




The screenshot shows the top section of the L'Economiste website. At the top left is the WFA logo. The main header features the title 'L'ECONOMISTE' in large letters, with the subtitle 'LE PREMIER QUOTIDIEN ECONOMIQUE DU MAROC' below it. To the right is the 'atlantic radio' logo with 'En direct' and a date/time stamp: 'Mercredi 25 Mars 2015, 15:06:55' and an RSS icon. Below the header is a red 'FLASH INFOS' bar with news items: 'crédit : Bénéfices en forte hausse', 'Démantèlement cellule terroriste, Ahmed Assid sur la liste des cibles', and 'Crash d'un Airbus en France'. The main content area has a sub-header 'Édition N° 4485 du 2015/03/18' and the article title 'GLOBAL MARKETER WEEK LE DAVOS MAROCAIN DES MARQUES'. Two bullet points are listed: 'UN BUSINESS DE 6 MILLIARDS DE DIRHAMS' and 'L'INTERNATIONAL, LA NOUVELLE FRONTIÈRE'. The article text begins with 'Pour un business qui pèse près de 6 milliards de dirhams, le marché publicitaire marocain a bien de quoi se sentir pousser des ailes...' and continues with a quote from Stephan Loerke, director general of WFA. On the left side, there is a sidebar with 'Abonnez-vous ! NewsLetter' and a list of categories: 'Événement', 'Analyse', 'Economie', 'Entreprises', 'Finances-Banques', 'Régions', 'De Bonnes Sources', 'COMPETENCES & RH', 'Société', 'Chronique', 'Tribune', 'International'. Below this is a 'Finances' section with links to 'Bourse De Casa', 'Les OPCVM', 'Marché Des Taux', and 'Marché Des Devises'. At the bottom of the sidebar is an 'Archives' section with links to 'Les Documents De L'Economiste', 'Forum', 'Vidéotheque', 'Chiffres Clés De L'Economie Marocaine', 'Documents', and 'Enquetes'.



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## Marrakech Hosts Global Marketer Week

Source :  16 March 2015 | Headlines | 58 views



Rabat – The World Federation of Advertisers (WFA) is holding its annual Global Marketer Week in Marrakech from March 16 to March 20, 2015.

The event, which will be co-hosted with the Moroccan Association of Advertisers (GAM), will bring together global marketing leaders from 30 countries, including the world's biggest brands.


"Twenty-Fifteen is an important moment in the history of the WFA because it's the first time we've held Global Marketer Week on the African continent," said Stephan Loerke, Managing Director of the WFA.

"Marrakech was chosen because of the rising interest in the growth prospects of both Morocco in particular and the African continent as a whole. We're very excited to be organizing a week of stimulating events in close collaboration with the Association of Advertisers in Morocco."

The Global Marketer Week is celebrated in a different city each year. It was organized in Sydney in 2014, in Brussels in 2013 and in New York in 2014. This is also the first time to see Global Marketer Week in the African continent.


This year's edition will address the key challenges facing advertisers globally and inspire marketers with success stories from some of the world's biggest brands. The programme will also include a special focus on Africa and the opportunities in the region.


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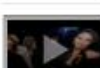
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## **Groupe ISCAE**

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<http://www.groupeiscae.ma/>

### **Des ISCAEistes se retrouvent lors de la "Global Marketer Conference 2015"**



La WFA (World Federation of Advertisers) et le GAM (Groupement des Annonceurs Marocain) ont organisé, pour la première fois en Afrique, leur "Global Marketer Conference 2015". Cette manifestation internationale permet aux entreprises d'échanger et de partager leurs expériences en matière de pratiques marketing. C'était une occasion à ne pas manquer pour rencontrer des professionnels de haut niveau en marketing sur le plan national et international ainsi que des intervenants et des partenaires potentiels; tout ceci dans la perspective de rapprocher continuellement l'ISCAEiste de son environnement et des meilleures pratiques managériales. A l'occasion de cet événement, la Directrice de l'ISCAE-Casablanca Mme Nada Biaz, Mr Salim Cheikh Directeur Général de 2M, Professeur Dounia Dahab, Mme Laila Ahlafi Directrice du Digital chez BMCE Bank (tous les quatre lauréats de l'ISCAE), et bien d'autres diplômés et étudiants actuels de l'ISCAE se sont retrouvés.

***Afineeline***

**10/03/2015**

<http://www.imediaconnection.com/content/38306.asp>

### **>> Les Marketeurs du monde se retrouvent à Marrakech**

La ville de Marrakech abritera, du 16 au 22 mars courant, le Global Marketer Week (GMW), l'événement phare de la fédération mondiale des annonceurs (World Federation of Advertisers- WFA) qui réunit chaque année le gotha mondial du secteur du Marketing et de la publicité. Après Pékin en 2011, New York en 2012, Bruxelles en 2013 et Sydney en 2014, Marrakech sera la 1ère ville africaine et arabe à accueillir cet événement d'envergure, indique le groupement des annonceurs du Maroc (GAM), porteur de la candidature du Royaume pour abriter cet évènement. A noter que, pour abriter cette manifestation, la candidature du Maroc était en concurrence avec celles de la Russie et de l'Afrique du Sud.

[En savoir plus...](#)



## ABA EM MARRAKECH COM A SANDRA MARTINELLI



ESCRITO POR CARLOS FRANCO EM 13/03/2015

GENTE

*Entre os dias 16 e 20 de março, acontece a Global Marketer Week 2015, em Marrakech (Marrocos), um dos maiores eventos mundiais de comunicação de marketing. A Assembleia Geral é promovida pela WFA – Federação Mundial de Anunciantes, da qual a ABA – Associação Brasileira dos Anunciantes – integra o Comitê Executivo e será representada pela vice-presidente executiva Sandra Martinelli.*

O encontro anual é realizado em parceria com uma entidade nacional, desta vez a Associação Marroquina de Anunciantes (GAM). Nele, são debatidas as ameaças e oportunidades que afetam os interesses dos sócios corporativos e das associações nacionais, além de promover a troca de experiências entre entidades nacionais de todo o mundo, buscando exemplos de boas práticas que possam ser implantadas no Brasil. Dentre seus principais objetivos é possível desenvolver ações lobby, realizar estudos globais e regionais, além de emitir documentos de recomendações de melhor prática e de posicionamento da entidade.

Para a conferência, estão confirmados os mais importantes executivos de marketing do mundo que vão compartilhar suas experiências e inspirações. Dentre eles, estão Conny Kalcher, Vice-President Marketing And Consumer Experience da LEGO, Achieng Butler, Senior Vice-President Mobile Commerce da Airtel Africa, Ajaz Ahmed, Chief Executive Officer da AKQA, Toby Shapshak, Editor And Publisher da Stuff, David Alberts, Chief Creative Officer da MOFILM, Mardochee Devico, Chief Executive Officer da Aicha Group, David Wheldon, Managing Director Brand, Reputation, Citizenship And Marketing da Barclay's e Lubomira Rochet, Chief Digital Officer da L'Oréal. "É uma oportunidade única de partilhar experiências, de entender o funcionamento e demandas de alguns dos maiores anunciantes do mundo. A participação da ABA reforça o compromisso da entidade de se modernizar e

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## Global Marketer Week : Le Marocain Mounir Jazouli reconduit au comité exécutif de la WFA

Economie | Brève | Publié le 18.03.2015 à 17h22 | Par La rédaction

★ Mettre en favoris    Imprimer

🔔 Suggérer une correction



En marge du Global Marketer Week, qui se déroule du 16 au 22 mars à Marrakech, la Fédération Mondiale des Annonceurs (WFA) a élu, mardi 17 mars, son nouveau président. David Wheldon, directeur Marketing de la Barclays Bank, a été élu nouveau président de l'organisation, succédant ainsi à Martin Rilet, dirigeant Marketing du groupe Pemot Ricard en poste depuis 2013.

La WFA (World Federation of Advertisers) « connaît un engouement auprès des différentes entreprises et associations locales d'annonceurs, preuve de la pertinence du travail de l'organisation », a déclaré Wheldon, qui a également affirmé son désir d'« aider la WFA à atteindre ses objectifs à un moment où l'industrie du marketing connaît des changements sans précédent ».

Durant cette réunion, le Marocain Mounir Jazouli, président du Groupement des Annonceurs du Maroc, a été également reconduit pour la quatrième année consécutive au comité exécutif composé au total de 9 membres. Ce comité regroupe des experts du marketing et des cadres supérieurs des affaires publiques pour refléter la double mission de la WFA à savoir aider les marketers à être plus efficaces et efficients en termes de communication marketing et protéger des marques à travers des licences d'exploitations et une autorégulation efficace

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# Marketers Do Too Much Navel-Gazing, Says New WFA President

Barclays Marketer Will Focus on Standards, Integration and Purpose

By [Emma Hall](#) Published on March 16, 2015. 0

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David Wheldon

The World Federation of Advertisers -- the Brussels-based body that claims to represent 90% of global marketing spend -- has named David Wheldon, Barclays Group's managing director of brand, reputation, citizenship and marketing, as its new president.

With a resumé that includes global director and VP advertising at the [Coca-Cola Co.](#); global brand director of Vodafone; head of WPP's team Vodafone; and president of [BBDO](#) Europe, Mr. Wheldon brings a wide range of marketer and agency experience

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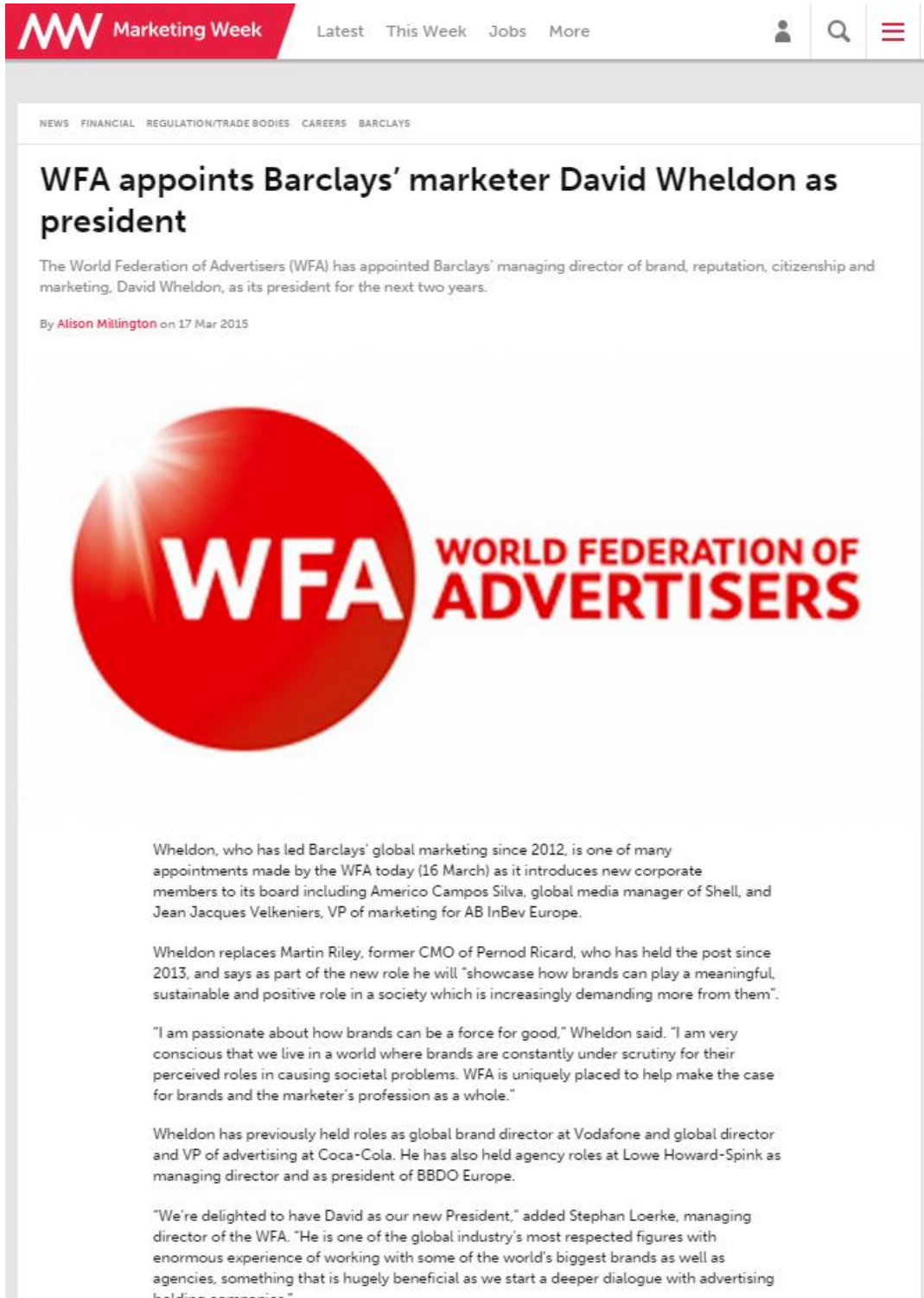
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## Marketing Week

17/03/2015

<https://www.marketingweek.com/2015/03/17/wfa-appoints-barclays-marketer-david-wheldon-as-president/>



The screenshot shows a web page from Marketing Week. At the top, there is a navigation bar with the 'MW Marketing Week' logo, links for 'Latest', 'This Week', 'Jobs', and 'More', and icons for user profile, search, and a menu. Below the navigation bar, there is a breadcrumb trail: 'NEWS FINANCIAL REGULATION/TRADE BODIES CAREERS BARCLAYS'. The main headline reads 'WFA appoints Barclays' marketer David Wheldon as president'. A sub-headline states: 'The World Federation of Advertisers (WFA) has appointed Barclays' managing director of brand, reputation, citizenship and marketing, David Wheldon, as its president for the next two years.' The byline is 'By Alison Milington on 17 Mar 2015'. A large graphic features the WFA logo (a red circle with 'WFA' in white) and the text 'WORLD FEDERATION OF ADVERTISERS' in red. The article text follows, detailing Wheldon's appointment and his previous roles at Barclays, Vodafone, and Coca-Cola. It also includes a quote from Wheldon and a statement from Stephan Loerke, managing director of the WFA.

NEWS FINANCIAL REGULATION/TRADE BODIES CAREERS BARCLAYS

## WFA appoints Barclays' marketer David Wheldon as president

The World Federation of Advertisers (WFA) has appointed Barclays' managing director of brand, reputation, citizenship and marketing, David Wheldon, as its president for the next two years.

By Alison Milington on 17 Mar 2015



Wheldon, who has led Barclays' global marketing since 2012, is one of many appointments made by the WFA today (16 March) as it introduces new corporate members to its board including Americo Campos Silva, global media manager of Shell, and Jean Jacques Velkeniers, VP of marketing for AB InBev Europe.

Wheldon replaces Martin Riley, former CMO of Pernod Ricard, who has held the post since 2013, and says as part of the new role he will "showcase how brands can play a meaningful, sustainable and positive role in a society which is increasingly demanding more from them".

"I am passionate about how brands can be a force for good," Wheldon said. "I am very conscious that we live in a world where brands are constantly under scrutiny for their perceived roles in causing societal problems. WFA is uniquely placed to help make the case for brands and the marketer's profession as a whole."

Wheldon has previously held roles as global brand director at Vodafone and global director and VP of advertising at Coca-Cola. He has also held agency roles at Lowe Howard-Spink as managing director and as president of BBDO Europe.

"We're delighted to have David as our new President," added Stephan Loerke, managing director of the WFA. "He is one of the global industry's most respected figures with enormous experience of working with some of the world's biggest brands as well as agencies, something that is hugely beneficial as we start a deeper dialogue with advertising holding companies."





More  17 MARCH 2015 - 12:01AM | POSTED BY JESSICA DAVIES | 0 COMMENTS

## Barclays marketer David Wheldon takes over as WFA president

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Top Barclays marketer David Wheldon has taken the helm of the World Federation of Advertisers (WFA) replacing Martin Riley as president.

Wheldon, who is managing director of brand, reputation citizenship and marketing at Barclays, was announced as the new leader at the WFA's annual general meeting in Marrakech as part of the WFA's Global Marketer Week, being held in Africa for the first time.

He replaced former chief marketing officer Pernod Ricard Martin Riley, and will hold the post for two years.

Prior to joining Barclays in 2012, Wheldon was global brand director of Vodafone between 2004 and 2010, and was vice president of advertising for Coca-Cola for four years until 1997.

He has also worked agency side working as president of BBDO Europe in 1997, and spent time as managing director of Lowe Howard Spink.

Wheldon said the WFA plays a "critical" role in representing marketers' interests, adding: "I look forward to helping to shape and drive the WFA agenda at a time where our industry is going through unprecedented change".

His appointment was welcomed by Stephan Loerke, managing director of the WFA, who described Wheldon as "one of the global industry's most respected figures" with vast experience of working with some of the world's biggest brands and agencies.

This latter part is an attribute that will be "hugely beneficial as we start a deeper dialogue with advertising holding companies," he said.



