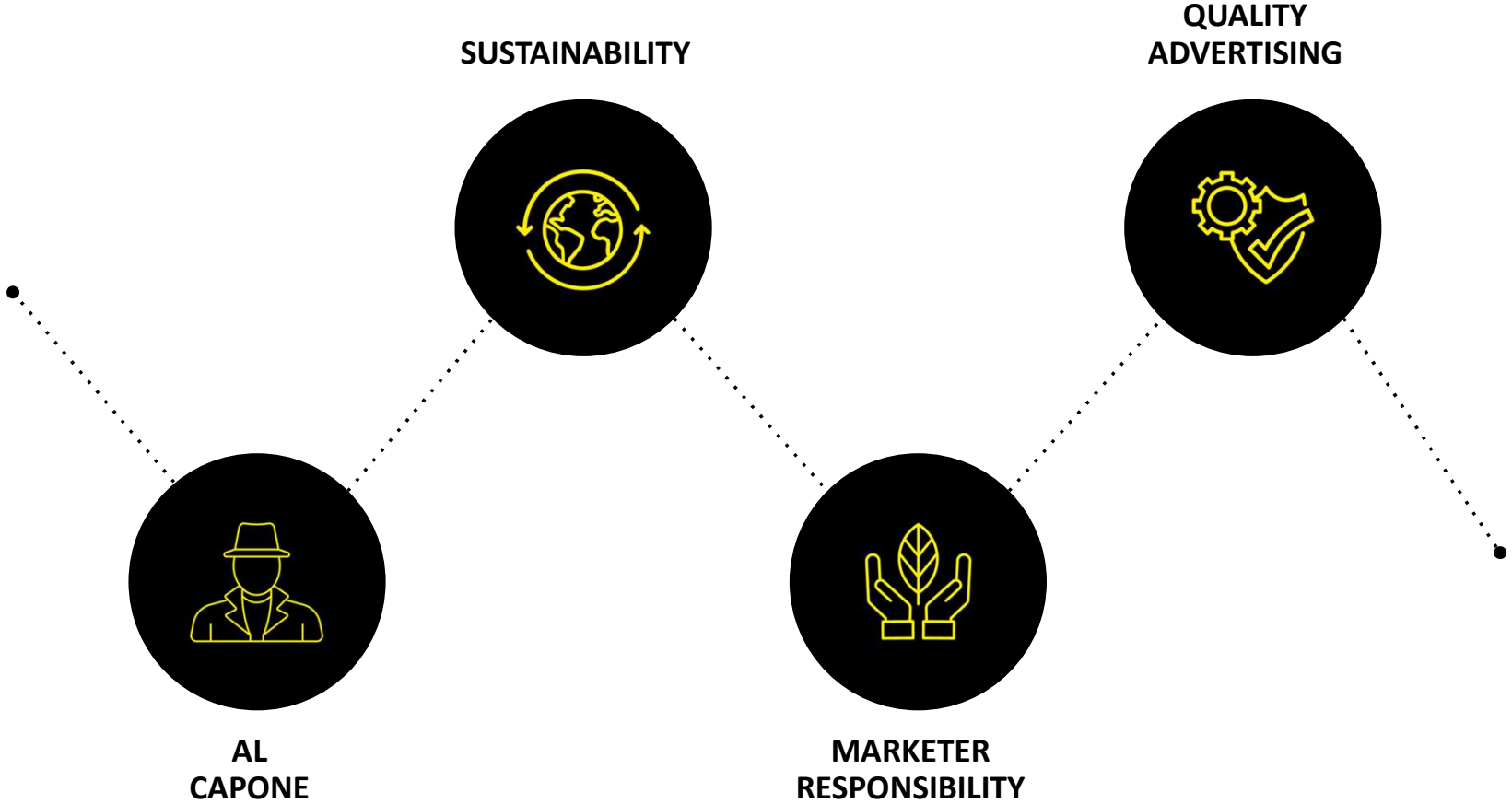
SUSTAINABILITY



**QUALITY
ADVERTISING**



**MARKETER
RESPONSIBILITY**

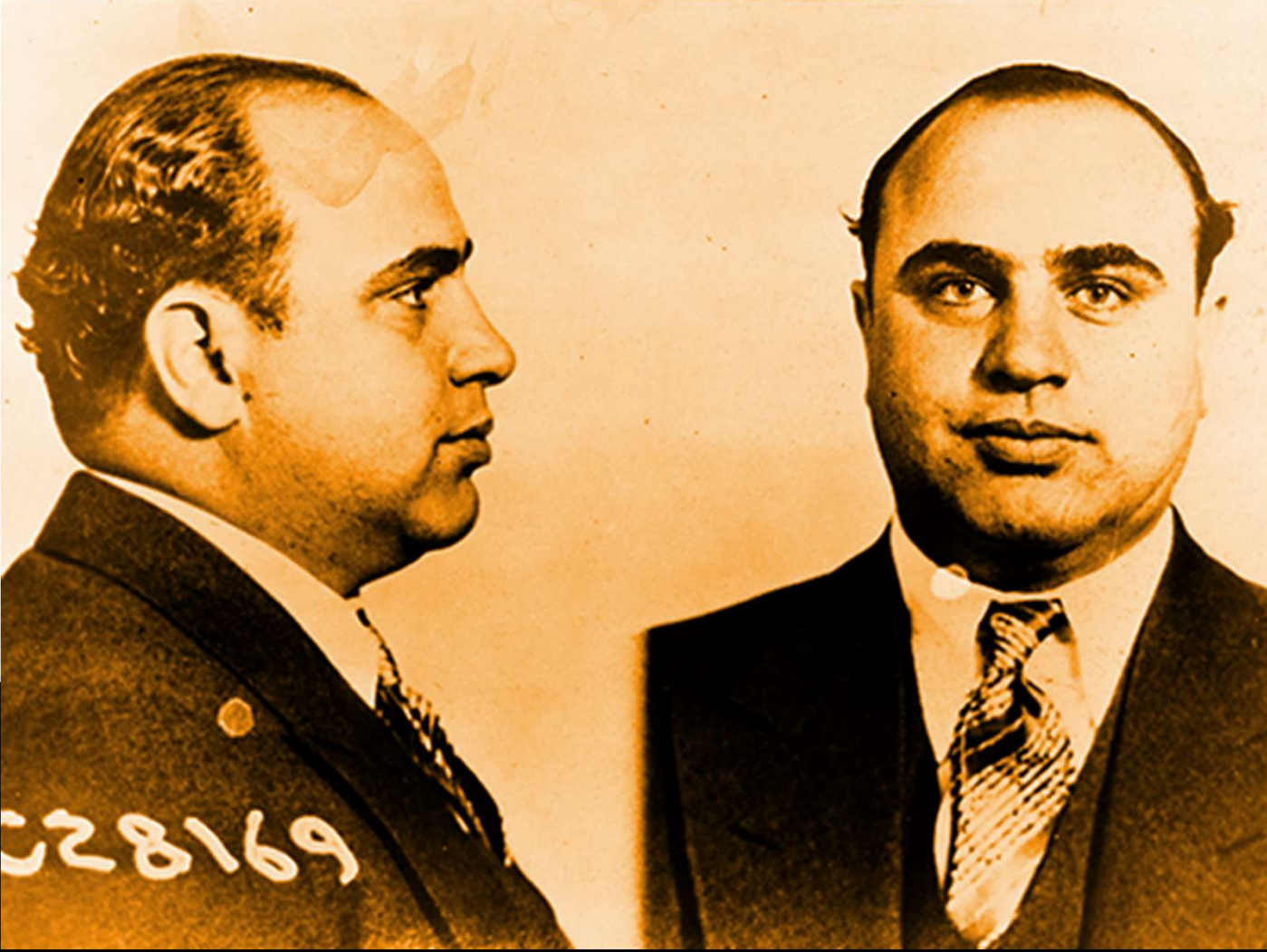


SUSTAINABILITY

**QUALITY
ADVERTISING**

**AL
CAPONE**

**MARKETER
RESPONSIBILITY**



Al Capone Guilty of Tax Evasion Owed Over \$215,000 in Back Taxes Sentenced to 11 Years in Prison

Thomas Edison Dies

BY RALPH WILD
A man of many talents, the world's greatest inventor, Thomas Edison, died at 84 years of age in West Orange, N. J., today. He was one of the greatest inventors of all time, and his inventions have changed the world. He was a man of many talents, and his inventions have changed the world. He was a man of many talents, and his inventions have changed the world.



Record Poverty Bread Lines Grow

BY RALPH WILD
A record number of people in New York's South Bronx today were crowded together at a shelter, and the bread lines were growing longer and longer. The record number of people in New York's South Bronx today were crowded together at a shelter, and the bread lines were growing longer and longer. The record number of people in New York's South Bronx today were crowded together at a shelter, and the bread lines were growing longer and longer.

