

Q&A: Mike Baker & Bernhard Glock

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DataXu CEO Mike Baker speaks with new DataXu advisory board member Bernhard Glock about the evolving digital advertising landscape, Glock's vision for the industry and his decision to join DataXu's advisory board. Glock is the former President of the World Federation of Advertisers, former Vice President of Global Media and Communication at Procter & Gamble and current President and CEO of the Bernhard Glock Media Leadership Company.



1. [MB] You were the President of the World Federation of Advertisers for the past 4 years? What issues are keeping CMOs up at night?

[BG] *CMOs of today are often struggling with ways to adapt to the evolving digital landscape. They want to generate big game-changing ideas in the digital space with integrated and consumer-relevant communication, and are simultaneously trying to preserve resources to increase their ROI.*

2. [MB] Where are the big brand advertisers on their transition to “native digital” ways of doing business?

[BG] *Many advertisers are still a ways away from becoming digital natives, but absolutely see the importance of embracing new technology opportunities. Many are in a test-and learn period where they experience and pilot different activities to see what sticks. Educating advertisers and encouraging engagement through strategic digital partnerships will be fundamental in growing advertisers' digital competency.*

3. [MB] What prompted you to join DataXu as an advisor?

[BG] *DataXu's mission is to improve the media world we live in – exactly where my passion is. Mike Baker and his team are driven in what they want to accomplish, and with such an innovative product, transformative vision and successful and strong management team, how can you say “no”?*

4. [MB] How is technology changing the role of the agency and relationship between agency and client?

[BG] *Technology creates new opportunities for agencies to provide value for their clients. Agencies must be able to master this new digital world and act as advisors to brands or risk becoming obsolete. Partnering with innovative technology leaders will help agencies to solidify their position in the communication value chain.*

5. [MB] How can marketers more effectively use the wealth of data created by digital media consumption to build brand?

[BG] *Marketers need to move beyond collecting data to understanding it and applying it at the speed of business. They need to learn how to focus on what is truly relevant in building their brand and set clear priorities on what counts in their business, this will define the winners in the digital era. But it cannot be achieved alone; marketers need digital mentors in the form of expert agencies and entrepreneurial technology companies that are on the forefront of digital media.*

6. [MB] A thought leader like you from “big media” joining a technology firm like DataXu as an advisor has raised a lot of eyebrows. Is this a sign of things to come as the digital migration reaches the tipping point?

[BG] *The eyebrows should have been raised years ago when people like Bernhard Glock were not yet on the board of such companies. As all media becomes digital, brand builders must more directly engage in the creative distribution of media, and “big media” people like me can help bridge the good old media world with this new digital*