Barclays marketer David Wheldon takes over as WFA president





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17 MARCH 2015 - 12:01 AM **UPDATED** | POSTED BY JESSICA DAVIES | 0 COMMENTS

# Barclays' David Wheldon 'concerned' for firms that have 'unknowingly sold their data' as he unveils road map for WFA presidency

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Barclays' managing director of brand, reputation citizen ship and marketing David Wheldon has been ushered in as the new president for the World Federation of Advertisers (WFA).



Barclays' David Wheldon 'concerned' for firms that have 'unknowingly

Ahead of his presentation later today at the WFA Global Forum in Marrakech, he discusses his priorities as president, and his ongoing mission to rebuild trust in the Barclays brand, as well as transparency of data ownerships in the programmatic trading landscape.

### What are your personal goals as WFA president? Are there issues you want to highlight?

I am passionate about how brands can be a force for good. I am very conscious that we live in a world where brands are constantly under scrutiny for their perceived roles in causing societal problems. Just look at my own sector: many of the big global banks have probably never found life to be so difficult.

In my role as WFA President I'm keen to help showcase how brands can play a meaningful, sustainable and positive role in a society which is increasingly demanding more from them.

WFA is uniquely placed to help make the case for brands and the marketer's profession as a whole. So I see this as a wonderful opportunity to work with its

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## Research

26/03/2015

<http://www.research-live.com/news/people/barclays-marketer-new-president-of-wfa/4013077.article>

Thursday, 26 March 2015





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## Barclays marketer new president of WFA

20 March 2015

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**MOROCCO — David Weldon, managing director, brand, reputation citizenship and marketing for Barclays Bank has been appointed as the World Federation of Advertisers' new president.**

He takes over from Martin Riley, former chief marketing officer of Pernod Ricard who has held the position since 2013. The appointment was announced at the WFA's annual general meeting in Marrakesh.

Weldon has worked for Barclays since February 2012. During his career he has been global brand director for Vodafone, vice-president of advertising for Coca-Cola as well as working in ad agencies including Lowe Howard-Spink and BBDO Europe.

## ***The Arabian Marketer***

**18/03/2015**

<http://arabianmarketer.ae/wfa-appoints-barclays-marketer-david-wheldon-as-new-president/>



MARKETING ADVERTISING MEDIA DIGITAL OPINION EVENTS

### **WFA Appoints Barclays Marketer David Wheldon As New President**

AM News Desk | March 18, 2015



Members of the World Federation of Advertisers (WFA) have unanimously voted *David Wheldon, Managing Director, Brand, Reputation Citizenship and Marketing at Barclays Bank, as their new president*. Earlier the post was held by Martin Riley, the former CMO of Pernod Ricard.

His appointment was announced at the WFA's Annual General Meeting, held in Marrakech as part of the WFA's annual Global Marketer Week, which is being held in Africa for the first time. He will hold the post of WFA President for two years.

Mr Wheldon carries with him extensive experience with working at both the agency and client side. He recently spent time at Vodafone, where he was Global Brand Director, and Coca-Cola, where he was Vice-President of Advertising as well as holding senior roles in both full-service agencies such as Lowe Howard-Spink and BBDO Europe and media agencies such as Tempus.

"The WFA plays a critical role in our industry in representing marketers' interests, standing up for what's best about marketing and helping marketers be more effective and efficient. The organization is experiencing impressive growth from corporates and local advertiser associations, proof in itself of the relevance of the organization and its work. I look forward to helping to shape and drive the WFA agenda at a time where our industry is going through unprecedented change," commented Mr Wheldon.

His appointment was welcomed by *Stephan Loerke, Managing Director of the WFA*. "We're delighted to have David as our new President. He is one of the global industry's most respected figures with enormous experience of working with some of the world's biggest brands as well as agencies, something that is hugely beneficial as we start a deeper dialogue with advertising holding companies."

WFA also announced new corporate members to its board which include Americo Campos Silva, Global Media Manager, Shell; Francisco Casa de Falguera, Chief Marketing Officer, Grupo Bimbo; Paloma Castro Martinez, Director of Global Corporate Affairs, LVMH; Damien Cummings, Chief Marketing Officer, Philips ASEAN & Pacific; Sameer Desai, Head of Consumer Healthcare, Asia, Latin America, Middle East and Africa, Mundipharma; Thomas Holzapfel, Global Category Leader Marketing, Deutsche Telekom and Jean Jacques Velkeniers, VP Marketing for Europe, AB InBev. Sandra Martinelli, Executive Vice-President of the Brazilian Advertisers Association (ABA), also joins the board.

## More About Advertising

18/03/2015

<http://www.moreaboutadvertising.com/2015/03/wfa-chooses-barclays-david-wheldon-as-new-president/>

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## WFA chooses Barclays' David Wheldon as new president

Posted by: Staff in Advertisers, Agencies, Creative, Finance, Media 7 days ago 0

The World Federation of Advertisers (WFA) has appointed advertising and marketing industry veteran David Wheldon as its new president. He takes over from Martin Riley, former CMO of Pernod Ricard.



Wheldon (left), who has worked in senior roles at Coca-Cola and Vodafone as well as for agencies including BBDO Europe and Lowe Howard-Spink, is currently managing director brand, reputation and citizenship at Barclays Bank (banks have a lot of managing directors).

Wheldon says: "The WFA plays a critical role in our industry in representing marketers' interests, standing up for what's best about marketing and helping marketers be more effective and efficient. The organization is experiencing impressive growth from corporates and local advertiser associations, proof in itself of the relevance of the organization and its work. I look forward to helping to shape and drive the WFA agenda at a time where our industry is going through unprecedented change."

The WFA claims its members account for 90 per cent of global marketing spend. At the same time as appointing Wheldon for a two-year stint the WFA has elected representatives from AB InBev, Deutsche Telekom, Grupo Bimbo, LVMH, Mundipharma, Philips and



Shell to its board.

Relations between the big global advertisers and agencies seem no better now than they have been historically, with the advertisers suspicious of media initiatives like programmatic buying and determined to drive down fees and pay their bills later. Agencies, who are hardly innocents in some of these matters, fulminate about the dead hand of procurement on fees, budgets and relationships as a whole.

Wheldon, a natural diplomat, has senior experience on both sides of the fence so just may be able to bring the two sides closer together.

# Barclays' David Wheldon Is The New WFA President

by Steve McClellan @mp\_mcclellan, March 17, 2015, 10:13 AM

 Comment  Recomm

Members of the World Federation of Advertisers (WFA) today unanimously voted David Wheldon -- who is managing director, Brand, Reputation Citizenship and Marketing at Barclays Bank -- as the organization's new president. He replaces Martin Riley, the former CMO of Pernod Ricard, who has held the post since 2013.

Wheldon has worked for Barclays since February 2012, leading the firm's global marketing and citizenship functions.

His WFA appointment was announced at the WFA's Annual General Meeting, held in Marrakech as part of the WFA's annual [Global Marketer Week](#), which is being held in Africa for the first time. He will hold the post of WFA president for two years.

Wheldon has worked both agency and client side, recently spending time at Vodafone, where he was global brand director, and Coca-Cola, where he was Vice-president of advertising, as well as holding senior roles in both full-service agencies such as Lowe Howard-Spink and BBDO Europe and media agencies such as Tempus.

"The WFA plays a critical role in our industry in representing marketers' interests, standing up for what's best about marketing and helping marketers be more effective and efficient," Wheldon said. "I look forward to helping to shape and drive the WFA agenda at a time where our industry is going through unprecedented change."

Added Stephan Loerke, managing director of the WFA: "We're delighted to have David as our new president. He is one of the global industry's most respected figures. with enormous

## Marketing Interactive

18/03/2015

<http://www.marketing-interactive.com/wfa-appoints-new-president/>

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18/03/2015 Wed 11:28 in Global by Staff Writer

## WFA names new president



World Federation of Advertisers (WFA) has appointed David Wheldon, managing director, brand, reputation citizenship and marketing at Barclays Bank, as its new president. He replaces Martin Riley, the former CMO of Pernod Ricard, who has held the post since 2013.

Wheldon has worked for Barclays since February 2012, leading the organisation's global marketing and citizenship functions and will hold the post of WFA President for two years. He has worked both agency and client side, recently spending time at Vodafone, where he was global brand director, and Coca-Cola, where he was vice-president of advertising.

He also held senior roles in both full-service agencies such as Lowe Howard-Spink and BBDO Europe and media agencies such as Tempus.

"The WFA plays a critical role in our industry in representing marketers' interests, standing up for what's best about marketing and helping marketers be more effective and efficient. The organisation is experiencing impressive growth from corporates and local advertiser associations, proof in itself of the relevance of the organisation and its work," Wheldon said.

"Wheldon is one of the global industry's most respected figures with enormous experience of working with some of the world's biggest brands as well as agencies, something that is hugely beneficial as we start a deeper dialogue with advertising holding companies," Stephan Loerke (pictured), managing director of the WFA said.

WFA's Executive Committee is made up of senior marketers and public affairs executives to reflect the dual mission of the WFA: to help marketers be more effective and efficient in terms of their marketing communications spend while helping brand owners protect and future-proof

## WFA appoints Barclays marketer, David Wheldon, as new president (WFA - World Federation of Advertisers)

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**S** (ource: WFA - World Federation of Advertisers ) March 17th 2015, Marrakech: Members of the World Federation of Advertisers (WFA) today unanimously voted David Wheldon, Managing Director, Brand, Reputation Citizenship and Marketing at...

*"I would also like to pay tribute to Martin Riley and extend him my sincerest thanks on behalf of all WFA members. He has shown remarkable leadership, vision and inclusivity and leaves the organization significantly stronger as a result."*

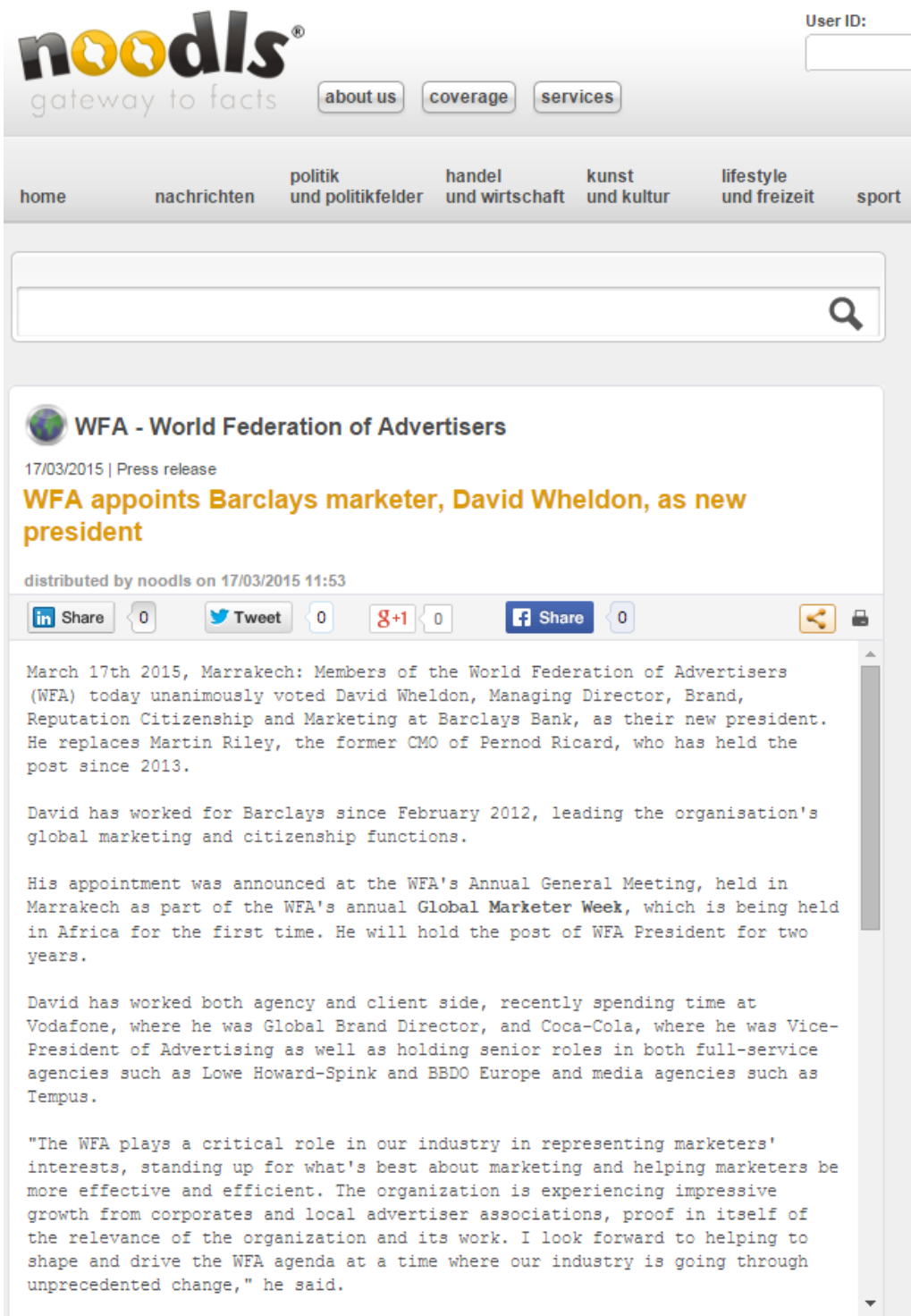
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17/03/2015

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 **WFA - World Federation of Advertisers**

17/03/2015 | Press release

**WFA appoints Barclays marketer, David Wheldon, as new president**

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March 17th 2015, Marrakech: Members of the World Federation of Advertisers (WFA) today unanimously voted David Wheldon, Managing Director, Brand, Reputation Citizenship and Marketing at Barclays Bank, as their new president. He replaces Martin Riley, the former CMO of Pernod Ricard, who has held the post since 2013.

David has worked for Barclays since February 2012, leading the organisation's global marketing and citizenship functions.

His appointment was announced at the WFA's Annual General Meeting, held in Marrakech as part of the WFA's annual **Global Marketer Week**, which is being held in Africa for the first time. He will hold the post of WFA President for two years.

David has worked both agency and client side, recently spending time at Vodafone, where he was Global Brand Director, and Coca-Cola, where he was Vice-President of Advertising as well as holding senior roles in both full-service agencies such as Lowe Howard-Spink and BBDO Europe and media agencies such as Tempus.

"The WFA plays a critical role in our industry in representing marketers' interests, standing up for what's best about marketing and helping marketers be more effective and efficient. The organization is experiencing impressive growth from corporates and local advertiser associations, proof in itself of the relevance of the organization and its work. I look forward to helping to shape and drive the WFA agenda at a time where our industry is going through unprecedented change," he said.



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Thursday, 19 March 2015

### Barclays' David Wheldon Is The New World Federation of Advertiser's President

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Members of the World Federation of Advertisers (WFA) yesterday unanimously voted David Wheldon -- who is managing director, Brand, Reputation Citizenship and Marketing at Barclays Bank -- as the organization's new president. He replaces Martin Riley, the former CMO of Pernod Ricard, who has held the post since 2013.

Wheldon has worked for Barclays since February 2012, leading the firm's global marketing and citizenship functions.

The WFA claims its members account for 90 per cent of global marketing spend. At the same time as appointing Wheldon for a two-year stint the WFA has elected representatives from AB InBev, Deutsche Telekom, Grupo Bimbo, LVMH, Mundipharma, Philips and Shell to its board.



David Wheldon

Wheldon has worked both agency and client side, recently spending time at Vodafone, where he was global brand director, and Coca-Cola, where he was Vice-president of advertising, as well as holding senior roles in both full-service agencies such as Lowe Howard-Spink and BBDO Europe and media agencies such as Tempus.

"The WFA plays a critical role in our industry in representing marketers' interests, standing up for what's best about marketing and helping marketers be more effective and efficient," Wheldon said. "I look forward to helping to shape and drive the WFA agenda at a time where our industry is going through unprecedented change."

Added Stephan Loerke, managing director of the WFA: "We're delighted to have David as our new president. He is one of the global industry's most respected figures, with enormous experience of working with some of the world's biggest brands as well as agencies -- something that is hugely beneficial as we start a deeper dialogue with advertising holding companies."

## Media Update

19/03/2015

<http://www.mediaupdate.co.za/News/Article/74787/World-Federation-of-Advertisers-appoints-David-Wheldon-as-new-president>



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# World Federation of Advertisers appoints David Wheldon as new president

19 Mar 2015 09:55 [People on the Move](#)



Members of the World Federation of Advertisers (WFA) unanimously voted David Wheldon, managing director of brand, reputation citizenship and marketing at Barclays Bank, as their new president.



He replaces Martin Riley, the former CMO of Pernod Ricard, who has held the post since 2013.

Wheldon has worked for Barclays since February 2012, leading the organisation's global marketing and citizenship functions.

His appointment was announced at the WFA's Annual General Meeting, held in Marrakech as part of the WFA's annual [Global Marketer Week](#), which is being held in Africa for the first time. He will hold the post of WFA president for two years.