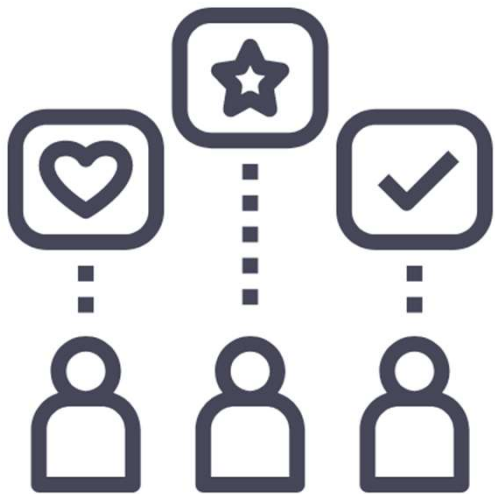


~~FBI~~

IRS



SUSTAINABILITY



1 Million Impressions

=



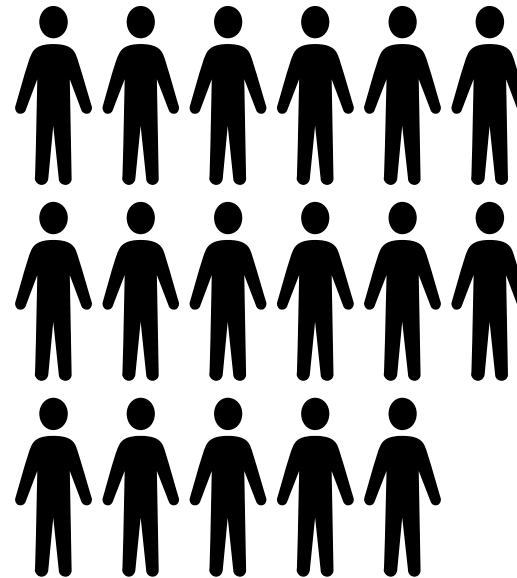
2.4 Million Plastic Straws

**Evolving our Media Approach to Brand Responsibility, MasterCard*

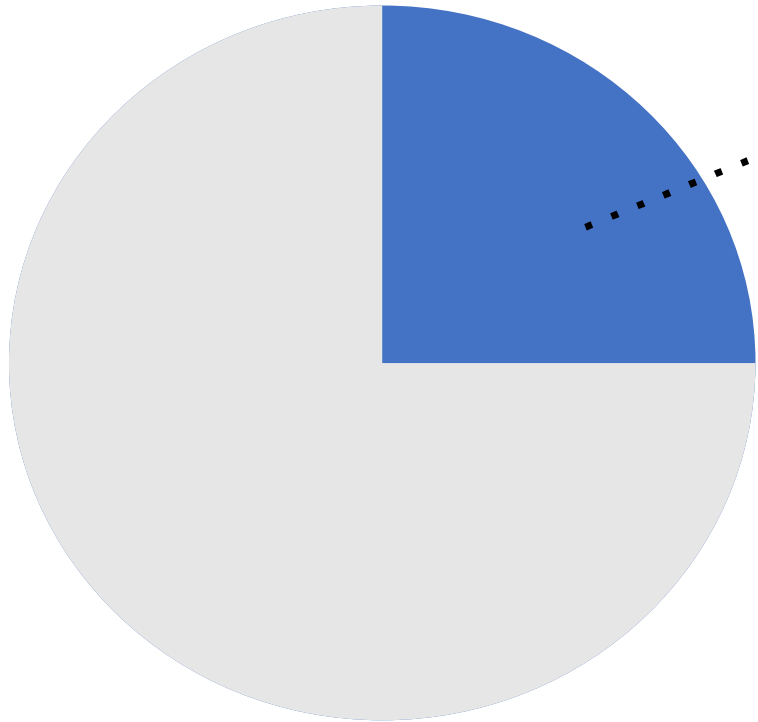


**1 Multi-Channel
Ad Campaign**

=



**17 People
One Entire Year**



*23% of programmatic
ad spend is wasted*

ANA



MARKETER RESPONSIBILITY

MARKETER RESPONSIBILITY

1

**Measure
Emissions and
Waste**

MARKETER RESPONSIBILITY

1

**Measure
Emissions and
Waste**

2

**Incorporate
Sustainability into
Media Plans**

MARKETER RESPONSIBILITY

1

**Measure
Emissions and
Waste**

2

**Incorporate
Sustainability into
Media Plans**

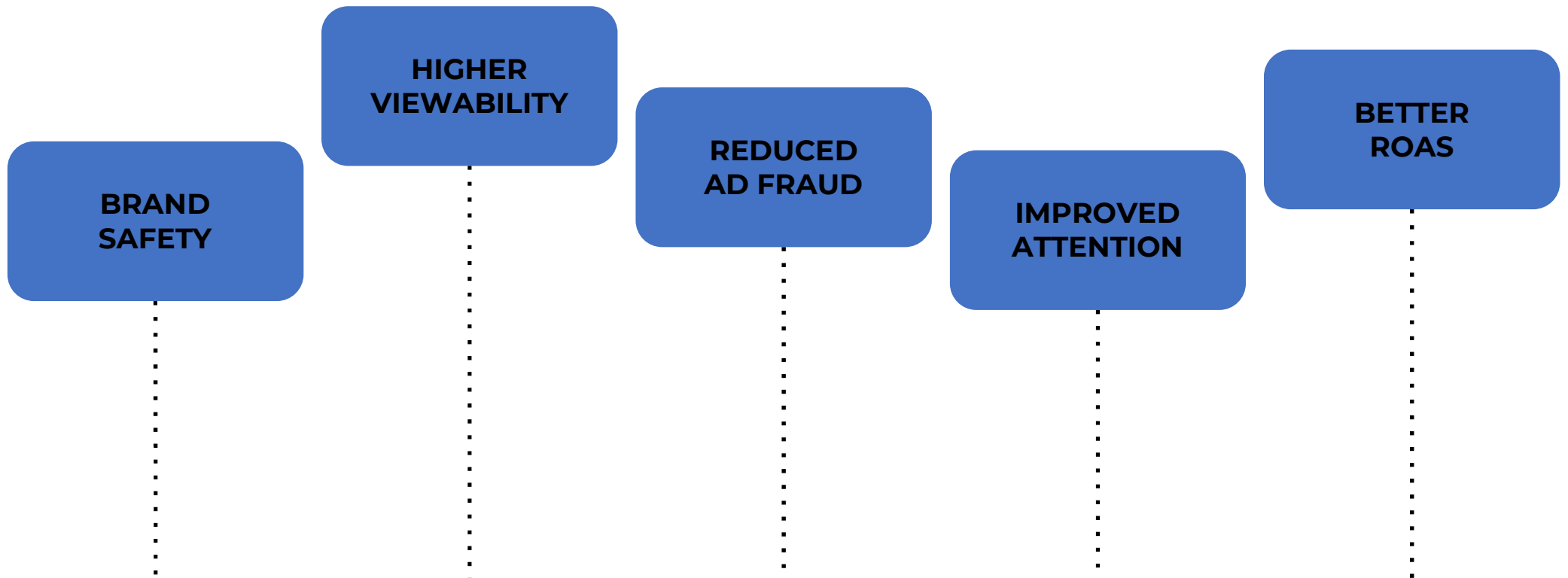
3

**Be a
Change
Leader**



QUALITY
ADVERTISING

Sustainable, quality advertising delivers...



