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IPG MEDIABRANDS

 CASE STUDY

IPG Mediabrands India

Elevates Client Discussions

on Programmatic Through

Organization-Wide Training

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IPG Mediabrands India is the second largest media investment network in the country that is part of publicly traded advertising company the Interpublic Group. In India, the network owns two of the largest media agencies, including Lodestar UM and Initiative, digital agency Interactive Avenues, Out-of-Home Agency Rapport, mobile marketing agency Ansible and centralized IPG Mediabrands resource MAGNA. Globally, the network employs 8,500 marketing communication, media and technology specialists in over 130 countries. It includes a diverse group of innovators, technologists, designers, scientists, musicians, strategists, buyers, thinkers, planners and mathematicians that are committed to building new solutions for the world's top brands.

Background

Programmatic is capturing larger shares of digital budgets across the world. But understanding its nuances, terminology and application across wider portions of marketing plans can be daunting. The Learning & Development division of IPG Mediabrands India recognized the need to train their organization on the value of data and programmatic technology so that they saw it as an integral part of digital media buying and planning. There was an untapped opportunity to conduct a company-wide interactive workshop and bring relevant teams up to speed with all nuances of programmatic.



Objective

IPG Mediabrands India aimed to inspire and empower its teams through education, with an approach focused on simplifying the complex landscape and helping the teams better navigate the space. The ultimate goal was to help teams across roles to engage in more meaningful conversations on programmatic.

Cadreon, IPG Mediabrands' adtech unit, started working with MediaMath in 2016, when their account lead recommended the New Marketing Institute (NMI), which offers training on digital marketing topics in addition to certification on MediaMath's demand-side platform, TerminalOne. NMI worked with Cadreon to identify the objective of the training, where the team currently was in terms of programmatic knowledge and where they would want to be. NMI then designed the content based on the objective and audience.

Results

More than 110 people attended the session, with roles including assistant vice president, group head, media director, account manager, data scientist, media planner and buyer and management trainee. And despite the wide range of roles, the majority of attendees found the session informative and relevant. When asked how likely they would be to recommend the session, the average score was 8.5. Cadreon has also seen an increase in planners saying they are having discussions with their clients on how to include programmatic in their media plans. IPG Mediabrands hopes to conduct future trainings to keep the understanding fresh in the team members' minds, and talk about advanced programmatic topics.

Solution

NMI conducted an interactive, three-hour session entitled Data-Driven Marketing Through Programmatic for the Mumbai, Bangalore and Delhi teams across Mediabrands' companies: Initiative, Interactive Avenues, BPN and Lodestar. Designed specifically for media teams, it aimed to provide strong foundations on programmatic and demonstrate how to leverage data and technology to enable more efficient and effective marketing. Topics included the programmatic landscape, programmatic's role in the media cycle and how data is used in each of the planning, buying and optimization phases. IPG Mediabrands India leadership recognized that education was critical for adoption to grow.

“MediaMath was instrumental in helping us train the entire digital team on programmatic concepts. We have seen a very encouraging response from the planning teams in including programmatic as an integral part of all media plans.”

ASHISH ARORA

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