Wheldon has worked both agency and client side, recently spending time at Vodafone, where he was global brand director, and Coca-Cola, where he was vice president of advertising as well as holding senior roles in both full-service agencies such as Lowe Howard-Spink and BBDO Europe and media agencies such as Tempus.

"The WFA plays a critical role in our industry in representing marketers' interests, standing up for what's best about marketing and helping marketers be more effective and efficient. The organization is experiencing impressive growth from corporates and local advertiser associations, proof in itself of the relevance of the organization and its work. I look forward to helping to shape and drive the WFA agenda at a time where our industry is going through unprecedented change," he said.

His appointment was welcomed by Stephan Loerke, managing director of the WFA. "We're delighted to have David as our new president. He is one of the global industry's most respected figures with enormous experience of working with some of the world's biggest brands as well as agencies, something that is hugely beneficial as we start a deeper dialogue with advertising holding companies," he said.

"I would also like to pay tribute to Martin Riley and extend him my sincerest thanks on behalf of all WFA members. He has shown remarkable leadership, vision and inclusivity and leaves the organization significantly stronger as a result."



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**Global Marketer Week**  
**La WFA élit à Marrakech son nouveau président**

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Les membres de la WFA, réunis à Marrakech, ont désigné David Wheldon en succession à Martin Riley, ancien dirigeant marketing du groupe Pernot Ricard, qui occupait la présidence de la Fédération depuis 2013. Ph : DR

Les membres de la Fédération mondiale des annonceurs (World Federation of Advertisers-WFA-) ont élu, mercredi à Marrakech, David Wheldon (directeur marketing du géant mondial de la banque Barclays) nouveau président de cette organisation internationale des professionnels du marketing et de la communication.

Les membres de la Fédération, réunis à Marrakech dans le cadre du Global Marketer Week (GMW), ont désigné David Wheldon en succession à Martin Riley, ancien dirigeant marketing du groupe Pernot Ricard, qui occupait la présidence de la Fédération depuis 2013.

David Wheldon officie pour la banque Barclays depuis février 2012, où il dirige le Marketing Global de l'établissement. Il a travaillé dans tous les métiers du marketing auprès de grandes multinationales. Après avoir tenu des rôles de premier plan chez Coca-Cola en tant que vice-président chargé de la publicité, il a occupé le poste de directeur mondial chargé de la marque chez Vodafone. Wheldon a également été dans le top management de plusieurs grandes agences internationales dont Lowe Howard-Spink, BBDO-Europe et Tempus.

«La WFA joue un rôle prépondérant dans l'industrie du marketing en représentant les intérêts des professionnels du métier en œuvrant à aider les marketers à être plus efficaces et efficients. Je désire pouvoir, à mon niveau, aider la WFA à atteindre ses objectifs à un moment où l'industrie du marketing connaît des changements sans précédent», a déclaré David Wheldon après son élection.

La nomination de David Wheldon a été saluée par Stéphan Loerke, Directeur Général de la WFA. «Nous sommes ravis de voir David Wheldon occuper ce poste de président de la Fédération mondiale des annonceurs et de contribuer à l'avenir de l'industrie du marketing».

## **M&M Global**

**17/03/2015**

<http://www.mandmglobal.com/news/17-03-15/barclays-global-marketer-david-wheldon-appoint.aspx>

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## NEWS

### **Barclays global marketer David Wheldon appointed WFA president**

17 MARCH 2015

The World Federation of Advertisers (WFA) has announced that Barclays marketer David Wheldon is to take over as president of the organisation.

Wheldon, managing director for brand, reputation, citizenship and marketing at Barclays, replaces former Pernod Ricard CMO Martin Riley, who has held the post since 2013.



The WFA made the announcement at its annual general meeting in Marrakesh, as part of its Global Marketer Week event, being held in Africa for the first time.

Wheldon has played an instrumental role in developing a new internal corporate ethos at Barclays, which found itself in trouble with regulators in the US and UK over attempts to fix Libor, the inter-bank lending rate.

He started his career in the advertising industry, with stints at Saatchi & Saatchi, WCSR Matthews Marcantonio and Lowe Howard Spink, before becoming VP global director of advertising at Coca-Cola.

Wheldon returned agency-side with spells as president of BBDO Europe and CEO of WPP's Team Vodafone, before joining the mobile operator at global brand director, a job he held for nearly six years.

"The WFA plays a critical role in our industry in representing marketers' interests, standing up for what's best about marketing and helping marketers be more effective and efficient," said Wheldon.

"The organisation is experiencing impressive growth from corporates and local advertiser associations, proof in itself of the relevance of the organisation and its work. I look forward to helping to shape and drive the WFA agenda at a time where our industry is going through unprecedented change."

The WFA has also revealed a number of appointments to its board, including Shell global media manager America Campos Silva, Grupo Bimbo CMO Francisco Casa de Falguera and LVMH director of global corporate affairs Paloma Castro Martinez.

Follow all the news from the WFA's Global Marketer Week on M&M Global.


WORLDWIDE

# LA FÉDÉRATION MONDIALE DES ANNONCEURS (WFA) RÉVÉLERA SON NOUVEAU PRÉSIDENT À MARRAKECH

 THEROLLINGNOTES - 15 MARS 2015

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La **Fédération Mondiale des Annonceurs** s'apprête à vivre, à Marrakech, sa semaine la plus animée de l'année 2015. A partir du lundi 16 mars et une semaine durant, patrons du marketing et experts de la communication dans les plus grandes multinationales éliront domicile dans la ville ocre pour les travaux du Global Marketing Week (GMW), la plus influente des manifestations du secteur. L'organisation du GMW est un privilège pour lequel concourent les pays du monde entier. Sa tenue au Maroc est à mettre à l'actif du Groupement des Annonceurs du Maroc (GAM).

La liste des inscriptions n'en demeure pas moins prestigieuse. Quelques 400 participants, issus d'une trentaine de pays, sont attendus. Cet engouement est encouragé par la ferme volonté du **Groupement des Annonceurs du Maroc (GAM)** et la **Fédération Mondiale des Annonceurs (WFA)** de faire du **GMW** un événement qui fera date (lire [notre interview](#) à ce sujet de Mounir Jazouli, Président du GAM). Les deux partenaires révéleront, à Marrakech, l'identité du nouveau président de la WFA qui présidera aux destinées de la communauté mondiale des marketeurs pour les 2 années à venir.

Au programme, 13 sessions de travail au contenu savamment dispensé par une quinzaine d'experts, parmi lesquels des gourous du marketing et de la Communication. Il s'agit, notamment de Conny Kalcher qui a réussi l'exploit, à l'ère du tout numérique, de faire de LEGO, « l'une des marques les plus puissantes dans le monde », selon Brand Finance. De son côté, David Wheldon, est le créateur de la célèbre « Team Vodafone », aujourd'hui en charge du marketing global du géant mondial de la banque Barclays. A côté de ces gourous, des firmes internationales, dont l'Oréal, Airtel et AKQA, ont dépêché leurs experts pour des interventions élitistes.

## **Red G Consultancy**

**17/03/2015**

<http://redg.co/wfa-appoints-barclays-marketer-david-wheldon-as-president/>



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# WFA appoints Barclays' marketer David Wheldon as president

By *Alison Millington*

Wheldon, who has led Barclays' global marketing since 2012, is one of many appointments made by the WFA today (16 March) as it introduces new corporate members to its board including Americo Campos Silva, global media manager of Shell, and Jean Jacques Velkeniers, VP of marketing for AB InBev Europe.

Wheldon replaces Martin Riley, former CMO of Pernod Ricard, who has held the post since 2013, and says as part of the new role he will "showcase how brands can play a meaningful, sustainable and positive role in a society which is increasingly demanding more from them".

"I am passionate about how [Read full story](#) >

Source: [Marketing Week](#)

## ***Technodailies***

**16/03/2015**

<http://www.technodailies.com/News/Technology/Barclays-marketer-David-Wheldon-takes-over-as-WFA-president-409785>



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### **Barclays marketer David Wheldon takes over as WFA president - *The Drum***

Top Barclays marketer David Wheldon has taken the helm of the World Federation of Advertisers (WFA) replacing Martin Riley as president. Wheldon, who is managing director of brand, reputation citizenship and marketing at Barclays, was announced as the ... [Read Full Story](#)

*9 days ago*



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<http://www.campaignasia.com/Article/395419,WFA+appoints+Barclays+marketer+David+Wheldon+as+new+president.aspx>

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## WFA appoints Barclays marketer, David Wheldon, as new president

Mar 17, 2015

MARRAKECH - Members of the World Federation of Advertisers (WFA) today unanimously voted David Wheldon, Managing Director, Brand, Reputation Citizenship and Marketing at Barclays Bank, as their new president. He replaces Martin Riley, the former CMO of Pemod Ricard, who has held the post since 2013.

David has worked for Barclays since February 2012, leading the organisation's global marketing and citizenship functions.

His appointment was announced at the WFA's Annual General Meeting, held in Marrakech as part of the WFA's annual Global Marketer Week, which is being held in Africa for the first time. He will hold the post of WFA President for two years.

David has worked both agency and client side, recently spending time at Vodafone, where he was Global Brand Director, and Coca-Cola, where he was Vice-President of Advertising as well as holding senior roles in both full-service agencies such as Lowe Howard-Spink and BBDO Europe and media agencies such as Tempus.

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His appointment was welcomed by Stephan Loerke, Managing Director of the WFA. "We're delighted to have David as our new President. He is one of the global industry's most respected figures with enormous experience of working with some of the world's biggest brands as well as agencies, something that is hugely beneficial as we start a deeper dialogue with advertising holding companies," he said. "I would also like to pay tribute to Martin Riley and extend him my sincerest thanks on behalf of all WFA members. He has shown remarkable leadership, vision and inclusivity and leaves the organization significantly stronger as a result."

The Executive Committee is made up of senior marketers and public affairs executives to reflect the dual mission of the WFA: to help marketers be more effective and efficient in terms of their marketing communications spend while helping brand owners protect and future-proof their license to operate through advocacy and effective self-regulation.

WFA also announced a number of new corporate members would be joining the board, including:

- Americo Campos Silva, Global Media Manager, Shell;
- Francisco Casa de Falguera, Chief Marketing Officer, Grupo Bimbo;
- Paloma Castro Martinez, Director of Global Corporate Affairs, LVMH;
- Damien Cummings, Chief Marketing Officer, Philips ASEAN & Pacific;
- Sameer Desai, Head of Consumer Healthcare, Asia, Latin America, Middle East and Africa, Mundipharma;

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## The Bulletin: Wheldon as WFA president; Presto signs Modern Family deal; France to ban anorexic models

By [AdNews](#) | 18 March 2015

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### JWT hires senior copywriter

J.Walter Thompson Sydney has appointed former Whybin\TBWA Sydney senior copywriter, Steve Dodds, to its creative department.

Dodds has also previously worked at McCann-Erickson in Sydney and San Francisco and held roles at Y&R Sydney and Mojo.

J.Walter Thompson Sydney executive creative director Simon Langley said: "It's not easy these days finding a writer of Doddsy's stature. He's very tall. His experience creating big brand ideas across almost every client category will be an invaluable asset to the agency."



### Wheldon takes the WFA presidency

Barclays global marketing boss David Wheldon is replacing Martin Riley as the president of the World Federation of Advertisers.

Wheldon has worked for the British bank since February 2012, but also has both client-side and agency-side experience.

His roles include stints at Coca-Cola, Lowe Howard-Spink, and BBDO Europe.

### Presto adds 20th Century Fox content

Presto TV has signed a subscription video on demand exclusive deal with 20th Century Fox to show Modern Family as part of a wider deal with the studio.

## **Info Maroc**

**19/03/2015**

[http://www.infomaroc.net/index.php?option=com\\_content&view=article&id=118988:&catid=39:economie](http://www.infomaroc.net/index.php?option=com_content&view=article&id=118988:&catid=39:economie)

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#### Fédération mondiale des annonceurs : Le nouveau président élu hier à Marrakech

Écrit par infomediaire.ma

([www.infomediaire.ma](http://www.infomediaire.ma)) - Les membres de la Fédération mondiale des annonceurs (World Federation of Advertisers - WFA), réunis à Marrakech dans le cadre du Global Marketer Week (GMW), ont élu hier David Wheldon (directeur marketing du géant mondial de la banque Barclays) nouveau président de cette organisation internationale des professionnels du marketing et de la communication.

Pour rappel, comme déjà annoncé par Infomédiaire Maroc, le GMW a réuni cette année à Marrakech près de 450 professionnels, experts et spécialistes du marketing et de la publicité, dont des vice-présidents de grandes multinationales venus partager leurs savoir-faire et découvrir le potentiel de l'Afrique.


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<http://hrportugal.pt/2015/03/18/david-wheldon-e-o-novo-presidente-da-wfa/>

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### David Wheldon é o novo presidente da WFA

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[wfanet.org/Marrakech](http://wfanet.org/Marrakech)

 **WFA GLOBAL MARKETER WEEK**  
#GMW2015

Os membros da World Federation of Advertisers votaram no actual director de Marketing do Banco Barclays para o cargo de presidente da organização.

A nomeação foi anunciada durante a assembleia geral da WFA em Marraquexe, onde está a decorrer a Global Marketer Week, pela primeira vez no continente africano. David Wheldon vai substituir Martin Riley na chefia da Federação Mundial de Anunciantes (WFA), num mandato de dois anos.

O profissional assume o cargo de presidente numa altura em que, segundo diz, a "indústria está a passar por uma transformação sem precedentes". A WFA manifesta uma dupla missão de ajudar os marketers a serem mais eficazes e eficientes nas suas comunicações, ao mesmo tempo que tenta apoiar os proprietários das marcas a proteger as licenças através da advocacia e da auto-regulação eficaz.

Na Barclays desde Fevereiro de 2012, David Wheldon dirige actualmente o departamento de Marketing e Cidadania, já tendo passado por vários cargos de topo em marcas e agências como a Vodafone, onde foi director geral de Marca, e na Coca-cola, onde desempenhou a função de vice-presidente de Publicidade.

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## David Wheldon fue nombrado presidente de la WFA

El actual managing director de Barclays Bank fue elegido unánimemente por los miembros de la entidad para dirigirá durante los próximos dos años. En este cargo, David Wheldon sucederá a Martin Riley, cmo de Pernod Ricard.



Wheldon: "La WFA desempeña un papel crítico en nuestra industria".

Los miembros de la World Federation of Advertisers (WFA) eligieron por unanimidad a David Wheldon como nuevo presidente de la entidad. El ejecutivo, que actualmente se desempeña como managing director y brand reputation citizenship de Barclays Bank, reemplazará a Martin Riley, cmo de Pernod Ricard.

"Estamos encantados de que David sea nuestro nuevo presidente. Él es una de las figuras más respetadas de la industria, con una enorme experiencia de trabajo con grandes marcas y agencias, algo que es beneficioso a medida que entablamos un diálogo más profundo con los holdings", expresó Stephan Loerke, managing director de la WFA.

El nombramiento fue anunciado durante la junta anual de la organización, celebrada en la ciudad de Marrakech. El cargo durará dos años.

Respecto de su designación, Wheldon dijo: "La WFA desempeña un papel crítico en nuestra industria en la representación de los intereses de los profesionales del marketing, defendiendo las mejores prácticas de la actividad y ayudando a los profesionales a ser más eficaces y eficientes. La organización está experimentando un impresionante crecimiento de las corporaciones locales y asociaciones de anunciantes, prueba de la relevancia de la organización y su trabajo. Espero poder ayudar a formar y conducir la agenda de la WFA en un momento en que nuestra industria atraviesa un cambio sin precedentes".

La entidad también comunicó la incorporación de nuevos miembros. El comité quedó formado por Americo Campos Silva -global media manager, Shell-, Francisco Casa de Falguera -chief marketing officer, Grupo Bimbo-, Paloma Castro Martinez -director of global corporateaffairs, LVMH-, Damien Cummings -chief marketing officer, Philips ASEAN & Pacific-, SameerDesai -head of consumerbusiness, Asia, LatinAmerica, Middle East and Africa, Muddibama-


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<http://www.merca20.com/david-wheldon-es-nombrado-nuevo-presidente-de-la-asociacion-mundial-de-anunciantes/>

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## David Wheldon es nombrado nuevo Presidente de la Asociación Mundial de Anunciantes

18-03-2015 3:18 am · 0 Comments

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**Internacional.-** El nuevo presidente de la Asociación Mundial de Anunciantes (WFA) acaba de elegir, por decisión unánime a David Wheldon como nuevo presidente del organismo. Wheldon

es el Managing Director, Brand, Reputation Citizenship y Marketing de Barclays quien ocupará el cargo que ostentaba desde 2013, Martin Riley, CMO de Pernod Ricard.

### Notas relacionadas:

[Asociación Española de Anunciantes: Ley de Propiedad Intelectual perjudica al sector y lastra los mecanismos de co-regulación con la Administración](#)

[La Asociación Española de Marketing presenta su Código Ético](#)

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David Wheldon, quien lidera las acciones globales de marketing de Barclays, trabaja en dicha empresa desde febrero de 2012 y su nombramiento se ha dado a conocer durante la reunión anual de la WFA celebrada en Marrakech, primera ciudad africana en acoger este evento.