GOOD FOR BUSINESS



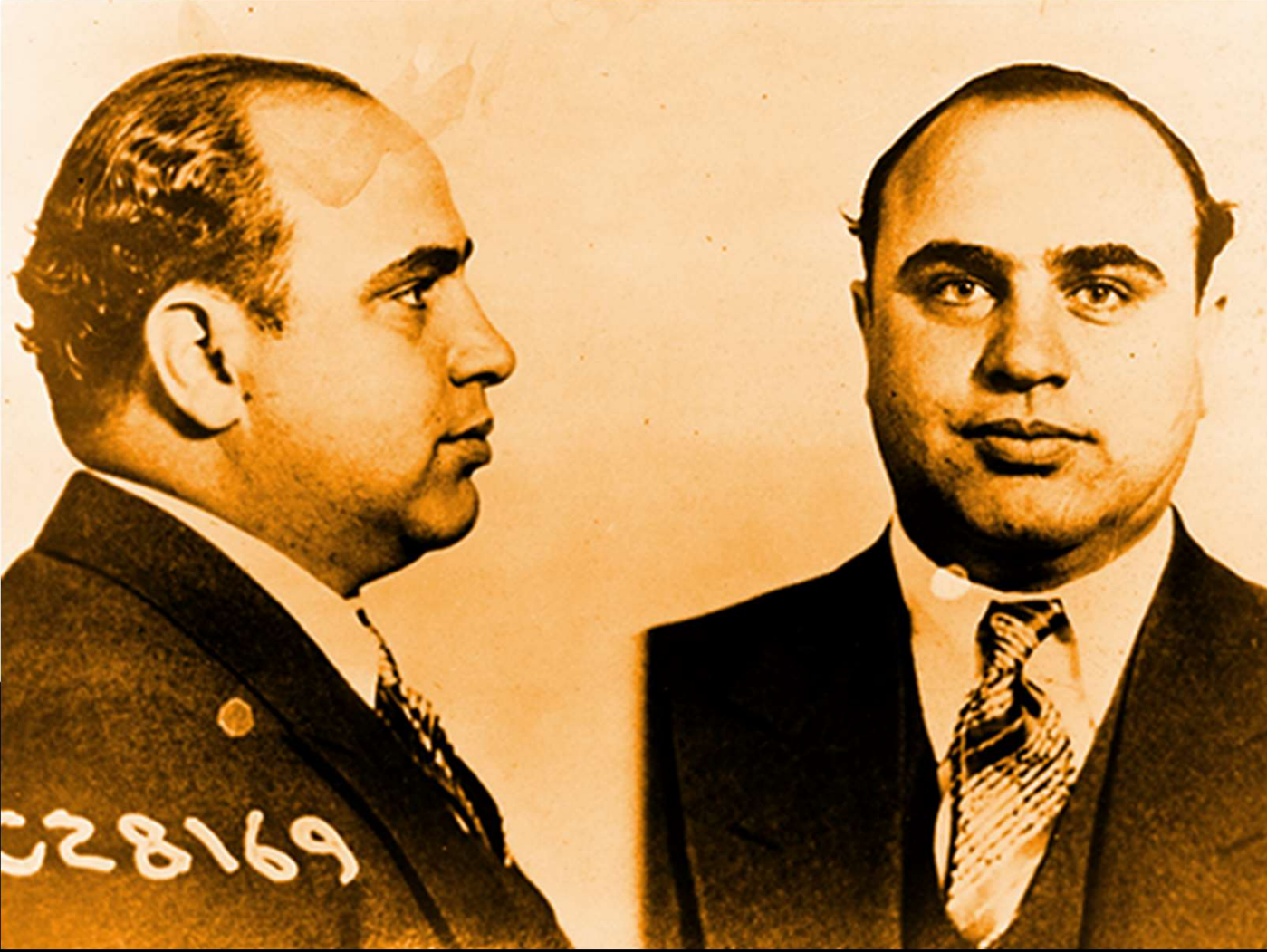
SUSTAINABILITY



**MARKETER
RESPONSIBILITY**



**QUALITY
ADVERTISING**





Brands Deserve Better Media

www.idcomms.com

Email: tom@idcomms.com

Social: [@tomjdenford](https://www.instagram.com/tomjdenford)

UMA GET TOGETHER

The path to strong communication





Media for everyone

Isabel Massey Global Head of Media & Content, Marketing Diageo



DIAGEO

**Growth powered
by inclusion &
diversity in
media**

'Progressive Marketing' is Marketing

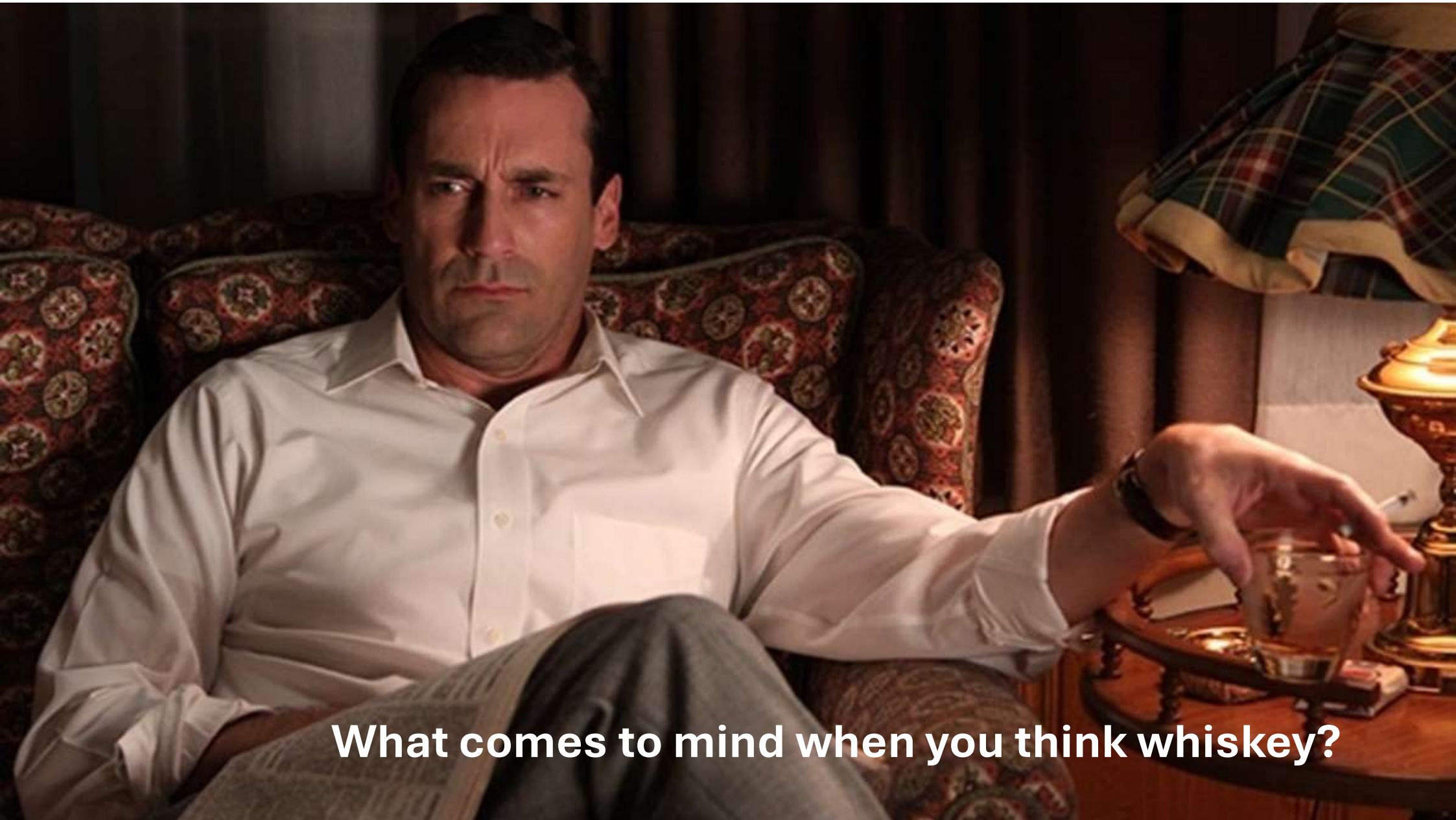


| CHRIS FONSECA, DEAF DANCE TEACHER | @CFOFFICIAL |



**DEAF OR NOT,
EVERYONE
CAN DANCE**





What comes to mind when you think whiskey?



We shattered the bias and changed the portrayal

Using AI to open whiskey to everyone





Progressive Marketing is not *possible* without Media

Aligning investment with local partners and platforms featuring progressive editorial and content



A group of women's football players in white jerseys are celebrating on a field. One player in the foreground has her mouth wide open in a shout. The background is a dark, textured wall.

Women are seen in only

40%

of sport media coverage



TWO
GOOD.



Please drink responsibly.



NIAMH
BRIGGS

FORMER
FULL-BACK

62 CAPS
GRAND SLAM WINNER
FORMER IRELAND CAPTAIN
GARDA
BORN ATHLETE



Get the facts. Be DRINK AWARE



Cheers to those who break boundaries.
Cheers to those who champion the game they love.
Cheers to those who never settle.

Raise a glass with us to [@ShanaghBrown](#), &
[@poppy_g_c](#) & [@EmilyScarratt](#).
The game changers.

[#NeverSettle](#) [#WomensSixNations](#)

IT'S ALL
ABOUT
VISIBILITY.



PROUD PARTNER



Please drink responsibly.

[#NEVERSETTLE](#)
drinkaware.co.uk



PLAYER OF THE
CHAMPIONSHIP



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Article Talk

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Lisa Neumann

From Wikipedia, the free encyclopedia

Lisa Neumann (born 23 December 1993) is a **Welsh Rugby Union** player who plays **wing** for the **Wales women's national rugby union team** and **Sale Sharks**.^[1] Neumann made her international debut in 2018, and represented the Wales squad at the 2021 Women's Six Nations Championship.^[2]

Contents [hide]

- Club career
- International career
- Personal life
- Honours
- References
- External links

Club career [edit]

Neumann began playing rugby as a child, first at Croesgoch Primary and then at **Ysgol Dewi Sant**. After playing for the Haverfordwest girls' team, she moved to **Haverfordwest Ladies** in 2016.^[3]

She then went on to play for the **Scarlets**^[4] and **Firwood Waterloo Ladies**, before signing with her current club, the **Sale Sharks**, in 2020.^[1]

She has also played at a regional level for **Rygbí Gogledd Cymru (RGC)**, the regional representative team for the North Wales Rugby Development Region.^[1]

International career [edit]

Neumann made her international debut with RGC in 2018, in a match against Scotland.^[2] Also in 2018, she made her first start for the Wales women's squad in a **Six Nations Championship** match against Ireland.^[5] She then went on to play in every fixture in the **2020 Women's Six Nations Championship** prior to the final match being postponed.^[1]

During the 2021 Women's Six Nations Championship, Neumann scored Wales' first try of the tournament against Scotland.^[6]

Neumann has won 22 caps during her rugby career to date.^[2]

Personal life [edit]

Born in **Swansea**, Neumann attended Croesgoch Primary and Ysgol Dewi Sant^[3] before moving to the

