

## CASE STUDY

# Staying Ahead of the Curve in APAC

## BACKGROUND

Dentsu Aegis Network is a multinational media, digital and creative communications company. They aim to “innovate the way brands are built.” The organization understands that in the rapidly evolving programmatic marketing space, it’s difficult to keep track of all the latest happenings, especially in the still maturing market of Asia-Pacific (APAC).

A diverse set of countries makes up the APAC region, and each has varying rates of programmatic adoption. According to a Forrester report commissioned by MediaMath, the programmatic buying adoption level is higher in more digitally mature markets such as Australia (48%), Japan (46%) and Singapore (46%), compared with other markets like India (38%), Malaysia (36%) and Indonesia (30%).

## OBJECTIVE

Dentsu Aegis in APAC sought a way to train their senior leaders on programmatic to enable them to lead conversations on the subject both internally and externally across their APAC agencies. This was the first programmatic program developed for senior leaders in the region.

## SOLUTION

Dentsu Aegis in APAC had already been partnering very closely with MediaMath since 2014 but had not worked with its educational arm, the New Marketing Institute (NMI), which had expanded its offerings into APAC in January 2016. As Dentsu Aegis’s programmatic agency, Amnet, was planning education efforts for the group in the same year, NMI offered to conduct an executive workshop for Dentsu Aegis’ C-level in partnership with Amnet.

Amnet, MediaMath and NMI leads collaborated to create a plan that aligned key objectives of the training and customized the content to both the local and organizational needs of Dentsu Aegis in APAC.

NMI led an initial session in September 2016 and subsequently two additional sessions in November for a total of 19 senior leaders at Dentsu Aegis that covered a number of topics such as:

- Programmatic Essentials
- Programmatic in the Publisher World
- Data-Driven Marketing via Programmatic
- Pitching Programmatic

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## RESULTS

Since NMI began providing education and training to Dentsu Aegis in APAC, senior leaders have learned core programmatic concepts and how to help clients understand their benefits. After the three sessions, Dentsu Aegis received increased interest from other leadership team members who wanted to take the same training. Results included:

- The participants aligned on the meaning of programmatic concepts and were empowered to have more meaningful conversations on the topic.
- The Programmatic Leadership Workshop was extended to brand leaders in the APAC region, with over 40 attendees.
- Dentsu Media is in discussion with MediaMath NMI to roll out programmatic education to agency staff.

Overall, attendees enjoyed the interactivity of the session and that the facilitators were able to address all their questions during the workshop. Everyone who attended said they learned something.

“The Programmatic Leadership Workshop helped us gain a very good understanding of the ever-evolving programmatic landscape and prepared us to have more sophisticated conversations both internally and with our clients. This serves as a great foundation of the upcoming education program that we plan to roll out within Dentsu Aegis Network.”

– Nick Waters, CEO Dentsu Aegis Network APAC