Según Wheldon, quien se ocupará el cargo de presidente de la WFA durante dos años, espera durante este periodo, "ayudar a dar forma y hacer realidad la agenda de la WFA al mismo tiempo que la industria experimenta un cambio sin precedentes".

La Asociación Mundial de Anunciantes la conforma un Comité Ejecutivo que trabaja en pro de la eficacia de los profesionales del marketing en lo cuanto a sus acciones de comunicación, además de ayudar a las marcas a funcionar en el mercado de forma efectiva y autorregulada.

En cuanto a los nuevos miembros que ha sido incorporados al Comité Ejecutivo de la WFA, estos son: Américo Campos Silva, Global Media Manager de Shell; Francisco Casa de Falguera, Chief Marketing Officer de Grupo Bimbo; Paloma Castro Martínez, Director of Global Corporate Affairs de LVMH;

**aba**

**17/03/2015**

<http://www.aba.com.br/canais/comunicacao-integrada/artigos/direto-de-marrakech-wfa-indica-david-wheldon-como-seu-novo-presidente>



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## ARTIGOS

### DIRETO DE MARRAKECH: WFA NOMEIA DAVID WHELDON COMO SEU NOVO PRESIDENTE

COMPARTILHE



17 de março de 2015



David Wheldon, diretor do Barclays Bank, é o novo presidente da WFA. O seu nome foi anunciado hoje (17 de março), durante a Assembleia Geral Ordinária da entidade, realizada em Marrakech, na África, onde acontece a Global Marketer Week.

Wheldon, eleito para um mandato de dois anos, substitui Martin Riley, ex-diretor de marketing da Pernod Ricard, que ocupava o cargo desde 2013.

O novo presidente da WFA está no Barclays desde fevereiro de 2012, como líder de marketing e de cidadania, respondendo pelas áreas globais da organização.

Ao longo de sua carreira, David tem atuado tanto em empresas anunciantes como em agência. Foi diretor global de marca da Vodafone e, na Coca-Cola, atuou como VP de Publicidade. Em agências acumula passagens na Lowe Howard-Spink e BBDO Europa, além da agência de mídia Tempus.

Em seu pronunciamento, afirmou que está ansioso para ajudar a moldar e direcionar a agenda da WFA, principalmente num momento de tantas transformações da indústria. "A entidade tem um papel fundamental no sentido de ajudar os anunciantes a serem mais eficazes e eficientes", enfatizou.

A nomeação foi saudada por Stephan Loerke, Managing Director da WFA. Ele salientou que David é uma das figuras mais respeitadas da indústria global, com enorme experiência, justamente por ter trabalhado com grandes marcas globais, além de ter experiência do lado das agências. "Gostaria de prestar nossa homenagem também ao Martin Riley e estender-lhe os meus sinceros agradecimentos em nome de todos os membros da WFA. Ele demonstrou uma expressiva liderança, visão e amplitude, deixando a organização mais forte", sintetizou.

O Comitê Executivo da WFA é formado por profissionais de marketing e executivos de PR, refletindo a dupla missão da entidade: ajudar os anunciantes a serem mais eficazes e eficientes e representar seus interesses através do advocacy e da defesa da autorregulação.

Durante a reunião e também nos materiais distribuídos à imprensa foi destacado o nome de Sandra Martinelli, VP executiva da ABA, que agora faz parte do Comitê Executivo da entidade.

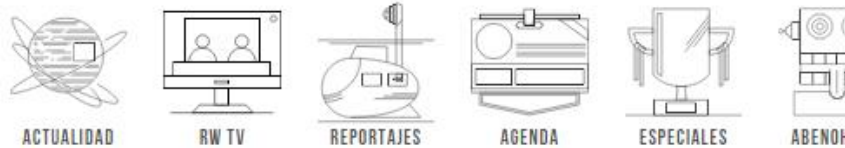
Foram divulgados, ainda, os novos representantes corporativos:

- Américo Campos Silva, Global Media Manager, Shell;
- Francisco Casa de Falguera, Chief Marketing Officer, Grupo Bimbo;
- Paloma Castro Martinez, diretor de Assuntos Corporativos Globais, LVMH;

## Reason Why

17/03/2015

[http://www.reasonwhy.es/actualidad/sector/david-wheldon-nuevo-presidente-de-la-asociacion-mundial-de-anunciantes\\_2015-03-17](http://www.reasonwhy.es/actualidad/sector/david-wheldon-nuevo-presidente-de-la-asociacion-mundial-de-anunciantes_2015-03-17)



Inicio » Actualidad » Sector » David Wheldon, nuevo Presidente de la Asociación Mundial d

# David Wheldon, nuevo Presidente de la Asociación Mundial de Anunciantes

17/03/2015 - 17:22

Redacción



Los miembros de la **Asociación Mundial de Anunciantes (WFA)** han elegido hoy de forma unánime a **David Wheldon** como nuevo presidente. El Managing Director, Brand, Reputation Citizenship y Marketing de **Barclays** sustituye así a Martin Riley, CMO de Pernod Ricard, que ostentaba el cargo desde el año 2013.

David Wheldon trabaja para Barclays desde febrero de 2012, liderando las acciones globales de marketing de la entidad. Su nombramiento se ha hecho público en Marrakech, durante la reunión anual de la WFA que, por primera vez, ha tenido lugar en África.

Wheldon se mantendrá como presidente de la WFA durante dos años, periodo en el que espera *"ayudar a dar forma y hacer realidad la agenda de la WFA al mismo tiempo que la industria experimenta un cambio sin precedentes"*.



## Marketing Edge

18/03/2015

<http://www.marketingedge.com.ng/david-wheldon-becomes-world-federation-of-advertisers-president/>



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### David Wheldon Becomes World Federation of Advertiser's President

Posted by [MarketingEdgeMag](#) | On [18 March,2015](#) | In [Brands](#), [Breaking News](#), [Foreign News](#), [Local News](#), [News](#)

The World Federation of Advertisers (WFA) has a new President. David Wheldon, the Managing Director, (Brand, Reputation Citizenship and Marketing) Barclays bank,

will steer the affairs of the WFA for the next two years after being unanimously elected by his fellow federation members. He replaces Martin Riley, the former Chief Managing Officer of Pernod Ricard, who stepped down after being at the helm of affairs of WFA since 2013.

Mr.Wheldon's appointment was made known yesterday in Marrakech, Morocco, at the Annual General Meeting (AGM) which is part of the activities to mark the WFA's annual Global Marketer Week which is being held in Africa for the first time.

Mr Wheldon, an experienced advertising practitioner has worked in both the agency and client side of brand marketing and has occupied various senior managerial positions in notable companies such as Vodafone, where he was Global Brand Director, and Coca-Cola, where he was Vice-President of Advertising as well as full-service agencies Lowe Howard-Spink and BBDO Europe. He also ventured into working for media agencies such as Tempus. He has been working with Barclays since February 2012 where he has been in charge of the organisation's global marketing and citizenship functions.



David Wheldon The  
World Federation of  
Advertisers (WFA) New  
President

Addressing his colleagues after his appointment, the new WFA President said "The WFA plays a critical role in our industry in representing marketers' interests, standing up for what's best about marketing and helping marketers be more effective and efficient. The organization is experiencing impressive growth from corporates and local advertiser associations, proof in itself of the relevance of the organization and its work. I look forward to helping to shape and drive the WFA agenda at a time where our industry is going through unprecedented change."

## East Wind Blog

19/03/2015

<http://www.eastwind.es/blogs/eastwindmarketingycomunicacion/en/page/2/>

### A 55% of the marketers operating in Africa says brands do not understand local consumers

📅 19 March, 2015 👤 eva gonzalez 💬 Leave a comment



2015/03/19

First WFA-Millward Brown New research into the state of marketing expertise and opportunity amongst client-side marketers across Africa reveals the gap in consumer understanding that local and regional marketers say exists at a global level. 55% respondents agreed with the statement "global colleagues do not understand consumers in our local markets" and only 20% disagreed.

The local versus global debate also applied to local agency partners, with 58% of respondents agreeing that local agencies have a superior understanding of local business issues than international agency brands.

The results have been released today as part of the WFA's first-ever annual gathering in Africa, with WFA's Global Marketer Week taking place in Morocco from 16th to 20th March.

The research is based upon 82 responses from marketers working for well-known local and global brands at a country or regional level and has been carried out by Millward Brown in collaboration with the National Advertisers Associations operating in Cameroon (CMA), Kenya (MSK), Morocco (GAM), Nigeria (ADVAN),

South Africa (MASA) and Zimbabwe (MAZ).

#### ***The African opportunity should not be underestimated by marketers***

The results highlight the key challenges that all brands face in Africa, notably the lack of reliable data, including media consumption and retail performance, as well as the progress that marketers in the region are making in delivering more effective marketing.

"Africa offers huge and untapped potential for the brands that can not only manage their budgets efficiently but also connect with its populations via powerful insights. We should not underestimate both the amazing work that's already taking place in Africa but also the opportunity for it to grow even faster," said Stephan Loerke, WFA Managing Director.

#### ***Main concerns of marketers in Africa: Lack of basic market level data, holding back ad investment and content generation***

A lack of basic market level data is hindering attempts to generate insights, with 62% of respondents agreeing with this statement. Separately 45% of respondents also agreed that a lack of infrastructure is the key barrier to effective market research. One respondent cited the need for "African solutions" to these challenges as likely to be more effective than importing Western

## Marketing Directo

17/03/2015

<http://www.marketingdirecto.com/actualidad/anunciantes/david-wheldon-barclays-elegido-presidente-de-la-federacion-mundial-de-anunciantes/>



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17 marzo 2015 - Anunciantes



### David Wheldon (Barclays), elegido presidente de la Federación Mundial de Anunciantes



La Federación Mundial de Anunciantes (WFA) ha elegido al veterano **David Wheldon**. Actual director de marca, reputación y ciudadanía de Barclays Bank, como nuevo presidente, sustituyendo a Martin Riley de Pernod Ricard.

“La WFA juega un **papel crítico en nuestra industria** y representa los intereses de los ‘marketeros’, levantándose por lo que es lo mejor para el marketing y ayudando a los

marketeros a ser más efectivos y eficientes”, explicó Wheldon.

“La organización está experimentando un crecimiento impresionante de asociaciones de anunciantes locales, demostrando la relevancia en sí misma de la organización y su trabajo. **Estoy impaciente por ayudar a dar forma y dirigir la agenda de la WFA** en un momento en que nuestra industria está atravesando un cambio sin precedentes”.

**Izitech**

**18/03/2015**

<http://izitech.ma/2015/03/18/la-wfa-revele-le-nom-de-son-nouveau-president-a-marrakech/>



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Article précédent



18 mar 15 par  by izitech

## GMW 2015 : LA FÉDÉRATION MONDIALE DES ANNONCEURS RÉVÈLE LE NOM DE SON NOUVEAU PRÉSIDENT À MARRAKECH

Lors du Global Marketer Week qui se tient, actuellement, à Marrakech, les membres de la Fédération Mondiale des Annonceurs (WFA), ont voté et à l'unanimité **David Wheldon** nouveau Président de l'organisation.

Il succède ainsi à Martin Riley, ancien dirigeant marketing du groupe Pernot Ricard qui a été en poste depuis 2013.

### M. Wheldon a œuvré dans tous les métiers du marketing

Après avoir tenu des rôles de premiers plans chez Coca-Cola en tant que vice-président chargé de la publicité, il a occupé le poste de directeur mondial chargé de la marque chez Vodafone.

M. Wheldon a, également, été dans le top management dans plusieurs grandes agences dont Lowe Howard-Spink et BBDO Europe et Tempus.

« La WFA joue un rôle prépondérant dans l'industrie du marketing en représentant les intérêts des professionnels du métier ,en œuvrant à aider les marketers à être plus efficaces et efficients.

L'organisation connaît un engouement auprès des différentes entreprises et associations locales d'annonceurs, preuve de la pertinence du travail de l'organisation.

Je désire pouvoir, à mon niveau, aider la WFA à atteindre ses objectifs à un moment où l'industrie du marketing connaît des changements sans précédent », a déclaré M. Wheldon.





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RETOUR



## DAVID WHELDON (BARCLAYS), PRÉSIDENT DE LA FÉDÉRATION MONDIALE DES ANNONCEURS.

17/03/2015

La World Federation of Advertisers (WFA) vient de renouveler son bureau pour les deux années à venir, et a élu pour président David Wheldon, managing director en charge de la marque, de la réputation, de la citoyenneté et du marketing de Barclays Bank. Il succède à Martin Riley, ex-directeur marketing de Pernod Ricard, remplacé en septembre dernier par Conor McQuaid. Au sein du comité exécutif de 36 membres, Loïc Armand, président de L'Oréal France et vice-président de l'UDA, est reconduit en tant que vice-président pour l'Europe de l'Ouest, Pierre-Jean Bozo, directeur général de l'UDA, comme membre représentatif de son association, tandis que Paloma Castro Martinez, directrice international corporate affairs de LVMH, y fait son entrée comme membre corporate. La WFA, dont le siège est à Bruxelles, regroupe 60 associations nationales d'annonceurs (dont l'UDA) et autant de groupes mondiaux. Elle est dirigée opérationnellement par Stephan Loerke.

[Diffuser ma nomination @Strategies et Nomination.fr](#)

Articles liés :

**Actualité**

## Marrakech : élection du président de la Fédération mondiale des annonceurs

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David Wheldon a été élu nouveau président de la Fédération mondiale des annonceurs (World Federation of Advertisers-WFA-), mercredi à Marrakech.



Les membres de la Fédération, réunis à Marrakech dans le cadre du Global Marketer Week (GMW), ont désigné David Wheldon en succession à Martin Riley, ancien dirigeant marketing du groupe Pernot Ricard.

M. Wheldon officie pour la banque Barclays depuis février 2012, où il dirige le Marketing Global de l'établissement. Il a travaillé dans tous les métiers du marketing auprès de grandes multinationales. Après avoir tenu des rôles de premier plan chez Coca-Cola en tant que vice-président chargé de la publicité, il a occupé le poste de directeur mondial chargé de la marque chez Vodafone. Wheldon a également été dans le top management de plusieurs grandes agences internationales dont Lowe Howard-Spink, BBDO-Europe et Tempus.

Intervenant après son élection, M. Wheldon a souligné que «la WFA joue un rôle prépondérant dans l'industrie du marketing en représentant les intérêts des professionnels du métier en œuvrant à aider les marketers à être plus efficaces et efficients. Je désire pouvoir, à mon niveau, aider la WFA à atteindre ses objectifs à un moment où l'industrie du marketing connaît des changements sans précédent ».



ALM / UNE / ACTUALITE

## La Fédération mondiale des annonceurs élit à Marrakech son nouveau président



Les membres de la Fédération, réunis à Marrakech dans le cadre du Global Marketer Week (GMW), ont désigné David Wheldon en succession à Martin Riley, ancien dirigeant marketing du Groupe Pernot Ricard, qui occupait la présidence de la Fédération depuis 2013.

Aujourdhui.ma | 20-03-2015 09:08:39  
Par ALM



Les membres de la Fédération mondiale des annonceurs (World Federation of Advertisers-WFA-) ont élu, mercredi à Marrakech, David Wheldon (directeur marketing du géant mondial de la banque Barclays) nouveau président de cette organisation internationale des professionnels du marketing et de la communication.

Les membres de la Fédération, réunis à Marrakech dans le cadre du Global Marketer Week (GMW), ont désigné David Wheldon en succession à Martin Riley, ancien dirigeant marketing du Groupe Pernot Ricard, qui occupait la présidence de la Fédération depuis 2013. M. Wheldon officie pour la banque Barclays depuis février 2012, où il dirige le Marketing Global de l'établissement.

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Accueil » News » Fédération mondiale des annonceurs : Le nouveau président élu hier à Marrakech

## Fédération mondiale des annonceurs : Le nouveau président élu hier à Marrakech

Posté le jeudi, 19 mars 2015 - 10:27 am



**WFA** WORLD FEDERATION OF  
**ADVERTISERS**

([www.infomediaire.ma](http://www.infomediaire.ma)) - Les membres de la Fédération mondiale des annonceurs (World Federation of Advertisers - WFA), réunis à Marrakech dans le cadre du Global Marketer Week (GMW), ont élu hier David Wheldon (directeur marketing du géant mondial de la banque Barclays) nouveau président de cette organisation internationale des professionnels du marketing et de la communication.

Pour rappel, comme déjà annoncé par InfoMédiaire Maroc, le GMW a réuni cette année à Marrakech près de 450 professionnels, experts et spécialistes du marketing et de la publicité, dont des vice-présidents de grandes multinationales venus partager leurs savoir-faire et découvrir le potentiel de l'Afrique.