Lisa Neumann



Date of birth	23 December 1993 (age 28)	
Place of birth	Swansea, South Wales	
Height	1.75 m (5 ft 9 in)	
Weight	71.82 kg (11 st 4.3 lb)	
School	Ysgol Dewi Sant	
University	University of Manchester	
Occupation(s)	Clinical trials data manager, rugby player	
Rugby union career		
Position(s)	Wing	
Current team	Sale Sharks	
Senior career		
Years	Team	Apps (Points)
2020-present	Gloucester-Hartpury	()
	Sale Sharks	
	Firwood Waterloo	
	RGC	
	Haverfordwest RFC	
National team(s)		
Years	Team	Apps (Points)



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Article Talk

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Search Wikipedia

Emily Scarratt

From Wikipedia, the free encyclopedia

Emily Scarratt MBE (born 8 February 1990) is an English rugby union player. She currently plays centre and fullback for Loughborough Lightning and for England. She is also a qualified teacher.^[1]

- Contents [hide]
- Club career
 - International career
 - Personal life
 - Honours
 - References
 - External links

Club career [edit]

Scarratt played for Leicester Forest before moving to Lichfield. In 2018 she joined Loughborough Lightning.^[2]

International career [edit]

Scarratt first played for England in 2008, scoring 12 tries in 12 games and earning comparisons to Brian O'Driscoll. In 2009 she helped England to victory in the 2009 Women's Six Nations Championship and was named joint top try scorer with teammate Fiona Pocock.^[3] As England went on to win the next three Six Nations Championships, Scarratt again achieved top try scorer in 2010 and top point scorer in 2011.^[4]

In 2014, Scarratt proved to be an invaluable player to England Women, scoring 16 points in the Rugby World Cup final to help England beat Canada to the title.^[5] In addition, Scarratt ended the tournament as top points scorer with 70 points.^[6] She not only plays in the XV's game but also for the Women's Sevens side, for whom she has scored 12 tries and played in several tournaments.^[7] In 2016, Scarratt captained Team GB in the Rugby 7's at the Olympics in Rio, finishing in 4th place. She also represented England in the 2018 Commonwealth Games in which the team took bronze, and the Rugby World Cup Sevens in the same year.^[8]

Scarratt was instrumental in the England women's team's two consecutive Grand Slams in the 2019 and 2020 Women's 6 Nations Championships.

In 2016, she represented the World Rugby Women's 15 Player of the Year.

Emily Scarratt



Scarratt at the 2014 Women's Rugby World Cup		
Born	8 February 1990 (age 32) <div>Leicester, Leicestershire, England</div>	
Rugby career		
Height	5 ft 11 114 in (181 cm)	
Weight	77 kg (170 lb)	
School	Bosworth Academy	
University	Leeds Metropolitan University	
Occupation(s)	International Rugby Player, Teacher	
Rugby union career		
Position(s)	Centre Fullback	
Senior career		
Years	Team	Apps (Points)
2007–2017	Lichfield	– (–)
2018–	Loughborough Lightning	– (–)
National team(s)		



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Search Wikipedia

Marie Packer

From Wikipedia, the free encyclopedia

Marie Packer (born 2 October 1989) is an English rugby union player (back row / flanker) for Saracens and England women. She was part of the winning 2014 Women's Rugby World Cup squad.^[1]

- Contents [hide]
- International career
 - Club career
 - Honours
 - Early life
 - Personal life
 - References
 - External links

International career [edit]

Packer began her international career playing for England in 2008. In 2013, she played for the England squad at the 2013 Women's Rugby World Cup Sevens in Moscow. She went on to play for the winning England 15s team during the 2014 World Cup, and again in the 2017 Women's Rugby World Cup.^[2]

In 2017 she also played for England in the Women's Six Nations tournament and was part of the winning Grand Slam team in the 2019 Women's Six Nations, playing in four of England's five games. She has won four Six Nations Grand Slam titles with England to date.

Packer started in all but one of England's 2019 Women's Rugby Super Series games and was awarded a full time contract to play in the England team in 2019.^[3] In 2020, an ankle injury kept her from playing in the year's Six Nations championship.^[4]

Club career [edit]

From 2007 to 2009, Packer played for Bath before moving to Bristol in 2009. In 2013 she was named Bristol Coaches Player of the Season.^[5]

Packer signed for Wasps in 2013. After England's World Cup victory in 2014, Packer was made an Honorary member of her hometown club, Yeovil RFC, and given the freedom of Yeovil.^[6]

She returned to play for Bristol in 2016 and moved to Saracens Women in 2017, where she continues to play. Packer was part of the team as they won the inaugural Tynes Premier 15s competition in 2018 and was named the league's top try scorer at the end of the season.^[7] In the same year she was also named the Saracens Coaches Player of the Season.^[8]

Marie Packer



Marie Packer		
		
Marie Packer		
Date of birth	2 October 1989 (age 32)	
Place of birth	Yeovil, Somerset, England	
Height	1.65 m (5 ft 5 in)	
Weight	73 kg (161 lb; 11 st 7 lb)	
Rugby union career		
Position(s)	Loose Forward	
Current team	Saracens Women	
Amateur team(s)		
Years	Team	Apps (Points)
1994–2007	Yeol Barbarians	0
Senior career		
Years	Team	Apps (Points)
2007–2009	Bath	0
2009–2013, 2016–2017	Bristol	0
2013–2016	Wasps	0
2017–	Saracens	(120)
National team(s)		

7
0

A Media Landscape for Everyone

NEVER SETTLE

As the Women's Six Nations begins, three skippers share what it takes to get to the top

The gripping drama of the Women's Six Nations begins on March 26.

Guinness has teamed up with its union partners for the #NeverSettle campaign to share the message that rugby is a place where everyone can belong. We spoke to the three Home Nations skippers - England's Sarah Hunter, Scotland's Rachel Malcolm and Wales's Siwan Lillierap - and asked them to share their stories.

Hunter is England's most decorated women's rugby player and is fast approaching the milestone of its most capped.

Her journey might not have begun without the intervention of her head teacher when the school was offered a community rugby coach.

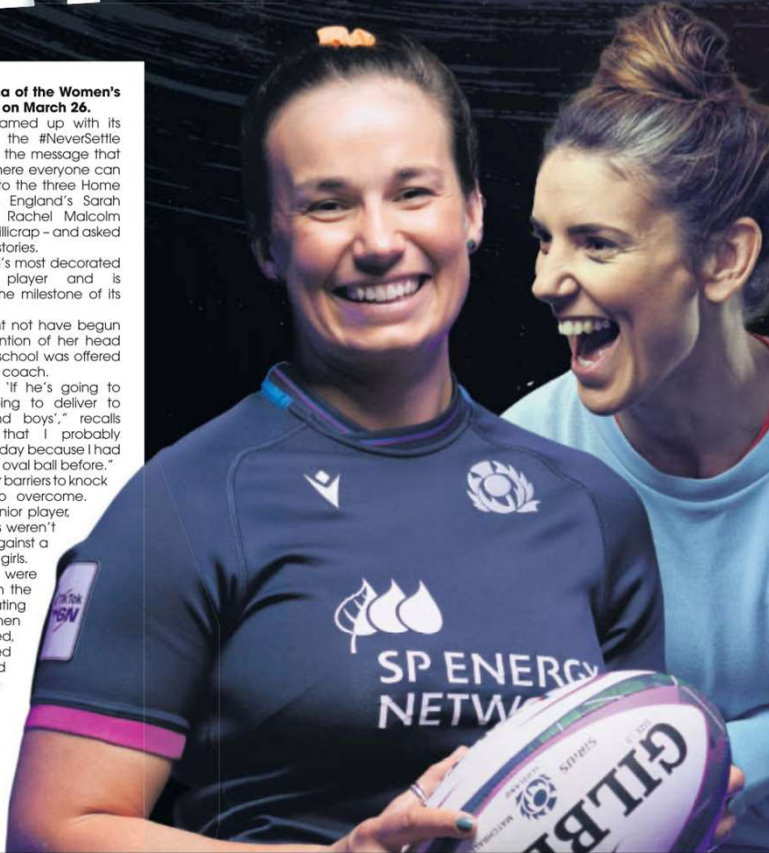
"My head said, 'if he's going to come in, he's going to deliver to everyone: girls and boys,'" recalls Hunter. "Without that I probably wouldn't be here today because I had never picked up an oval ball before."

There were further barriers to knock down and trials to overcome.

When she was a junior player, opposition coaches weren't keen on lining up against a team that included girls.

Later, there were injuries, inevitable in the game, but still frustrating to deal with. When they first happened, Hunter questioned whether she could continue, but she picked herself up and played on.

"I had to learn to compartmentalise things in the early years when I took knocks that kept me out. But two years ago I had a neck injury and



WOMEN'S SIX NATIONS

in partnership with GUINNESS

MEDIA SCRUM

WOMEN'S 6 NATIONS

Sun CHAMPIONSHIP GUIDE

Friday, March 25, 2022

in partnership with GUINNESS



Biggest Championship yet and it's...

MAUL TO

READY TO GO... the skippers of the Women's Six Nations are all set for battle

By ADAM HATHAWAY
THE captains of the TikTok Women's Six Nations are delighted to be driving the game forwards. Scotland skipper Rachel Malcolm is thrilled to see the spotlight

It works for consumers...and it works for us

27% uplift in
number of Women
drinking Guinness in GB

59% higher ROI on
Progressive Media
investment

+ upholding our responsibilities to consumers in a regulated category



WOMEN ARE SEEN
IN 6% OF SPORT
MEDIA COVERAGE.

NEVER
SETTLE

Your MISSION



... Follow

Poppy ✓

@poppy_g_c

England Rugby Player#208. Saracens.3xPremiership winner-2xGrand slam winner -
World Cup silver medalist. stormzy tweeted me 29/01/18





Time for disruption

Danny Devriendt Managing Director IPG/Dynamic











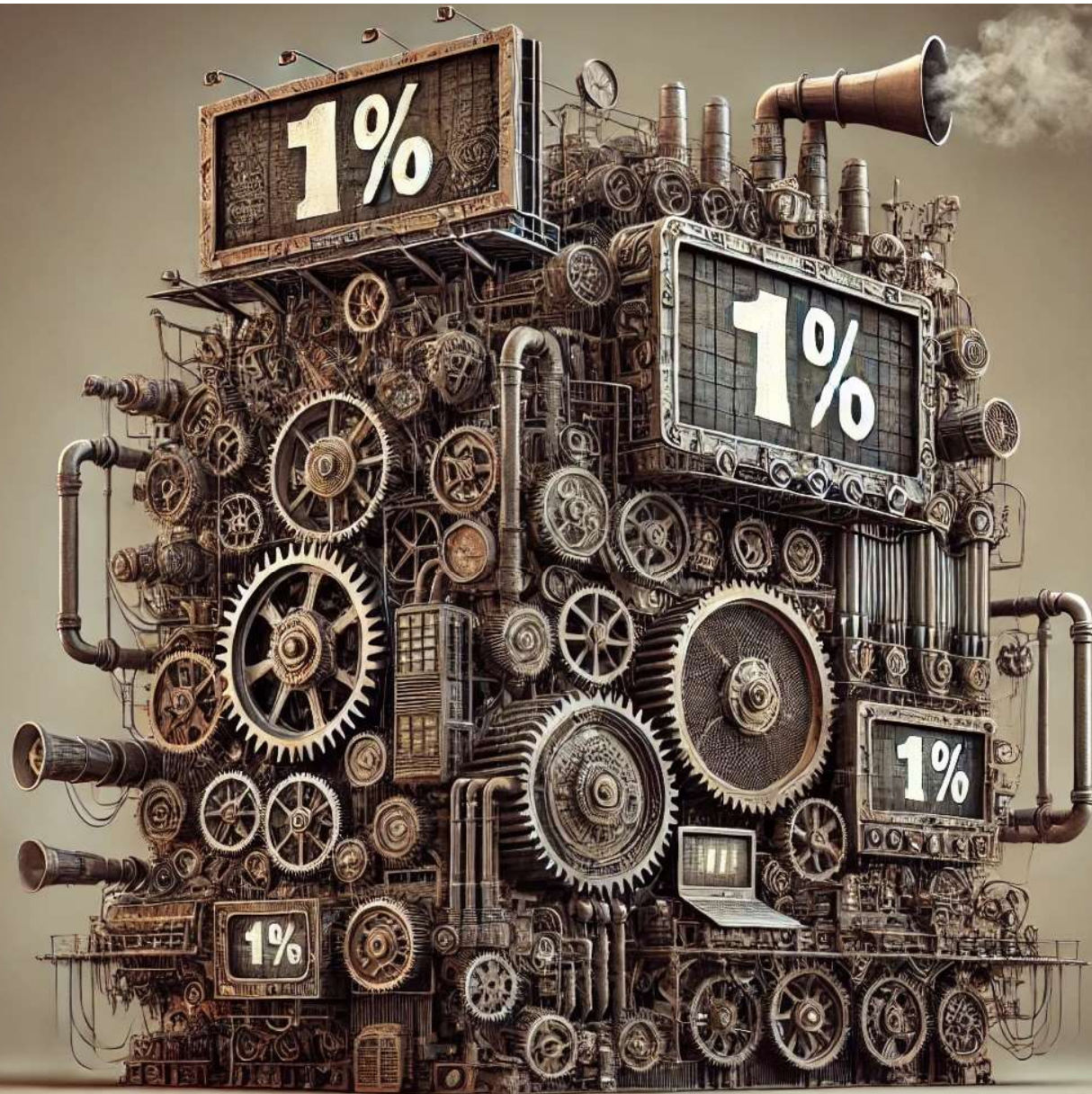


147.000.000.000.000.000.000.000



JOHN WANAMAKER

**“HALF THE MONEY
I SPEND ON
ADVERTISING IS
WASTED; THE
TROUBLE IS,
I DON'T KNOW
WHICH HALF.”**

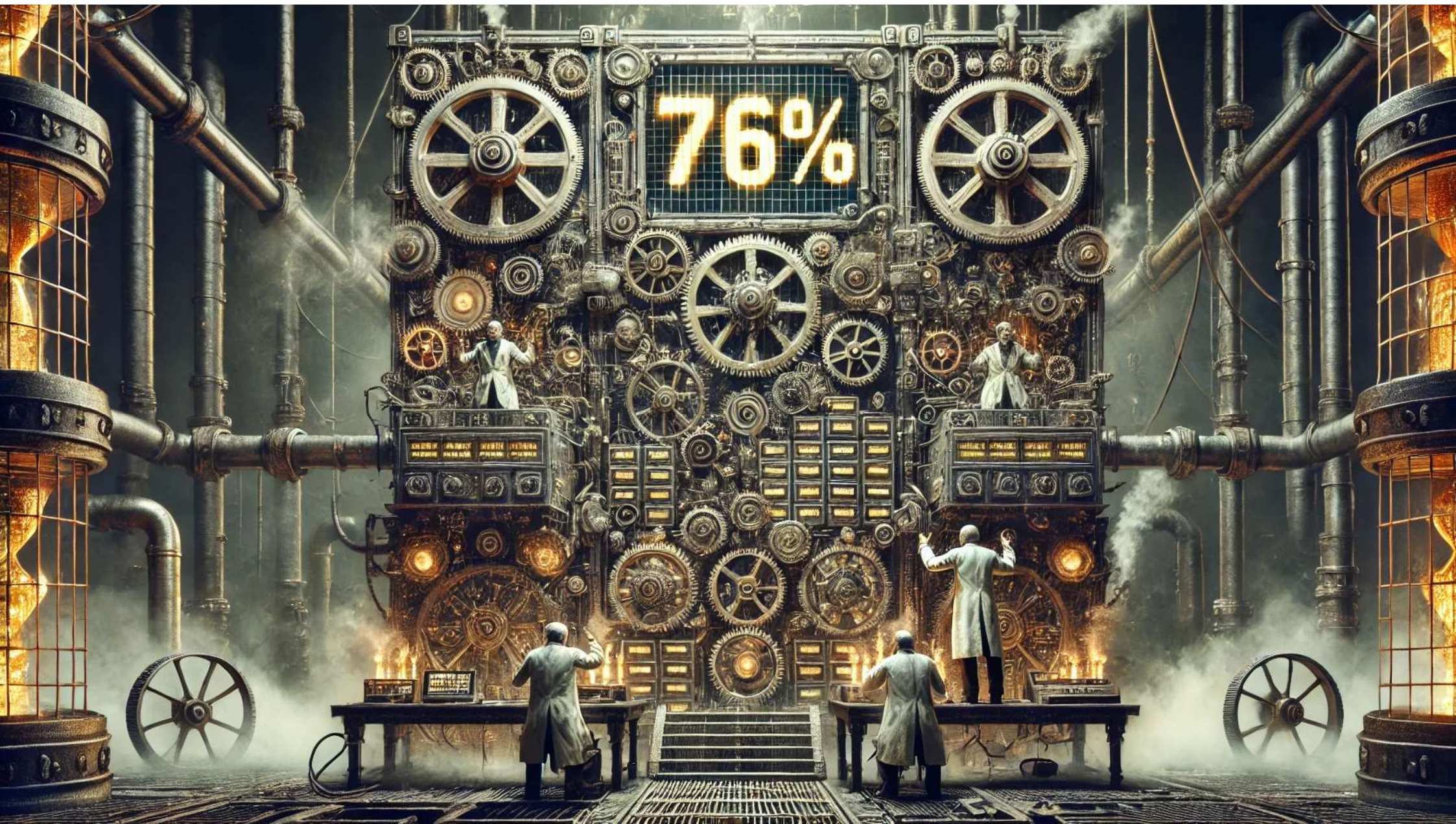






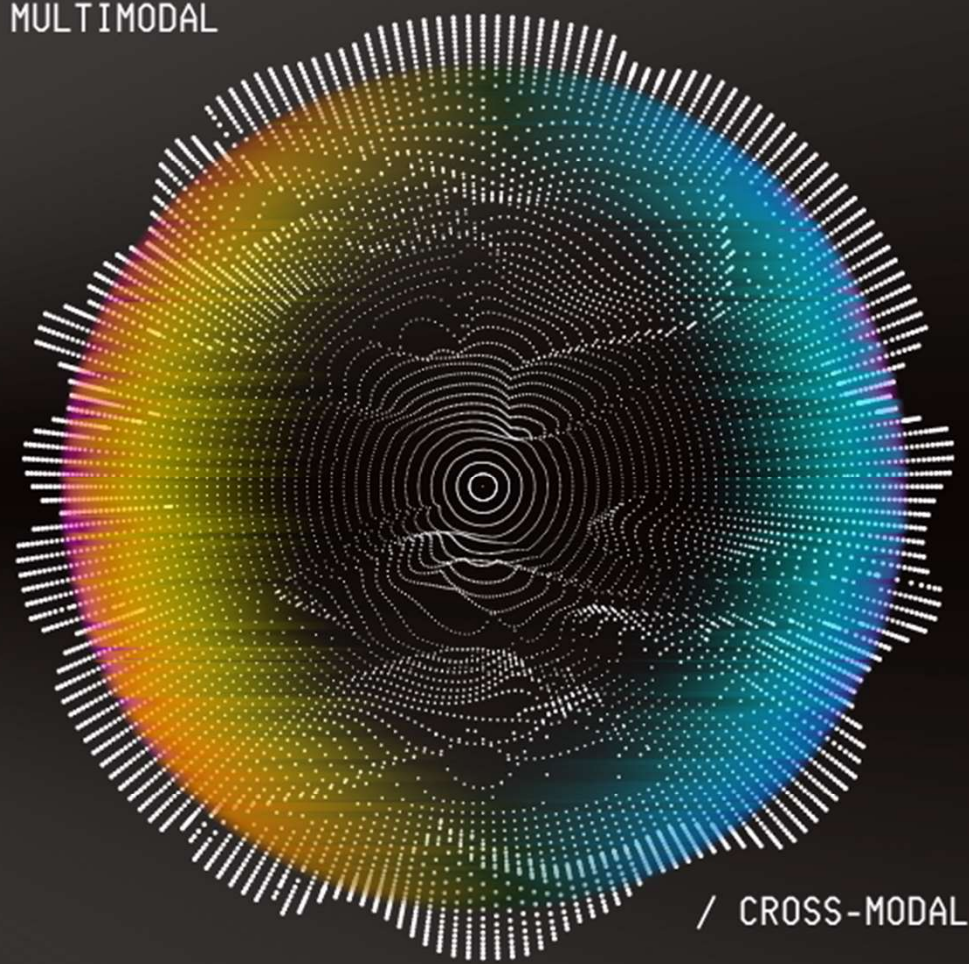




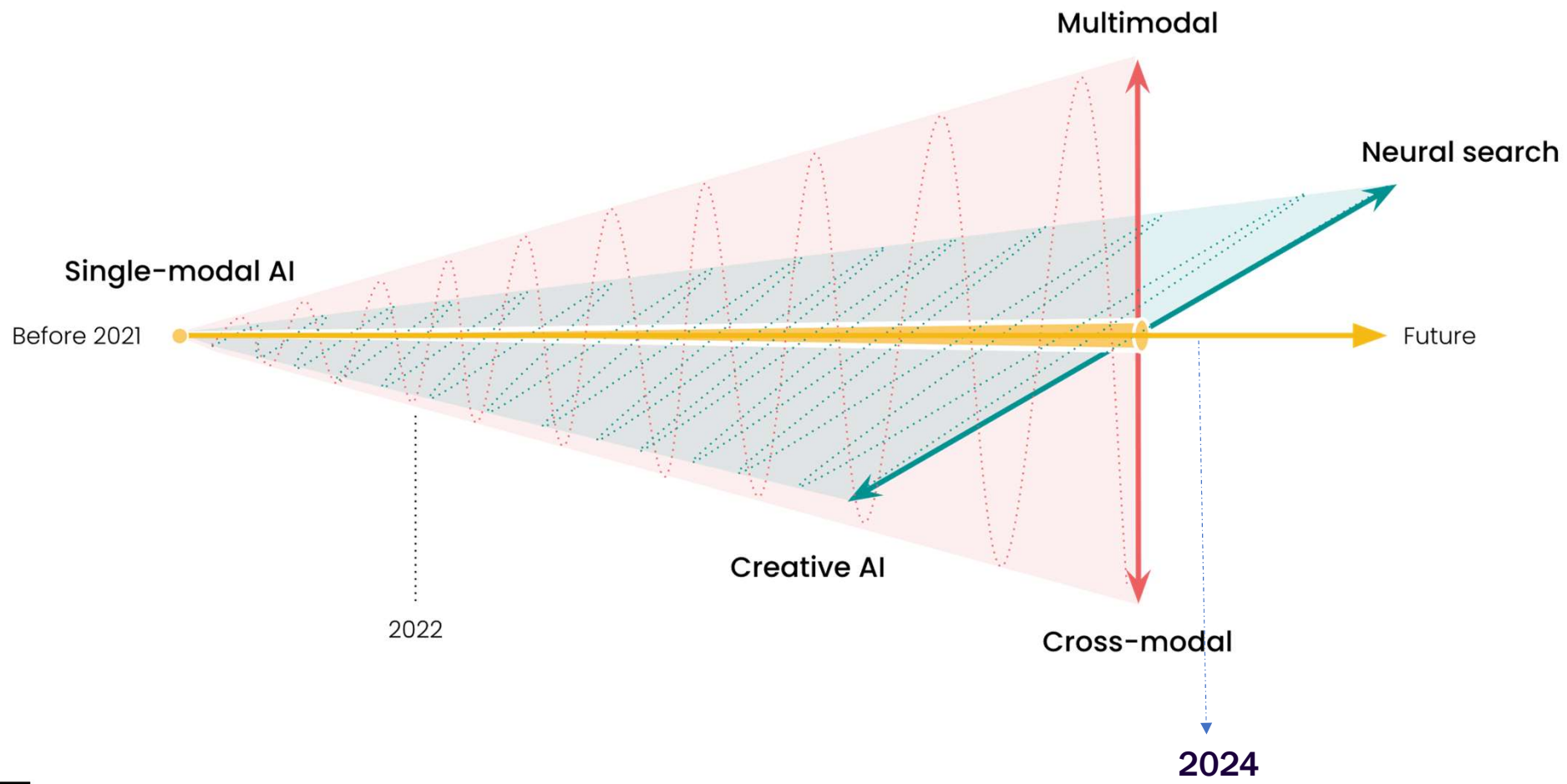


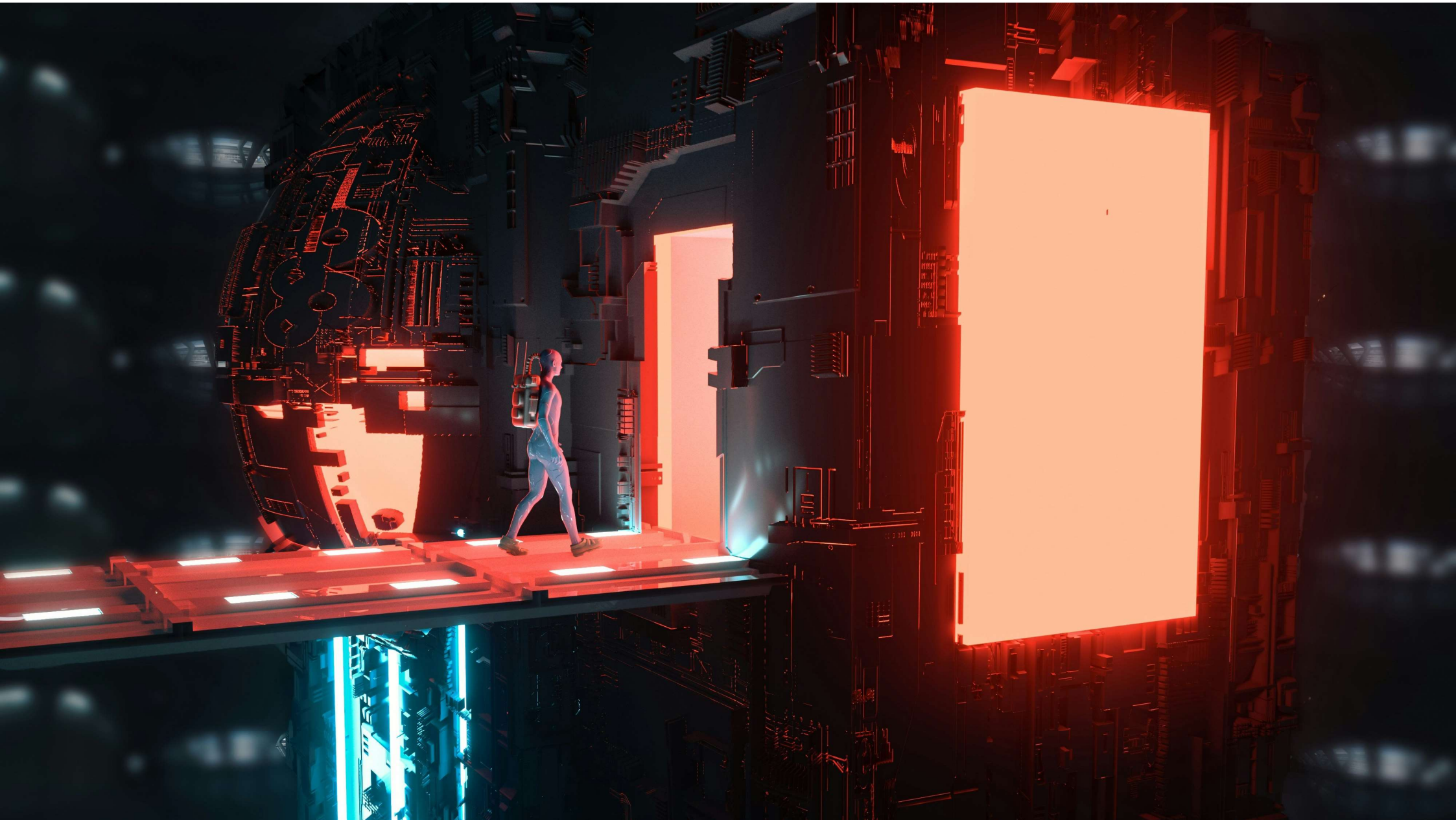


MULTIMODAL



/ CROSS-MODAL





'Bear'
with us