**WebRadar**

**19/03/2015**

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## Marrakech : élection du président de la Fédération mondiale des annonceurs

**La vie éco** il y a environ 6 jours

ActualitéMarrakech : élection du président de la Fédération mondiale des annonceursDavid Wheldon a été élu nouveau président de la Fédération mondiale des annonceurs (World Federation of Advertisers-WFA-), mercredi à Marrakech. Les membres de la Fédération, réunis à Marrakech dans le cadre du Global Marketer Week (GMW), ont désigné David Wheldon en succession à Martin Riley, ancien dirigeant marketing du groupe Pernot Ricard.

M. Wheldon officie pour la banque Barclays depuis février 2012, où il ...

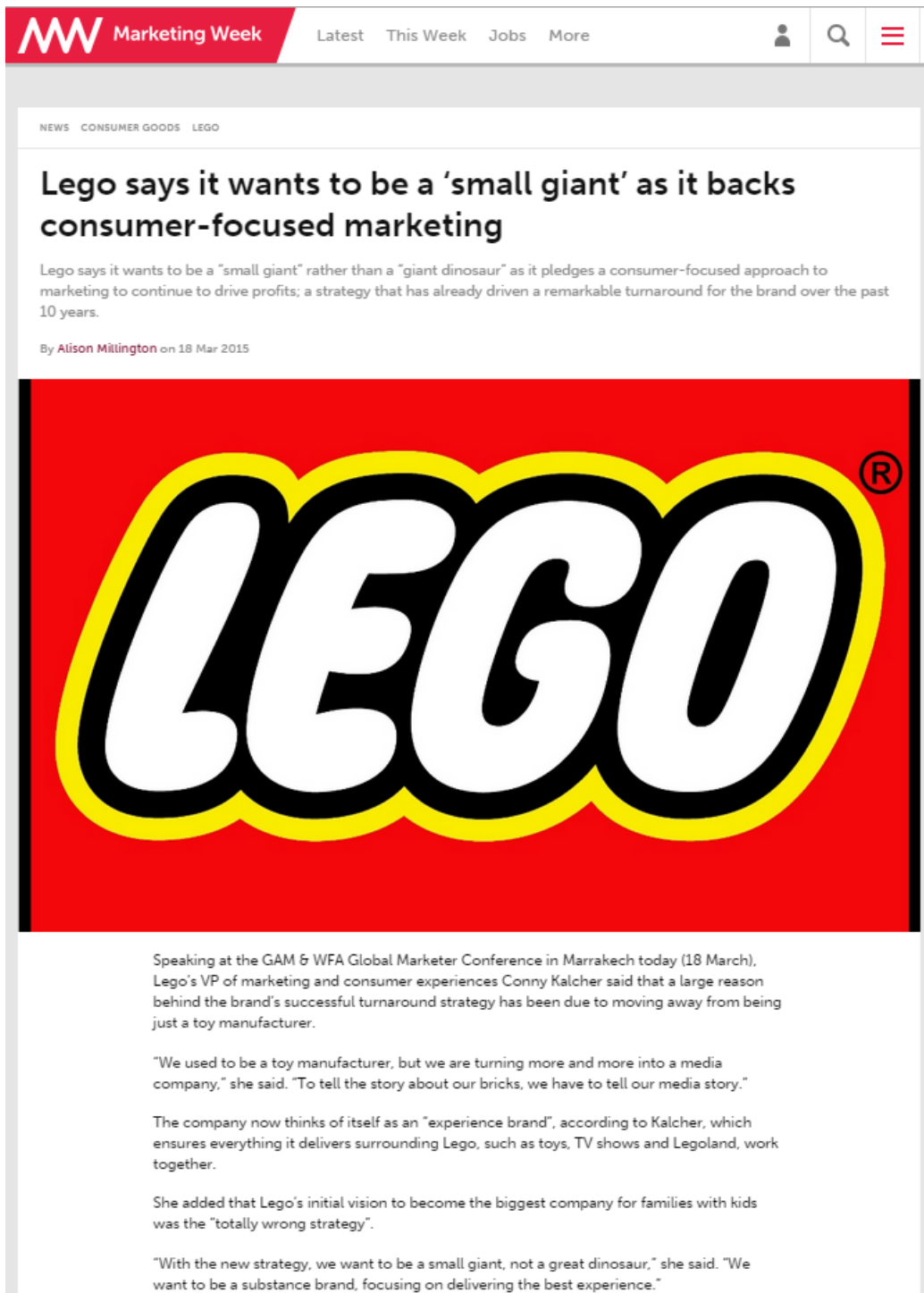
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2015-03-19 22:46:07

## Marketing Week

18/03/2015

<http://www.marketingweek.com/2015/03/18/lego-says-it-wants-to-be-a-small-giant-with-consumer-focused-marketing/>




The screenshot shows a web page from Marketing Week. At the top, there is a navigation bar with the 'MW Marketing Week' logo, and links for 'Latest', 'This Week', 'Jobs', and 'More'. There are also icons for a user profile, search, and a menu. Below the navigation bar, the article title is 'Lego says it wants to be a 'small giant' as it backs consumer-focused marketing'. The byline reads 'By Alison Millington on 18 Mar 2015'. A large image of the Lego logo is featured in the center. Below the logo, there are several paragraphs of text, including a quote from Conny Kalcher, Lego's VP of marketing and consumer experiences, and a statement about the company's strategy to become an 'experience brand'.

NEWS CONSUMER GOODS LEGO

### Lego says it wants to be a 'small giant' as it backs consumer-focused marketing

Lego says it wants to be a "small giant" rather than a "giant dinosaur" as it pledges a consumer-focused approach to marketing to continue to drive profits; a strategy that has already driven a remarkable turnaround for the brand over the past 10 years.

By Alison Millington on 18 Mar 2015



Speaking at the GAM & WFA Global Marketer Conference in Marrakech today (18 March), Lego's VP of marketing and consumer experiences Conny Kalcher said that a large reason behind the brand's successful turnaround strategy has been due to moving away from being just a toy manufacturer.

"We used to be a toy manufacturer, but we are turning more and more into a media company," she said. "To tell the story about our bricks, we have to tell our media story."

The company now thinks of itself as an "experience brand", according to Kalcher, which ensures everything it delivers surrounding Lego, such as toys, TV shows and Legoland, work together.

She added that Lego's initial vision to become the biggest company for families with kids was the "totally wrong strategy".

"With the new strategy, we want to be a small giant, not a great dinosaur," she said. "We want to be a substance brand, focusing on delivering the best experience."

## **M&M Global**

**25/03/2015**

<http://www.adnews.com.au/news/opinion-a-bit-more-than-a-tim-tam-sunita-gloster-predicts-global-marketer-week-highlights>

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## NEWS

### **Africa 'exploding with possibility and potential', says Stuff South Africa editor Toby Shapshak**

18 MARCH 2015

Africa as a continent is about to explode in terms of possibility and potential, says editor and publisher of Stuff South Africa, Toby Shapshak.

Speaking at Global Marketer Week in Marrakech, Shapshak discussed how Africa is developing useful SMS-based solutions to be able to meet everyday needs.

"Six out of the 10 fastest growing economies are in Africa," said Shapshak.

By 2040, one billion Africans will be of working age making it one of the largest workforces in the world – rapidly overtaking China.

"The kind of innovation we see in Africa is innovation out of necessity," said Shapshak. "Because we don't have the things taken for granted in the more developed markets, we have to think of cleverer ways to work around it."

He cites M-Pesa, a mobile-phone based money transfer service, as an example of this kind of innovation.

"It works on the most basic and most simple of mobile handsets. The bottom line is that more people can conduct business just by using their mobile phone," he said.

"Many people forget that pay as you go was developed in Africa about 20 years ago and now it's a business model that is used all over the world," he added.

Africa is a tough environment, says Shapshak, where the traditional forms of marketing are not as widespread.

"It's a mobile-first environment. People have skipped straight past desktops and laptops and gone straight to mobile," he said.

There are no fancy smartphones in the market. The most popular handsets are old Nokias – but Shapshak says that this is what's driving the innovation and creativity to reach people in the market.

"What this shows you is that everything is possible. Just because you live somewhere where there are no traditional marketing methods, it doesn't mean you can't reach people," said Shapshak.

**Laura Bracher, Marrakech**



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## **M&M Global**

**18/03/2015**

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## NEWS

### **Lego marketing boss Conny Kalcher: 'To be a premium brand you must listen to the consumer'**

18 MARCH 2015

The more brands can turn consumers into advocates, the more authentic your brand becomes, says Conny Kalcher, vice-president marketing and consumer experience at Lego.

Speaking at Global Marketer Week in Marrakech, Kalcher explained how the company went from losing its place in the market 10 years ago to becoming one of the most successful toy companies in the world.



"Our classic toys had become quite fancy and consumers didn't recognise them as the Lego brand so we went back at looked at what's relevant to kids," she said.

"We wanted to inspire and develop the builders of tomorrow. We wanted to develop a toy that parents were happy to give their children, to encourage their creativity."

But it wasn't as simple as that: to become more consumer driven, Lego had to move the company to become more "consumer focused", said Kalcher.

According to Kalcher, Lego understood that they needed to view themselves as an "experience brand" and focus more on understanding consumers and creating distinct and seamless experiences for them.

"As a brand you get to understand what consumers like and hate and you learn how to turn them from 'detractors' into 'producers'," said Kalcher.

"If you want to be a premium brand you have to demonstrate that you are listening to the consumer," she added.

Ten years ago, launching new products used to be easy, but in today's world brands now need to orchestrate 360-degree campaigns – they need to focus on "content creation" and "channel management."

"Today we must master 360 degree campaigns and do it in real-time," said Kalcher. "We are dialling up digital content production and turning more and more into a media company."

There's no doubt that Lego is certainly mastering the art of digital marketing. It has now become more than just a toy brand, producing video games, TV series and, of course, last year's Lego Movie - with two or three more in the pipeline.

"Four years ago we realised that we needed to build our own channels and talk to parents and children.

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## NEWS

### AKQA CEO Ajaz Ahmed: 'Simple displaces difficult on digital platforms'

18 MARCH 2015

When it comes to digital platforms the difficult is always displaced by the simple, says Ajaz Ahmed, CEO of AKQA.

Speaking at Global Marketer Week in Marrakech, Ahmed discussed some of the ideas to which the best, most sustainable businesses of whatever size, era and concern always return.

According to Ahmed, there are five characteristics that he respects and admires that helps the most successful businesses to endure: democratise; revolutionise; organise; simplify; authorship; and values.

He believes that for every single project created you must first think about what opportunity you are trying to unlock.

"What's the memory we want to create and the feeling we want to evoke in the hearts and minds of our audiences?"

Citing one of the agency's clients Nike, Ahmed described some of the ideas behind its hugely successful Nike + app.

"One of the ideas we had was why don't we democratise the idea of having a personal trainer?"

The Nike + app acts as the users very own personal trainer and helps them to track progress, stay motivated and achieve a better workout.

"In our industry we hear a lot about storytelling and big data, so we thought why not combine the two and make it a more personalised experience," he added.

The top 100,000 users on the Nike + app received their own personalised video at the end of 2014.

"It's a really gorgeous way to combine storytelling and art and data in a personalised way," said Ahmed.

"The organisations that tend to endure look at innovation as an experiment with unknown outcomes," he added.

**Laura Bracher, Marrakech**



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## **M&M Global**

**18/03/2015**

<http://www.mandmglobal.com/news/18-03-15/remember-the-three-marketing-fs-says-mofilms.aspx>

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## NEWS

### **Remember the three marketing F's, says MOFILM's CCO David Alberts**

18 MARCH 2015

The business model of agencies no longer meets the business needs of clients, says David Alberts, chief creative officer at MOFILM.

Speaking at Global Marketer Week in Marrakech, Alberts argued that agencies no longer offer clients what they need to engage with consumers, and that brands need to look for creative alternatives to truly leverage the power of consumer-generated content.



"It's important to remember the three marketing 'F' words – 'faster', 'fresher', and 'fraction' of the cost," said Alberts.

MOFILM is a British based content sourcing company that allows users to produce video and photographic content for various brands and social causes. Its clients include Bose, Coca-Cola and American Express.

Alberts said that the most important thing for brands is to have a point of view.

Citing a campaign created for Bose using young Australian filmmakers Oliver Clarke and Blair MacDonald, Alberts explained how going against the typical agency business model and instead looking at the "untapped market of filmmakers" is a good example of getting consumers to engage with a brand's content.

Bose was launching a new portable speaker and wanted to go beyond just showing people a speaker, it wanted to show how music fits into our everyday lives, according to Alberts.

"It was shot by a local film-maker, the song was created by a young musician – what you get is an incredibly authentic campaign," said Alberts.

"I think this is the biggest challenge that brands have to face at the moment... You need to have a point of view and think about why people should engage with your content."

"The greatest fear is not being relevant," he said.

## Marketing Week

20/03/2015

[http://www.marketingweek.com/2015/03/20/brands-need-to-embrace-democratisation-of-creativity-to-be-relevant-to-consumers/?cmpid=mwbreak\\_996245&utm\\_medium=email&utm\\_source=newsletter&utm\\_campaign=mw\\_daily](http://www.marketingweek.com/2015/03/20/brands-need-to-embrace-democratisation-of-creativity-to-be-relevant-to-consumers/?cmpid=mwbreak_996245&utm_medium=email&utm_source=newsletter&utm_campaign=mw_daily)

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## Brands need to embrace 'democratisation of creativity' to stay relevant to consumers

Most marketing is annoying to consumers, and the old ways of creating and executing campaigns are no longer fit for purpose. Only by embracing the "democratization of creativity" can brands ensure they remain relevant to their audiences.

By Alison Millington on 20 Mar 2015



So was the conclusion of many speaking at the WFA Global Marketer Conference in Marrakech this week. Brand and agency leaders said in order for brands to become more relevant to consumers, they need to give up some control of their content and make experimentation and learning, rather than ideas of success or failure, the goals of innovation.

The advice from marketing leaders comes as a WFA report, released 19 March and created by We Are Social to measure consumer reactions to ads across social media, shows that **one of seven of the "deadly sins of marketing" is a lack of quality in advertising**, with too many ads annoying consumers with poor content.



According to the report, brands need to prioritise quality of quantity, meaningful engagement over frequency of exposure and work harder to test whether ads are engaging.

### Brands need to collaborate with consumers

## Marketing Week

23/03/2015

[http://www.marketingweek.com/2015/03/23/legos-vp-of-marketing-on-movies-listening-to-customers-and-360-marketing/?cmpid=mwbreak\\_996245&utm\\_medium=email&utm\\_source=newsletter&utm\\_campaign=mw\\_daily](http://www.marketingweek.com/2015/03/23/legos-vp-of-marketing-on-movies-listening-to-customers-and-360-marketing/?cmpid=mwbreak_996245&utm_medium=email&utm_source=newsletter&utm_campaign=mw_daily)


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### LEGO's VP of marketing on listening to customers, movies and 360 marketing

Over recent years, LEGO has not been short of success, with a successful turnaround strategy seeing it top super brand ratings, break the box office and, most recently, commit to moving away from being "just a toy manufacturer". Marketing Week caught up with LEGO's VP of marketing Conny Kalcher at the World Federation of Advertisers' Global Marketer Week in Marrakech to chat about the iconic toy brand's next phase.

By Alison Mitlington on 23 Mar 2015



You've said the brand wants to be a "small giant" rather than a "great dinosaur". What does that mean and how do you plan to achieve that?

You have choices as a brand. We are in construction toys, which is a sub segment of the toy business, so we could go into other category of that, such as vehicles or baby toys or things like that.


We're not interested in that. We're just interested in being very good at that category we're in. We try not to spread out our efforts to be experts in everything, but be much more focused and very good at the particular thing we do.

What is LEGO's target consumer now and how has that changed over the last 10 years?



## Marketing Week newsletter

23/03/2015

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Monday 23 March 2015



Lego's VP of marketing on listening to customers, movies and 360 marketing



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# 41% of African marketers believe there isn't enough talent coming into the industry, says WFA research

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A survey of 82 prominent African marketers saw 41 per cent claim that there are not enough talented young people coming into the industry with an additional third claiming the best talent is being poached by agencies in other regions, according to the World Federation of Advertisers (WFA).



41% of African marketers believe there isn't enough talent coming into

The research, undertaken with the co-operation of Millward Brown and national advertiser associations in Cameroon (CMA), Kenya (MSK), Morocco (GAM), Nigeria (ADVAN), South Africa (MASA) and Zimbabwe (MAZ), saw two thirds of respondents agree that there was a lack of basic market level data in their region.


45 per cent blamed the continent's lack of infrastructure for the industry's weak marketing data collection techniques. A full 55 per cent claimed that this lack of grass roots insight into the market held back investment.

The tools being used to measure investment return also varied with 72 per cent using brand tracking, 60 per cent media tracking and 52 per cent applying direct response analysis.


Stephan Loerke, WFA managing director, said: "Africa offers huge and untapped potential for the brands that can not only manage their budgets efficiently but also connect with its populations via powerful insights.

"We should not underestimate both the amazing work that's already taking place in Africa but also the opportunity for it to grow even faster."