W SUPERHERO SU

ROOKLYN AND THE GREATER METROPOLITAN AREA
DASTARDLY PLOTS WILL BE FOILED, SPECIAL PROGRAM
FOR TELEPATHS

• COSTUMES
• EYEWEAR
• INVISIBILITY
'Ever vigilant, ever true.' FULL CAPERY

UNDERGROUND LAIRS WILL BE FOUND
SUPERPOWERS: DOMESTIC AND INDUSTRIAL-GRADE SERVICES

SPECIALIZING IN HIGH-QUALITY
SUPERHERO EQUIPMENT









Google

Apple

facebook

amazon

Microsoft

**FILTERS
YOUR
THOUGHTS**

**KNOWS
WHERE YOUR
MOM
IS**

**CHOOSES
WHAT YOU
READ**

**KNOWS
WHAT PRESENTS
YOU
ARE GETTING**

**FORMATS
YOUR
KIDS**

Google filters your search results and YouTube recommendations to analyze your reactions and confine you to its filter bubble



laquadrature.net

If you have an iOS or Android smartphone, Apple and Google track, collect and analyze your location without telling you or giving you a choice



laquadrature.net

Facebook selects the contents of your newsfeed to analyze your reactions and confine you to its filter bubble



laquadrature.net

Analyzed on a sufficient scale, behaviours that might seem trivial can reveal a lot about your personality, your expectations and your peers



laquadrature.net

Microsoft is buying its way into schools and universities by striking deals to train teachers and students

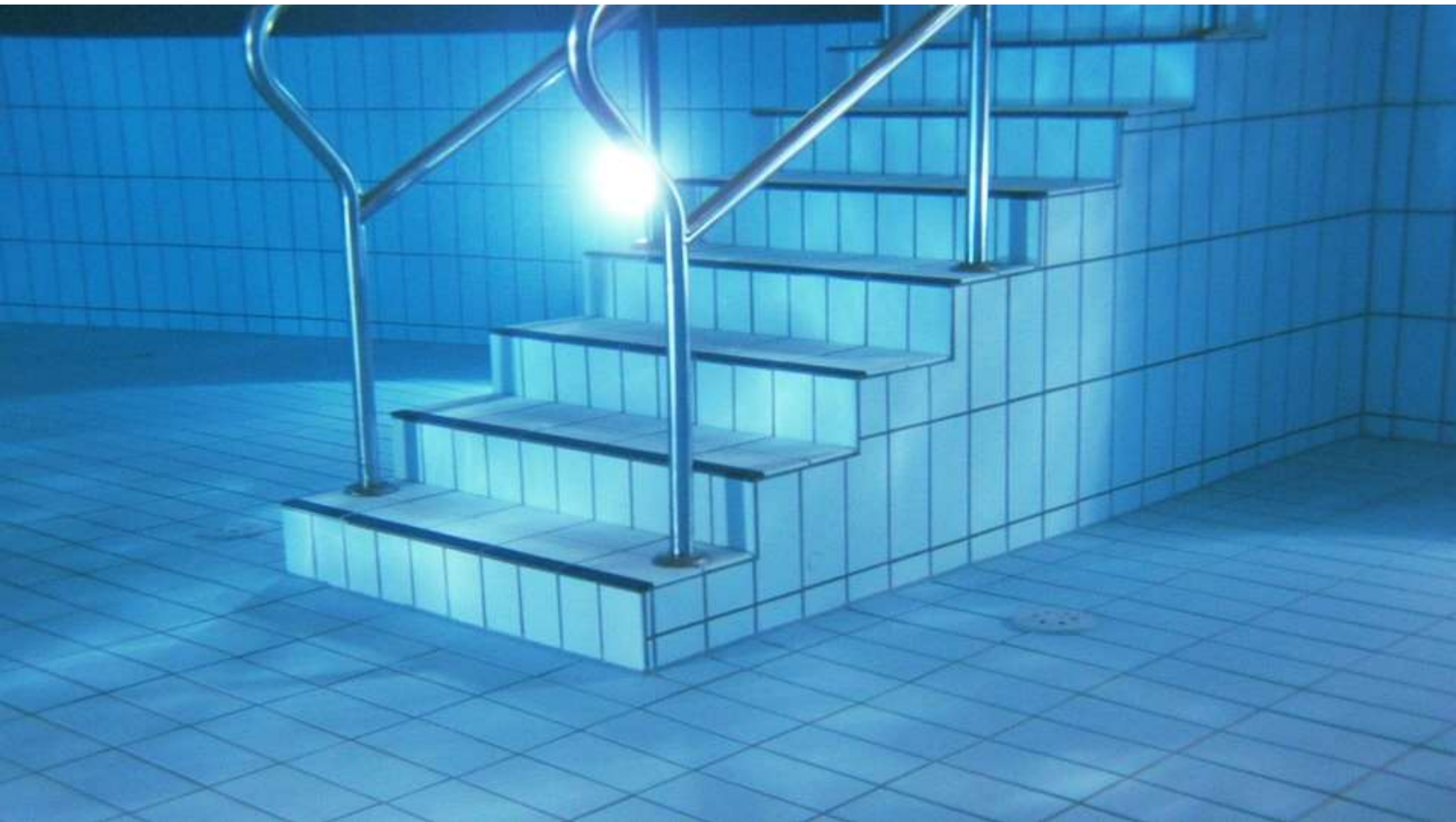


laquadrature.net



*"With great power comes
great responsibility"
~ Voltaire*









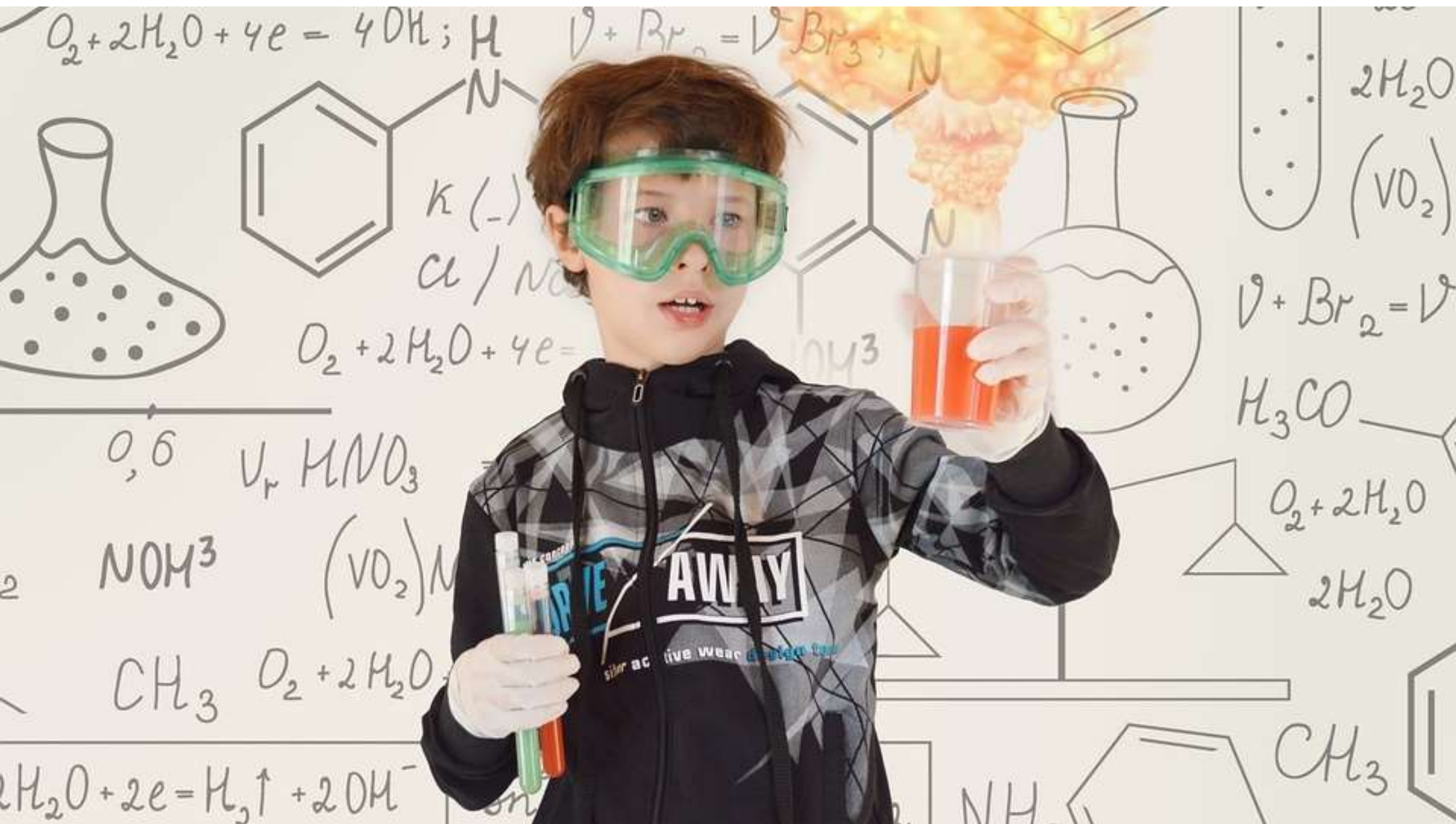