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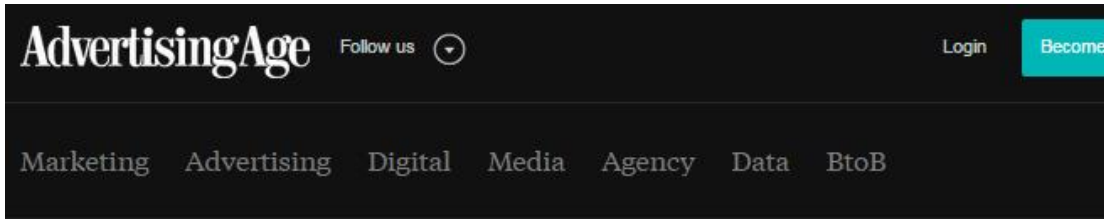
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# African Countries Lose Marketing Investment Due to Lack of Data

WFA Says Fast-Growing Economies Struggle to Measure Basic ROI

By [Emma Hall](#). Published on March 19, 2015. 0

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Stephan Loerke

Africa is home to some of the world's fastest-growing economies, but a lack of reliable data means that marketers are failing to make the most of opportunities across the continent, according to a survey of its members by the World Federation of Advertisers.

The African economy has tripled in size since 2002, according to market research company Ipsos, and six of the world's ten fastest-growing economies are in Africa, the International Monetary Fund reports. But 62% of



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# Lack of Data, Effective Marketing Hurt Brand Growth In Africa

by Steve McClellan @mp\_mcclellan, March 18, 2015, 10:44 AM

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Fundamental gaps in data, knowledge of the African consumer and effective marketing techniques are hurting brand growth in Africa, according to new research from the WFA, WPP's Millward Brown and several African



advertiser groups.

The research was unveiled by the WFA at its annual meeting in Marrakech as part of the WFA's annual Global Marketer Week which is being held in Africa for the first time. The results are based on 82 responses from marketers working for well-known local and global brands at a country or regional level.

The findings show a lack of reliable data, including media consumption and retail performance, as well as the progress that marketers in the region are making in delivering more effective marketing.

The study also reveals a lack of understanding about target consumers on the continent that local and regional marketers say exists at a global brand level. More than half (55%) of respondents agreed with the statement "global colleagues do not understand consumers in our local markets" and only 20% disagreed.

The local versus global issue also applied to local agency partners, with 58% of respondents agreeing that local agencies have a superior understanding of local business issues compared to



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## African marketers fight global ignorance

18 March 2015



MARRAKECH: Some of the challenges global marketers face in Africa are outside their control, but many are failing to address issues within their purview, including developing a proper understanding of consumers in local markets.

New research from the World Federation of Advertisers, organised in co-operation with Millward Brown and national advertiser associations in Cameroon, Kenya, Morocco, Nigeria, South Africa and Zimbabwe, highlighted matters such as the lack of reliable data on media consumption and retail performance.

A survey of 82 marketers working for well-known local and global brands at a country or regional level also revealed a significant gap in consumer understanding that local and regional marketers say exists at a global level.

Thus, 55% of respondents agreed with the statement that "global colleagues do not understand consumers in our local markets" and only 20% disagreed.


The local versus global debate also applied to local agency partners, with 58% of respondents agreeing that local agencies have a superior understanding of local business issues than international agency brands.


Marketers were, however, generally bullish about the resources they have to deliver effective marketing solutions with 34% saying they were a fair way along the road at a regional level and 30% claiming similar progress in their home markets.

And there remains much to be done to generate actionable consumer insights with 45% of respondents saying they had just begun this journey at a regional

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LATIN AMERICA: The number of digital TV households in Latin America will double to 152m by 2020, according to a new report. [More ...](#)

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**How Chevrolet reversed a social crisis**  
AUSTIN, TX: Chevrolet, the auto marque, demonstrated how a mix of preparation and strategic flexibility can help marketers overcome the challenges of a nascent social media crisis during a session at South By Southwest (SXSW). [More ...](#)

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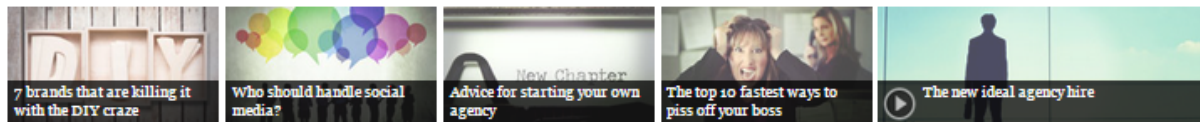
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# Out of Africa: 5 things global marketers were talking about in Marrakech this week

 **Dan Brain** [Follow this author](#)   
 iMedia UK Posted on March 19, 2015

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### Engage your fans, invest in owned media

As far as tamarounds go, the Lego story isn't a bad one after mounting losses in the noughties had once threatened the future of the iconic Danish brand.

Conny Kalcher, Lego's Vice President Marketing & Consumer Experiences explained how a more collaborative approach to marketing, social media, PR and product development had underpinned a return to healthy profit and emergence of the firm as a global media and entertainment business.

Following the success of *The Lego Movie* (in which 5 user generated clips made the final cut) and with a new feature film in the pipeline for 2016, it should probably come as no surprise that the firm has plans to be "more radical in shifting focus from paid media to owned and earned media."

### Trust me...I'm a Banker.

New WFA President and Barclays marketer David Wheldon used a keynote to explain how the brand is putting trust at the forefront of its strategy to help the burnt Barclays eagle rise like a phoenix from the flames of the brand crisis caused by the Libor scandal.

Roadmapping plans for his WFA tenure, Wheldon also highlighted the responsibility of global brands to balance the power of data to realise more personalised, relevant and innovative brand experiences with a robust strategy to address privacy concerns and reduce the risk of heavy-handed regulation.

Following a recent 'Chatham House Rule' meeting with WPP CEO Sir Martin Sorrell and Havas Chairman & CEO Yannick Bolloré, the former Vodafone executive wants to establish a more open dialogue between agency chiefs and advertisers as traditional models come under strain and programmatic transparency concerns remain unsolved.

Echoing Wowcher CEO Roland Bryan's comments at the iMedia Data-Fuelled Marketing Summit in January, Wheldon called for CEO's to take greater responsibility for brand and marketing strategy. However, he was blunt in his answer to a question whether this calls for better representation of marketers in the boardroom: "If marketers were good enough to be in there, they would be in there."

Wheldon appeared measured, realistic and genuine. WFA and Barclays have a charismatic yet understated leader and brand custodian who will represent the industry without resorting to sensationalism or scaremongering.

Necessity is the mother of invention

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[iMedia Brand Summit](#)  
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[iMedia@ad.tech London](mailto:iMedia@ad.tech)  
13-14 October 2015, Olympia National, London  
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## The Marketing Site

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<http://www.themarketingsite.com/knowledge/39900/wfa-reveals-ground-breaking-research-into-africas-marketing-challenges>



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## WFA reveals ground-breaking research into Africa's marketing challenges

Research - Trends and Insights



*Global brands need to work harder to understand African consumers*

*New research into the state of marketing expertise and opportunity amongst client-side marketers across Africa has been released by the World Federation of Advertisers.*

Organised in co-operation with Millward Brown and national advertiser associations in Cameroon (CMA), Kenya (MSK), Morocco (GAM), Nigeria (ADVAN), South Africa (MASA) and Zimbabwe (MAZ), the results are based on 82 responses from marketers working for well-known local and global brands at a country or regional level.

The results highlight the key challenges that all brands face in Africa, notably the lack of reliable data, including media consumption and retail performance, as well as the progress that marketers in the region are making in delivering more effective marketing.

They also reveal the gap in consumer understanding that local and regional marketers say exists at a global level. 55% respondents agreed with the statement "global colleagues do not understand consumers in our local markets" and only 20% disagreed.

The local versus global debate also applied to local agency partners, with 58% of respondents agreeing that local agencies have a superior understanding of local business issues than international agency brands.

Nevertheless there was also a lot of common ground with marketers in other regions with key priorities cited as brand positioning, integration, consumer insights and marketing analytics. This reflects many of the core concerns that WFA members globally have identified in our most-recent survey of marketer priorities, where integrated activity planning and digital marketing are the top priorities.

The results have been released today as part of the WFA's first-ever annual gathering in Africa, with WFA's Global Marketer Week taking place in Morocco from March 16-20. They will be presented alongside co-host and Moroccan advertiser association (GAM) at a one-off African Accelerator event on March 19th designed to inform global



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<http://www.agenceecofin.com/publicite/1903-27444-l-afrique-sera-le-nouveau-pole-de-croissance-du-marche-publicitaire-mondial-sur-les-10-prochaines-annees>

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## L'Afrique sera le nouveau pôle de croissance du marché publicitaire mondial sur les 10 prochaines années



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Commentaires  - jeudi, 19 mars 2015 09:34

Tags: [Maroc](#) [Global Marketer Week](#) [World Federation of Advertisers](#) [Marché publicitaire africain](#) [Stephan Loerke](#) [Finance](#)

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(Agence Ecofin) - Le marché publicitaire africain est au centre des intérêts du Global Marketer Week qui se tient depuis le 18 mars 2015 dans la ville de Marrakech au Maroc. La confiance est faite par le directeur général de la World Federation of Advertisers (WFA), Stephan Loerke, dans une interview avec le journal marocain L'Economiste.

Co-organisé par la WFA et le Groupement des annonceurs du Maroc (Gam), le Global Marketer Week réunit jusqu'au 20 mars prochain le gotha mondial de la publicité et du marketing. L'événement qui se tient en Afrique pour la première fois, témoigne de l'importance acquise par le business de la publicité sur le continent. « Pour 2015, nous tablons sur une croissance de 5% du marché publicitaire mondial. Dans d'autres régions du monde, notamment en Afrique, nous tablons sur une forte progression du marché publicitaire, de l'ordre de 8%, qui

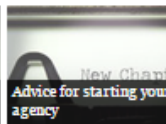
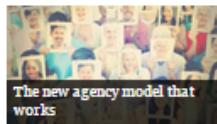
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# WFA's Stephen Loerke: "We have barely scratched the surface of what is possible in Africa"



Dan Brain

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Posted on March 06, 2015

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**With a General Election taking place in the UK this spring, what is your take on the current regulatory situation in Europe?**

We need better recognition from European Governments on the benefits of marketing to the economy and society. Much of the regulatory focus here in Europe is on limiting the risks of advertising to consumers and built on a framework that shows a lack of understanding of the sector.

We are campaigning to ensure that Governments and regulatory authorities take a more proactive approach in helping brands to expand consumer choice and generate wealth.

This situation is in contrast to some global players like China where the where the Government is more supportive and committed to facilitating the development of successful global brands.

**WFA published its White Paper on programmatic last autumn. How do you expect the market to develop in the coming year?**

Programmatic continues to excite and exacerbate global advertisers in equal measure. 90% of our members are using it but the industry is still held back over concerns like transparency, conflicts of interest and complexity in the value chain.

We published our White Paper to stimulate debate and properly engage stakeholders such as agencies and technology providers. Over the coming months, we will seek further dialogue and input from other important programmatic players such as media owners.

Uptake of hybrid forms will gain more prominence, rapid growth in the adoption of in-house trading desks will provide revealing insight and agencies will re-define their offer over time.

The transparency issue will rumble on as we work towards a cross-industry solution but we remain committed to supporting our members on their programmatic journey and helping them to capitalise on the enthusiasm to realise a new era of targeted and efficient marketing.

**Aside from programmatic, what other issues are defining the global brand agenda right now?**

Data continues to be a key concern as global brands get-to-grips with the in-house requirements of a data-driven marketing environment and privacy concerns. Our members are prioritising the challenges of gathering data effectively and ethically, and using it to disseminate stories in more engaging ways.

# Africa Top Success

20/03/2015

<http://www.africatopsuccess.com/en/2015/03/19/africa-the-new-advertising-market/>



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Top News

## Africa: the new advertising market

Posted by Josias GASSESE 5 days ago

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The African advertising market is in the center of the interests of Global Marketer Week taking since 16<sup>th</sup> March 2015 in the city of Marrakesh, Morocco. The declaration was made by the managing director of the World Federation of Advertisers (WFA), Stephan Loerke, in an interview to the Moroccan newspaper, *L'Economist*.

Co-organized by the WFA and the Advertising Group of Morocco (*Gam*), the Global Marketer Week gathers until next 20<sup>th</sup> March, the world Gotha of advertising and marketing. The event that is held in Africa for the first time, shows the importance acquired by the advertising business on the continent. *"For 2015, we focus on a 5 % growth of the world advertising market. In other regions of the world, particularly in Africa, we count on a strong progress of the advertising market of 8 %, that should even exceed the economic growth dynamics of the continent"*, asserted Stephan Loerke.

Africa appears as the new relay of growth for the world advertising market. *"Over the next 10 years, it is the zone in the world that carries opportunities the most for the advertising market. Brands are there still in establishment and investments stage. And it is essentially that which will carry the growth on this market"*, explained the managing director of the WFA.

*"We assist to a number of evolutions with world dimension on the African market, and which are going to be inspiration sources for international brands"*, he continued. As an example, telephone which is the main communication means and the Internet access in Africa, will more boost mobile-business rapidly expanding on the continent, particularly in East Africa.

Stephan Loerke announced a brand war in Africa. *"We are actually going to attend in Africa exaggerated competitions, with brands formerly present and those emerging. At the WFA level, it*

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## What's The State Of Marketing In Africa? It's All About Local vs. Global

By Dana Sanchez  
Published: March 18, 2015, 4:38 pm

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Chappies gum Photo: southafricanvads.com



Brands in Africa suffer from lack of reliable data, infrastructure and investment, and African solutions will likely be more effective than Western approaches in overcoming these and other advertising and marketing challenges, according to new research by the World Federation of Advertisers.

The federation based its conclusions on the state of marketing in Africa on 82 responses from marketers working for well-known local and global brands, according to a report in [MediaUpdate](#).

Research was organised in co-operation with advertiser associations in Cameroon, Kenya, Morocco, Nigeria, South Africa and Zimbabwe; and New York-based Millward Brown, the world's second largest market research organization after Nielsen Company.

All brands in Africa need more data on retail performance, media consumption and the progress that marketers are making in doing what they do, according to the report.

Research also showed that global marketers do not understand consumers in local African markets.

But there's also common ground, the report said. This is especially true in key priorities such as brand positioning, integration, consumer insights and marketing analytics. Global WFA members identified core concerns in a recent survey of marketer priorities with digital

## Media Update

18/03/2015

<http://www.mediaupdate.co.za/News/Article/74769/World-Federation-of-Advertisers-research-reveals-the-state-of-marketing-in-Africa>



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# World Federation of Advertisers research reveals the state of marketing in Africa

18 Mar 2015 11:02 Marketing News



New research into the state of marketing expertise and opportunity amongst client-side marketers across Africa has been released by the World Federation of Advertisers.



Organised in co-operation with Millward Brown and national advertiser associations in Cameroon (CMA), Kenya (MSK), Morocco (GAM), Nigeria (ADVAN), South Africa (MASA) and Zimbabwe (MAZ), the results are based on 82 responses from marketers working for well-known local and global brands at a country or regional level.

The results highlight the key challenges that all brands face in Africa, notably the lack of reliable data, including media consumption and retail performance, as well as the progress that marketers in the region are making in delivering more effective marketing.

They also reveal the gap in consumer understanding that local and regional marketers say exists at a global level. 55% respondents agreed with the statement "global colleagues do not understand consumers in our local markets", and only 20% disagreed.

The local versus global debate also applied to local agency partners, with 58% of respondents agreeing that local agencies have a superior understanding of local business issues than international agency brands.

Nevertheless, there was also a lot of common ground with marketers in other regions with key priorities cited as brand positioning, integration, consumer insights and marketing analytics. This reflects many of the core concerns that WFA members globally have identified in the most-recent survey of marketer priorities, where integrated activity planning and digital marketing are the top priorities.

### Key results include:

A lack of basic market level data is hindering attempts to generate insights, with 62% of respondents agreeing with this statement. Separately, 45% of respondents also agreed that a lack of infrastructure is the key barrier to effective market research. One respondent cited the need for "African solutions" to these challenges as likely to be more effective than importing Western approaches.

## ***Africa Business***

**18/03/2015**

<http://africabusiness.com/2015/03/18/global-brands-need-to-work-harder-to-understand-african-consumers/>



Categorized | [African News](#), [Cameroon News](#), [Kenya News](#), [Morocco News](#), [Nigeria News](#), [South Africa News](#), [Zimbabwe News](#)

### **Global brands need to work harder to understand African consumers**

*Posted on 18 March 2015 by Africa Business*

New research into the state of marketing expertise and opportunity amongst client-side marketers across Africa has been released by the World Federation of Advertisers.

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The results highlight the key challenges that all brands face in Africa, notably the lack of reliable data, including media consumption and retail performance, as well as the progress that marketers in the region are making in delivering more effective marketing.