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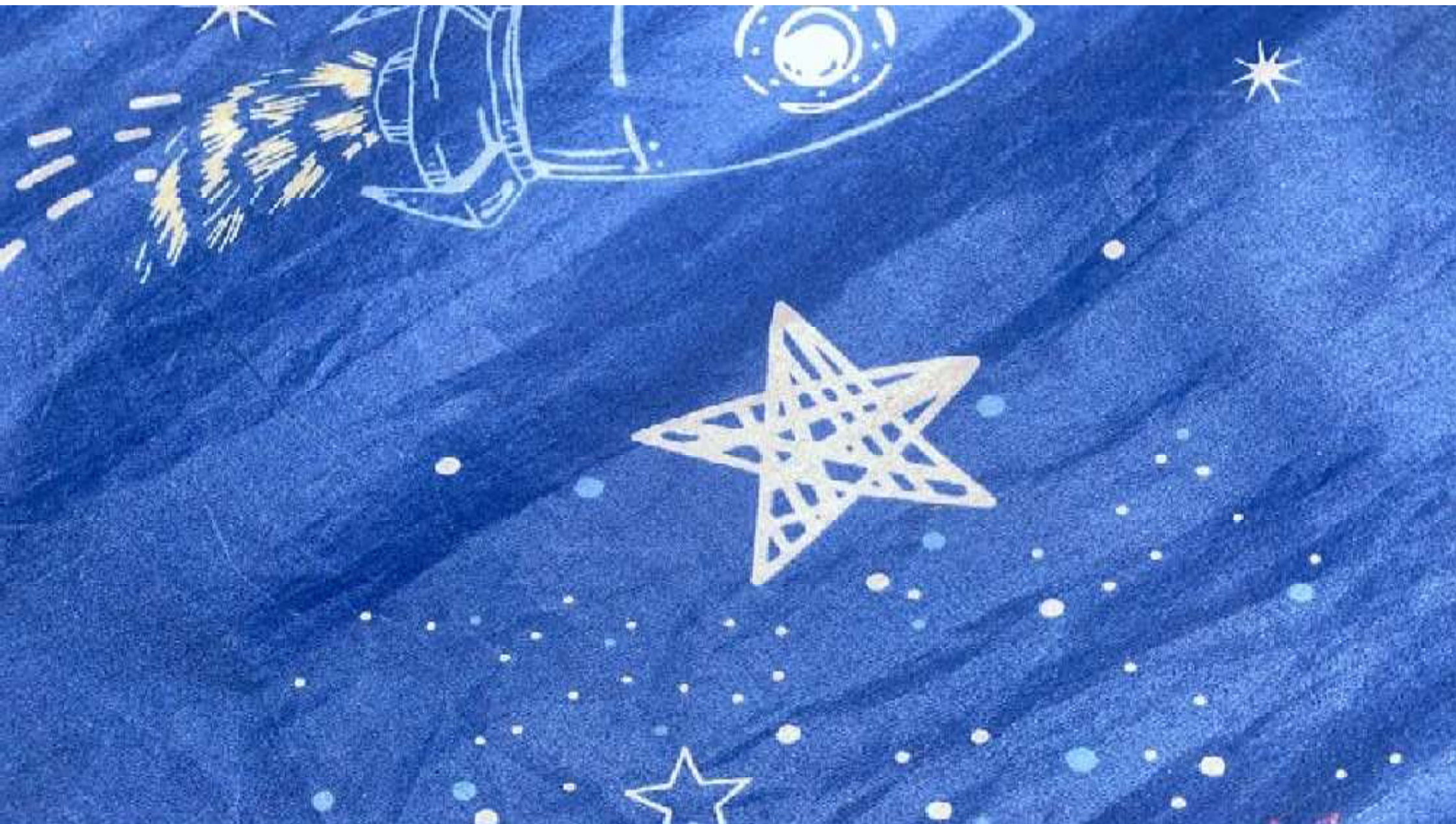
ROB

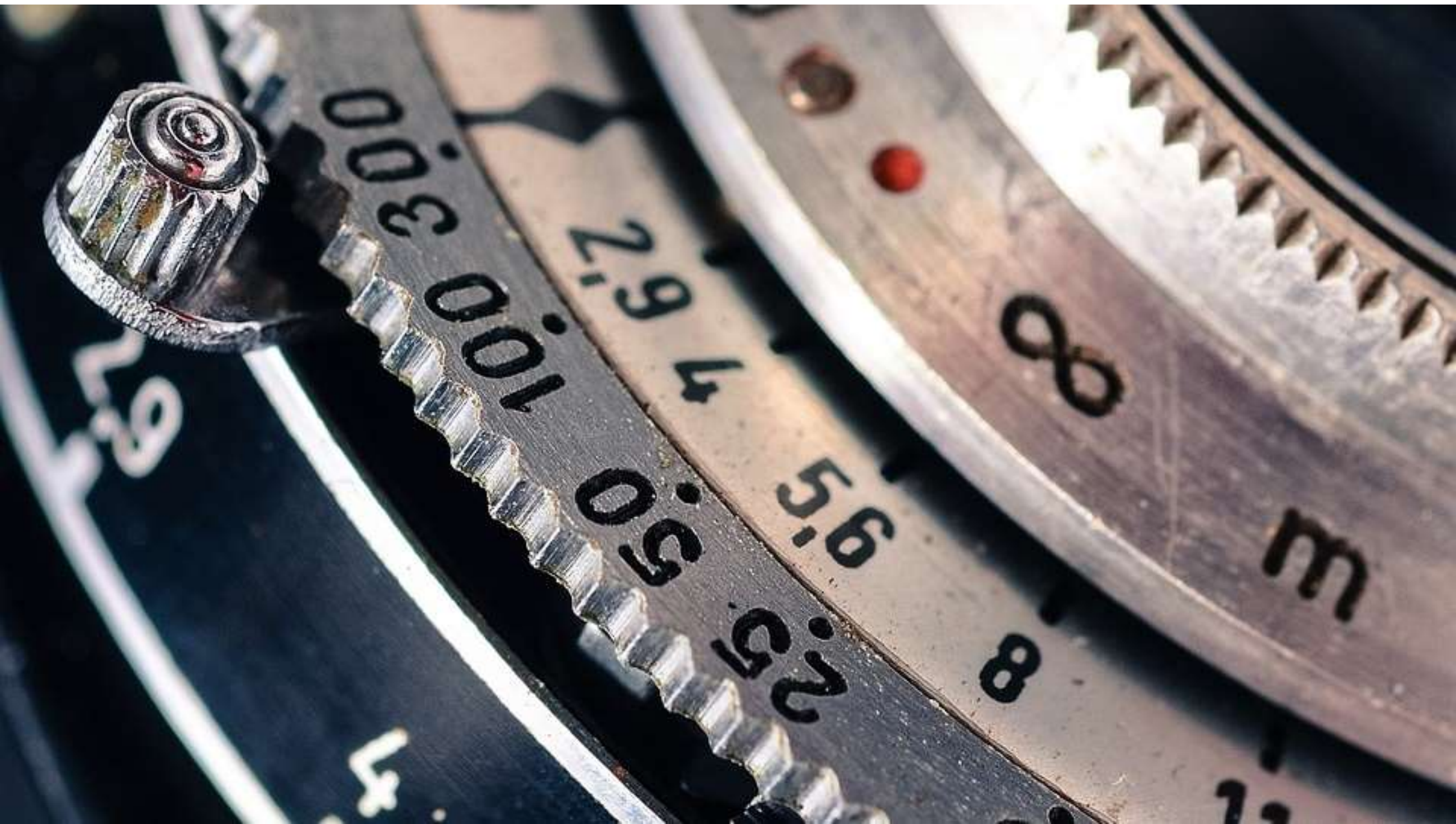




MAD MEN















THANK YOU

UMA GET TOGETHER

The path to strong communication