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Nevertheless there was also a lot of common ground with marketers in other regions with key priorities cited as brand positioning, integration, consumer insights and marketing analytics. This reflects many of the core concerns that WFA members globally have identified in our most recent survey of marketer priorities, where

**IMM Institute**

**19/03/2015**

<http://www.imminstitute.co.za/index.php/component/k2/item/293-global-brands-must-work-harder-to-understand-african-consumers>



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Thursday, 19 March 2015 05:19

# Global brands must work harder to understand African consumers

Written by our Editorial Team

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African marketers believe that global brands need to make a greater effort to understand the continent's consumers

New research into the state of marketing expertise and opportunity amongst client-side marketers across Africa highlights the key challenges that all brands face on the continent – most notably the lack of reliable data in media consumption and retail performance – as well as the progress that marketers in the region are making in delivering more effective strategies.

The report was released yesterday by the World Federation of Advertisers (WFA) in conjunction with international consultancy Millward Brown and national advertiser associations in Cameroon, Kenya, Morocco, Nigeria, South Africa and Zimbabwe.

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## ***The Arabian Marketer***

**19/03/2015**

<http://arabianmarketer.ae/global-brands-need-to-work-harder-for-african-consumers-wfa/>



MARKETING ADVERTISING MEDIA DIGITAL OPINION EVENTS

### **Global brands Need To Work Harder For African Consumers: WFA**

Zeba Mahmud | March 19, 2015



The World Federation of Advertisers (WFA) along with Millward Brown has released a new research into the state of marketing expertise and opportunity amongst client-side marketers across Africa.

The results are based on 82 responses from marketers working for well-known local and global brands at a country or regional level. The results highlight the key challenges that all brands face in Africa, notably the lack of reliable data, including media consumption and retail performance, as well as the progress that marketers in the region are making in delivering more effective marketing.

"Africa's main challenges lie in its enormous size and diversity; it's imperative that companies wanting to succeed and grow here recognize that the continent isn't one economy or homogenous population block. Africa is a conglomerate of 54 countries that, more often than not, don't share policies and attitudes, and have evolved differently through their social and economic pasts," observed *Charles Foster, Managing Director, Millward Brown Africa & Middle East*.

The WFA Study further highlights that marketers need to understand the local cultures, economics and practices to succeed.

"We've seen that a key factor for success is having marketing operations headed by locals who understand and connect with what consumers need," added Mr Foster.

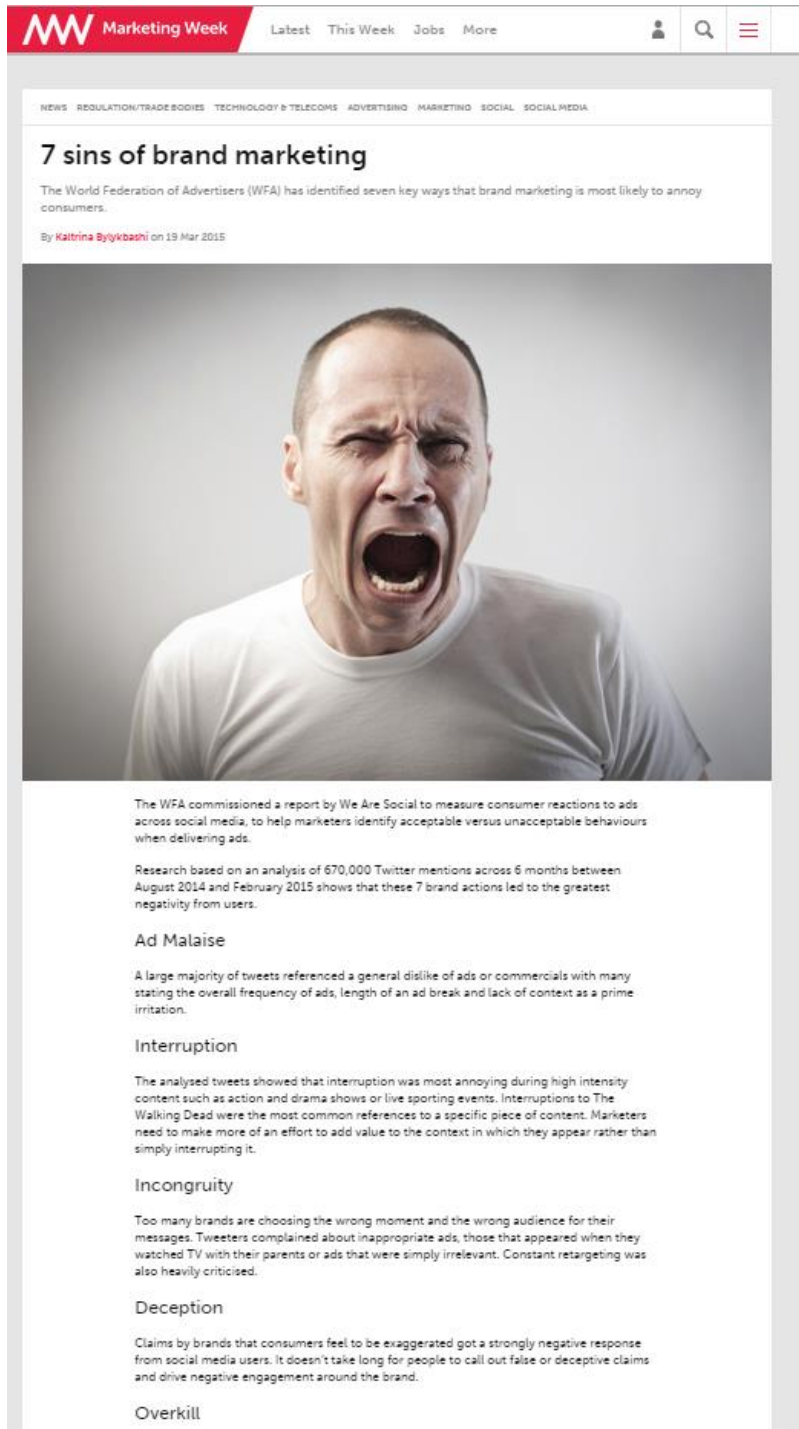
The report also reveals the gap in consumer understanding that local and regional marketers say exists at a global level. However, the report also entails a common ground with marketers in other regions with key priorities cited as brand positioning, integration, consumer insights and marketing analytics.

"Africa offers huge and untapped potential for the brands that can not only manage their budgets efficiently but also connect with its populations via powerful insights. We should not underestimate both the amazing work that's already taking place in Africa but also the opportunity for it to grow even faster," commented *Stephan Loerke, Managing Director, WFA*.

Some of the key results of the study include:

- **Lack Of Basic Market Level Data:** This hinders attempts to generate insights, with 62% of respondents agreeing with this statement. Separately 45% of respondents also agreed that a lack of infrastructure is the key barrier to effective market research.
- **Low Investment In Advertising:** This lack of basic data is also holding back investment in advertising with 55% of respondents






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## 7 sins of brand marketing

The World Federation of Advertisers (WFA) has identified seven key ways that brand marketing is most likely to annoy consumers.

By *Katrina Bylykbashi* on 19 Mar 2015



The WFA commissioned a report by We Are Social to measure consumer reactions to ads across social media, to help marketers identify acceptable versus unacceptable behaviours when delivering ads.

Research based on an analysis of 670,000 Twitter mentions across 6 months between August 2014 and February 2015 shows that these 7 brand actions led to the greatest negativity from users.

**Ad Malaise**

A large majority of tweets referenced a general dislike of ads or commercials with many stating the overall frequency of ads, length of an ad break and lack of context as a prime irritation.

**Interruption**

The analysed tweets showed that interruption was most annoying during high intensity content such as action and drama shows or live sporting events. Interruptions to *The Walking Dead* were the most common references to a specific piece of content. Marketers need to make more of an effort to add value to the context in which they appear rather than simply interrupting it.

**Incongruity**

Too many brands are choosing the wrong moment and the wrong audience for their messages. Tweeters complained about inappropriate ads, those that appeared when they watched TV with their parents or ads that were simply irrelevant. Constant retargeting was also heavily criticised.


**Deception**


Claims by brands that consumers feel to be exaggerated got a strongly negative response from social media users. It doesn't take long for people to call out false or deceptive claims and drive negative engagement around the brand.

**Overkill**


**Marketing Week newsletter**

20/03/2015



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Friday 20 March 2015



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7 sins of brand marketing



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More  19 MARCH 2015 - 2:43PM | POSTED BY JESSICA DAVIES | 0 COMMENTS

# What really riles consumers? We Are Social and Karmarama outline seven 'deadly sins' of bad marketing

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More than two million negative tweets were sent about advertising globally over the past year, according to research conducted by We are Social for the World Federation of Advertisers (WFA).

The analysis, run over a six-month period, was based on 670,000 English language Twitter mentions making negative reference to ads, with TV ads taking the biggest hit, followed by online and then radio.

Ads on music streaming service Pandora appeared to annoy the sample the most, but YouTube and Spotify interruptions were close behind.

Just over half the tweets were original statements but 37 per cent were retweets, meaning Twitter users have retweeted negative comments almost 750,000 times. One in ten tweets were replies, usually agreeing with the negative sentiments of the original tweet.

The average complainant had more than 1,000 followers, while men were found to be more likely to complain about brand marketing by a ratio of 60:40 but both sexes were equally likely to be positive.

However, the research - unveiled today (19 March) at the WFA's Global Marketing Week in Marrakech, also found that three million tweets were positive in relation to advertising.

From the research: Simon Kemp from We Are Social and Jon Wilkins



What really riles consumers? We Are Social and Karmarama outline seven

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## Seven ways to annoy consumers

19 March 2015



MARRAKECH: If the perfect ad is one that reaches the right person at the right time then brand marketers have some way to go as new research shows the many ways in which they continue to irritate consumers.

Social media agency, We Are Social, conducted a detailed analysis of 670,000 English language Twitter comments about ads over the course of six months in the context of Project Reconnect, the WFA's flagship initiative to better align brand and marketing strategy with people's changing expectations in the digital age.

Many negative tweets expressed a generic dislike of ads or commercials, but there were also more specific complaints that marketers can look to address.

Interruption of viewing was always annoying but especially so during high intensity content such as action and drama shows or live sporting events, so marketers need to add value to the context in which an ad appears.

Too many brands are also choosing the wrong moment and the wrong audience for their messages. It might be the right time but the wrong place or the right time but the wrong audience. Constant retargeting was another bugbear.

Advertising overkill – too many ad breaks and often ad breaks that are too long – can create irritation with all commercials, regardless how often any individual message appears.

Exaggeration riles people, the research said. Brands will gain credibility if they are honest and don't airbrush the challenges they know they face and consumers know they face.

Online targeting is meant to be clever but is often anything but, as the study

## The Marketing Site

2015

<http://www.themarketingsite.com/knowledge/39899/wfa-research-identifies-deadly-sins-of-bad-marketing>



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## WFA research identifies 7 Deadly Sins of bad marketing

### Social Media

*Social media analysis reveals what really riles consumers and a panel of experts seek to identify solutions.*

*Marrakech: New research conducted for the World Federation of Advertisers (WFA) has identified the seven key ways that brand marketing is most likely to annoy consumers.*



Social media agency, We Are Social, conducted a detailed analysis of English language Twitter comments about ads over the course of six months in the context of **Project Reconnect**, the WFA's flagship initiative to better align brand and marketing strategy with people's changing expectations in the digital age. The goal was to help marketers identify acceptable versus unacceptable behaviours with a view to identifying potential recommendations and solutions.

The findings are based on analysis of 670,000 English language Twitter mentions making negative reference to advertising in the six months between August 2014 and February 2015. A random sample of 5,000 tweets were analysed to identify key concerns.

The results are being presented today at a Project Reconnect session as part of the **WFA's Global Marketer Week** in Marrakech. They will form the backdrop and context to a presentation by Jon Wilkins, Executive Chairman of Karmarama, on where he thinks the industry may be getting it wrong, a presentation by a group of African students on their views about what's good and bad about brand marketing and an interactive panel session including high-profile industry experts focusing on potential solutions.

#### The research found:

- There were more than 2m negative tweets about advertising in the past year in all languages. There were however more than 3m positive comments about advertising during the same period.
- Just over half the tweets were original statements but 37% were retweets, meaning twitter users have retweeted negative comments almost 750,000 times. One in ten tweets were replies, usually agreeing with the negative sentiments of the original tweet.
- Men are more likely to complain about brand marketing by a ratio of 60:40 but both sexes are equally likely to be positive. Many of the comments reflected strong emotions and profanity was a common feature of the most negative comments.
- The average complainant had more than 1,000 followers, indicating each negative comment reached a significantly larger audience.
- TV adverts caused the greatest number of negative comments, followed by online and radio. Adverts on music streaming service Pandora appeared to annoy our sample the most but YouTube and Spotify interruptions were close behind.

From the research, Simon Kemp from We Are Social and Jon Wilkins, Executive Chairman of Karmarama picked out the **7 most common triggers of consumer backlash against brand marketing messages**:

1. **Ad malaise.** A very large number of tweets expressed a generic dislike of ads or commercials. More extrapolated tweets

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ADVERTISING NEWS

## Thousands of tweets identify seven deadly sins of advertising

20 MAR 2015 09:13

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New research from the World Federation of Advertisers (WFA) unpacks the result of detailed analysis of thousands of English language tweets that are negative about advertising from all around the world helping to identify the common things that annoy consumers about ads.



Social media agency, We Are Social, conducted a detailed analysis of 670,000 tweets over the course of six months in the context of Project Reconnect, the Federation's flagship initiative to align brand and marketing strategy better with

people's changing expectations in the digital age. The goal was to help marketers identify acceptable versus unacceptable behaviours with a view to identifying potential recommendations and solutions. A random sample of 5,000 tweets were analysed to identify key concerns.

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### Research top notes

The research found:

- There were more than two million negative tweets about advertising in the past year in all languages. There were, however, more than three million positive comments about advertising during the same period



## EIN News Desk

19/03/2015

http://marketing.einnews.com/article\_\_detail/255580607?lcode=YGldlfShQj4JptVi0SLShA%3D%3D

The screenshot shows the EIN Newsdesk website interface. At the top, there is a navigation bar with links for 'About', 'Services', 'Pricing & Comparison Chart', 'Tips', 'For Journalists', and 'Contact', along with 'Log In' and 'Create Account' buttons. Below the navigation bar, the main content area is titled 'Marketing & Advertising Industry Today'. A search bar is present with the placeholder text 'Search for news here. Example: Obama AND Putin'. The featured article is titled 'WFA research identifies Seven Deadly Sins of bad marketing', dated 'Mar 19, 2015'. The article text begins with 'Social media analysis reveals what really riles consumers Panel of experts seek to identify solutions March 19, Marrakech: New research conducted for the World Federation of Advertisers (WFA) has identified the seven key ways that brand marketing is most likely to annoy consumers. Social media agency, We Are Social, conducted a detailed analysis of English language Twitter ... (continue reading)'. On the left side, there is a sidebar with a video player titled 'EIN Newsdesk Overview' and statistics: 'articles: 256,873,212' and 'readers: 6,223,560'. Below the statistics, there is a link to 'Why NASA Plans to Grab a Chunk of Asteroid and Move It Closer to the Moon'.

## Digital Market Asia

19/03/2015

<http://www.digitalmarket.asia/wfa-outlines-marketings-7-deadly-sins/>



The screenshot shows the top of the Digital Market Asia website. It features the logo 'DIGITAL MARKET asia' with a stylized bar chart icon. Below the logo is a navigation menu with categories: NEWS, CREATIVE, MOBILE, VERTICALS, EVENTS, and OPINION. There are also 'PREV POST' and 'NEXT POST' buttons. Two article teasers are visible: 'WeChat vs. WhatsApp: A look into the apps & their strategies' and 'WFA takes Lumpur in...'. The date 'Mar 19, 2015 08:30 am' is shown for the first article.

### MARKETING

## WFA outlines marketing's 7 deadly sins

Noor Fathima Warsia | Mar 19, 2015 09:21 am



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World Federation of Advertisers (WFA) has identified seven key ways that brand marketing is most likely to annoy consumers. Social media agency, We Are Social, conducted a detailed analysis of English language Twitter comments about ads over the course of six months in the context of

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Categorized | African News, ICT, Morocco News, South Africa News

## **WFA research identifies Seven Deadly Sins of bad marketing**

*Posted on 19 March 2015 by Africa Business*

Social media analysis reveals what really riles consumers

Panel of experts seek to identify solutions

**March 19, Marrakech:** New research conducted for the World Federation of Advertisers (WFA) has identified the seven key ways that brand marketing is most likely to annoy consumers.

Social media agency, We Are Social, conducted a detailed analysis of English language Twitter comments about ads over the course of six months in the context of Project Reconnect, the WFA's flagship initiative to better align brand and marketing strategy with people's changing expectations in the digital age. The goal was to help marketers identify acceptable versus unacceptable behaviours with a view to identifying potential recommendations and solutions.

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The research found:

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## Why advertising can be seen as a dirty word



By [Rachael Micallef](#) | 20 March 2015

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There is no doubt digital has shifted consumer expectations, but where are brands getting it wrong? To find out, World Federation of Advertisers (WFA) has partnered with social agency We Are Social to uncover the seven most common triggers of consumer backlash.

The study, conducted over six months, looked at English language Twitter comments about advertising, as part of WFA's 'Project Reconnect', which aims to better align brand and marketing strategies with consumers.

It found that there were more than two million negative advertising tweets in the past year, in all languages but three million positive tweets in the same period.

Common complaints included a "generic dislike of commercials," interruption of content and an "overkill" of ads with too many ad breaks going on for too lengthy a period of time.

Other issues included exaggerated claims, clumsy online retargeting and poor quality adverts.

Consumers were also said to feel frustrated by brands choosing the wrong moment or the wrong audience to send their advertisement, or engaging in "constant retargeting."

Earlier this year, US brand Nationwide lit up Twitter after airing an ad about childhood death during the Super Bowl. Some of the feedback was positive, with consumers glad the brand was starting a conversation about the topic, while others found the timing of the ad extreme and inappropriate.

WFA MD Stephan Loerke said boosting the quality of advertising should be the aim of the industry.



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## INTERNACIONAL



# Los siete pecados capitales del mal marketing, según la WFA

23 Marzo 2015

La World Federation of Advertisers (WFA) ha impulsado una investigación para conocer qué es lo que realmente irrita a los consumidores en las redes sociales de la que ha extraído siete conclusiones que ha bautizado como los siete pecados capitales del mal marketing.



En colaboración con la agencia We Are Social, la investigación ha analizado tuits en lengua inglesa sobre anuncios a lo largo de seis meses. Las conclusiones que alcanza el estudio se basan en 670.000 tuits negativos publicados por los usuarios de la red social.

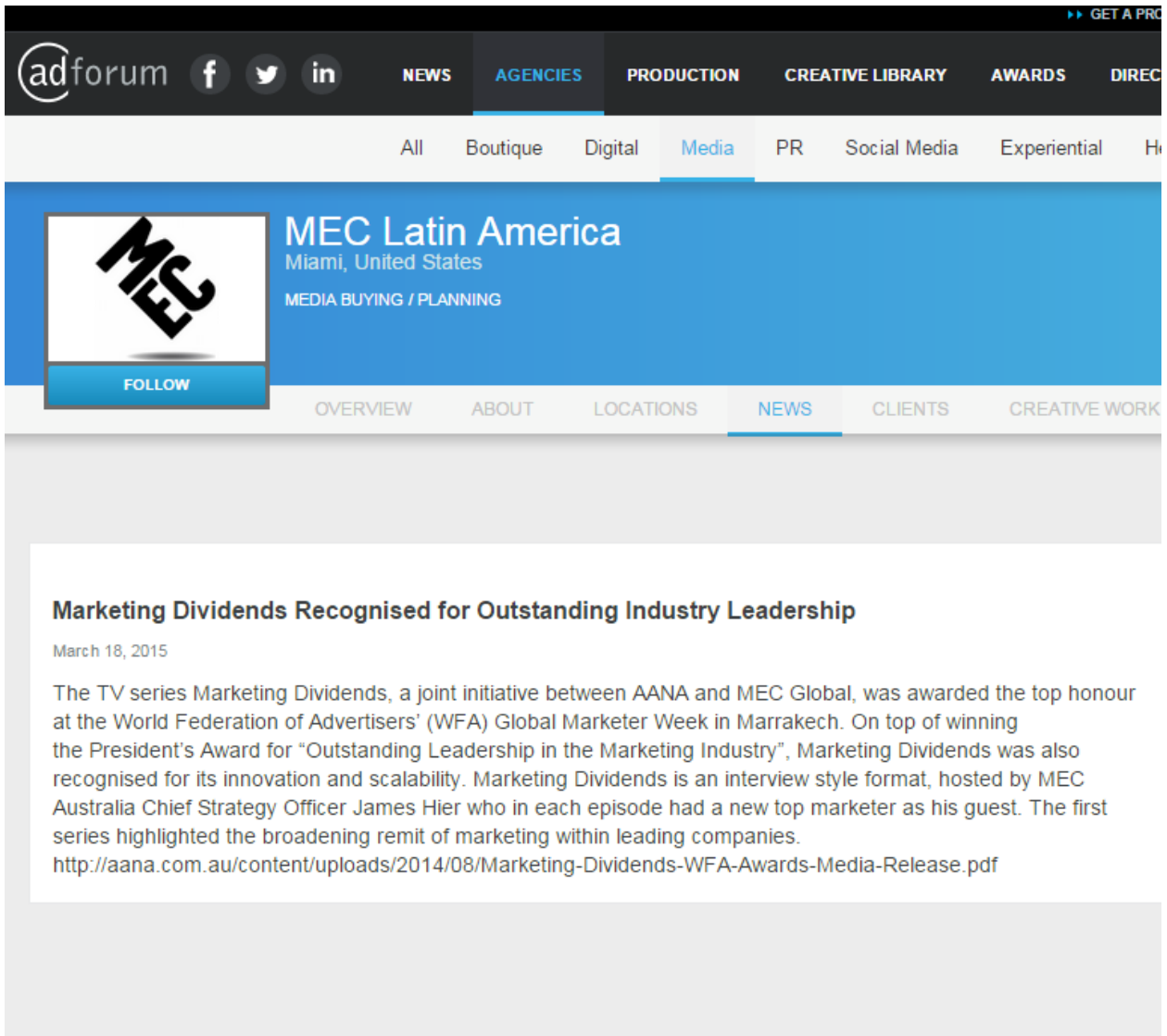
Los siete pecados capitales del mal marketing para la Federación Mundial de Anunciantes son:

- 1.- Malestar con la publicidad:** un gran número de usuarios expresa que no le gusta la publicidad. La longitud de las pausas publicitarias o el contexto de los anuncios son algunos de los motivos que causan quejas.
- 2.- Interrupción:** a pesar de que los consumidores saben que la publicidad ayuda a pagar el contenido que disfrutan, en general quieren que los anunciantes hagan un esfuerzo por hacer que su marketing sea menos irritante. Entre los contenidos en los que más molestan las pausas publicitarias están la emisión de deportes en directo o las series.
- 3.- Incongruencia:** muchas marcas escogen momentos y *targets* equivocados para lanzar sus mensajes. De esto, de lo inapropiados que resultan en ocasiones algunos anuncios, también se quejan los consumidores en Twitter.
- 4.- Engaño:** los consumidores quieren que las marcas digan siempre la verdad. Pero los consumidores a veces se quejan de la exageración que perciben en la publicidad.
- 5.- Exceso:** muchas pausas publicitarias y a veces algunas que son demasiado largas. La interrupción frecuente puede crear irritación con todos los anuncios que se emitan durante un

## AdForum

18/03/2015

<http://www.adforum.com/agency/21041/press-releases/43274/marketing-dividends-recognised-for-outstanding-industry-leadership>



The screenshot shows the AdForum website interface. At the top, there is a navigation bar with the AdForum logo and social media icons (Facebook, Twitter, LinkedIn). The main menu includes 'NEWS', 'AGENCIES', 'PRODUCTION', 'CREATIVE LIBRARY', 'AWARDS', and 'DIRECTORIES'. Below the menu, there are filters for 'All', 'Boutique', 'Digital', 'Media', 'PR', 'Social Media', 'Experiential', and 'H'. The main content area features a blue header for 'MEC Latin America' with the location 'Miami, United States' and the service 'MEDIA BUYING / PLANNING'. A 'FOLLOW' button is visible. Below the header, there are tabs for 'OVERVIEW', 'ABOUT', 'LOCATIONS', 'NEWS', 'CLIENTS', and 'CREATIVE WORK'. The 'NEWS' tab is selected, displaying a press release titled 'Marketing Dividends Recognised for Outstanding Industry Leadership' dated March 18, 2015. The text of the press release describes the TV series 'Marketing Dividends' winning the President's Award for 'Outstanding Leadership in the Marketing Industry' at the WFA Global Marketer Week in Marrakech. It also mentions the series' innovation and scalability, and its format as an interview style hosted by MEC Australia Chief Strategy Officer James Hier. A link to the media release PDF is provided at the end of the text.

## mUmBRELLA

19/03/2015

<http://mumbrella.com.au/aana-picks-up-international-award-for-raising-profile-of-marketing-through-tv-interviews-282492>

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### OPINION | FEATURES

Malaysia Airlines marketing chief Dean Dacko on the mission to get the brand flying again



*Dean Dacko is the head of marketing for Malaysia Airlines, a company that has experienced more upheaval in the last 12 months than perhaps any local brand in history. In this expansive interview with Robin Hicks at the Festival of Media Asia, the Canadian talks about how the twin air disasters of MH370 and MH17 have changed the airline's approach to communications, how these traumatic events affected him personally, and the plan to rebuild one of Malaysia's most revered national brands. **Dean, you've been with Malaysia Airlines for just***

## AANA picks up international award for raising profile of marketing through TV interviews

The Australian Association of National Advertisers (AANA) has picked up an international award for Marketing Dividends, its series of interviews with chief marketers which aired on Sky News.

The association won the President's Award for 'Outstanding Leadership in the Marketing Industry' at the World Federation of Advertisers (WFA) Global Marketer Week in Marrakech.

The WFA recognised Marketing Dividends, a second series of which is in the pipeline, for its innovation and scalability.

"Everyone at the AANA is so delighted to receive this award. It means so much to us that our international peers acknowledge and embrace the work we are doing to elevate the profession," AANA chief executive Sunita Gloster said.

"I'd like to thank everyone who contributed to the initiative. Scalability was a key criteria for the award and we are very proud that several other countries are planning to follow our lead. Back in Australia, series two is now in development and we look forward to sharing it with you soon."

Marketing Dividends is a joint initiative between the AANA and MEC Global and was produced in partnership with MCN and Sky News.

It was created to help elevate the profession by creating a better understanding of the role marketing plays in company growth.

The award, which is presented every two years, was accepted by AANA's director of policy and regulatory, Simone Brandon.

March 19th, 2015 at 3:25 pm

**Marketing  
Dividends**  
presented by AANA

## Mainostajat.fi (Finnish Advertisers Association)

25/03/2015

<http://mainostajat.fi/mainonnan-historia-hankkeelle-kansainvalinen-tunnustus/>

### Uutiset & artikkelit

Kategoria: Uutinen | 25.3.2015

# Mainostajien Liiton mainonnan historia -hankkeelle kansainvälinen tunnustus

#### Katso kuva palkintojenjakotilaisuudesta

WFA:n tj Stephan Loerke (vas.), aiempi pj Martin Riley ja Ritva Hanski-Pitkääkoski.

LATAA TIEDOSTOT >

#### Uusimmat kirjoitukset

Mainostajien Liiton uusi puheenjohtaja on Tommi Rytönen 26.3.2015

AdProfit -voittajat ovat Paulig, HSL ja Syöpäsäätiö 26.3.2015

Mainostajien Liiton mainonnan historia -hankkeelle kansainvälinen tunnustus 25.3.2015

Mainonnan läpinäkyvästä kauppatavasta pidettävä kiinni 2.3.2015

AdProfit -kilpailun shortlista selvillä 26.2.2015



Mainostajien Liitto palkittiin maaliskuussa World Federation of Advertisers (WFA) puheenjohtajan palkinnolla, President's Awardilla. Joka toinen vuosi annettavan tunnustuksen saavat aloitteet, jotka ovat auttaneet edistämään markkinoijille tärkeitä hankkeita ja aikaansaaneet muutoksia koko toimialalla. Suomeen palkinnon toi Suomalaisen mainonnan historia -projekti. Mainostajien Liiton

## Sveriges Annonörer (Swedish Advertisers Association)

19/03/2015

<http://www.annons.se/artiklar/internationellt-pris-till-sveriges-annonsorer>

### Sveriges Annonörer

Marknadschefens bästa vän

Medlemskapet    Kalendariet    Experterna    På agendan    Om oss



## Internationellt pris till Sveriges Annonörer

✳ AV SVERIGES ANNONÖRER – 19 MAR 2015

Sveriges Annonörer prisades under gårdagen för den tidigare Nordkoreakampanjen som internationellt väckt uppmärksamhet. Kampanjen gjordes 2012 i samarbete med Forsman&Bodenfors.

**INTERNATIONELLT** Just nu pågår Global Marketer Week i Marakkech, Marocko och naturligtvis är Sveriges Annonörer på plats, representerad av organisationens vd, Anders Ericson.

Global Marketer Week är en årlig konferens som arrangeras av World Federation of Advertisers, moderorganisationen för världens alla



## AANA NEWS (media release)

19/03/2015

<http://aana.com.au/content/uploads/2014/08/Marketing-Dividends-WFA-Awards-Media-Release.pdf>

AANA NEWS

**Marketing  
Dividends**  
presented by AANA

### MEDIA RELEASE

#### AANA's MARKETING DIVIDENDS AWARDED TOP HONOURS FOR MARKETING INDUSTRY LEADERSHIP

**19 March 2015** - We are proud to share the news that last night the AANA, won the top award, the President's Award for "Outstanding Leadership in the Marketing Industry" at the World Federation of Advertisers' (WFA) Global Marketer Week in Marrakech. Marketing Dividends, the initiative that secured the prestigious award for the AANA was also recognised for its innovation and scalability. AANA's Director of Policy and Regulatory, Simone Brandon, was in Marrakech to accept the President's Award which is awarded every two years.

The TV series *Marketing Dividends* is a joint initiative between the AANA and MEC Global and was produced in partnership with MCN and Sky News. The AANA created the series to help elevate the profession by creating a better understanding of the crucial role it plays in delivering sustainable growth for companies. The first series highlighted the broadening remit of marketing within many leading companies with some of Australia's leading marketers sharing insights and case histories.

The first series launched on Sky News in October 2014 and has just concluded. Full length episodes can be found on the [AANA YouTube Channel](#) and [AANA website](#).

"Everyone at the AANA is so delighted to receive this award, it means so much to us that our international peers acknowledge and embrace the work we are doing to elevate the profession. I'd like to thank everyone who contributed to the initiative. Scalability was a key criteria for the award and we are very proud that several other countries are planning to follow our lead. Back in Australia, series two is now in development and we look forward to sharing it with you soon," Ms Sunita Gloster, the AANA's CEO said.

The AANA members who contributed their stories to help prove the value of marketing are:

- Mark Reinke, Group Executive Customer, Data and Marketing – **Suncorp Group**
- David Scribner, Head of **Virgin Mobile Australia**
- Matt Tapper, National Marketing Director – **Lion**
- Mark Lollback, Chief Marketing Officer - **McDonald's Corporation ANZ**
- Sherilyn Shackell, Founder and CEO – **The Marketing Academy**
- Kevin Ramsdale, General Manager – Consumer Marketing - **National Australia Bank**
- Ed Smith, Executive Director Sales and Marketing - **Foxtel**
- Anastasia Barlas, Marketing Director ANZ – **Kimberly-Clark**
- Vittoria Shortt, Group Executive, Marketing and Strategy – **Commonwealth Bank Australia**
- John Broome, Marketing Director ANZ – **Kellogg's**
- Inese Kingsmill, Director of Corporate Marketing – **Telstra**
- Amanda Banfield, Managing Director ANZ - **Mondelēz International**

-- Ends --

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## Digital Market Asia

20/03/2015

<http://www.digitalmarket.asia/wfa-takes-global-marketer-week-to-kuala-lumpur-in-2016/>



**DIGITAL MARKET asia**

NEWS - CREATIVE - MOBILE - VERTICALS - EVENTS - OPINION

PREV POST < **WFA outlines marketing's 7 deadly sins** | Moor Fathima Warsia | Mar 19, 2015 09:21 am

SAP brings ICC Cricket World Cup insights to fore | DMA News Desk | Mar 20, 2015 04:12 am

**INDUSTRY EVENTS**

# WFA takes Global Marketer Week to Kuala Lumpur in 2016

DMA News Desk | Mar 20, 2015 03:22 am

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MARGARET HO-YANG | STEPHAN LOERKE | WFA

The World Federation of Advertisers (WFA) will hold its annual Global Marketer Week in Malaysia for the first time in 2016 in collaboration with the Malaysian Advertisers Association (MAA). This represents the first time the Global Marketer Week will be held in Southeast Asia.

It marks WFA's return however to Asia Pacific for the third time in five years with the 2011 and 2014 events held in Beijing and Sydney respectively. The choice of location marks the WFA's commitment to the region; APAC now accounts for almost 30 per cent of global ad spend, fast-growing markets, such as China, Indonesia, Vietnam, Thailand and Malaysia present opportunities to global brands while the world is witnessing an emergence of major brands from the region.

The decision is also recognition of the Malaysian Advertisers Association. Global Marketer Week will take place in Kuala Lumpur from March 14-18, 2016. The showpiece event will be the WFA/MAA co-hosted Global Marketer Conference which will bring together some of the global industry's leading lights to share their strategies for growth in a fast-changing, digital age.

The week will also include a number of side events for both public affairs and marketing professionals designed to showcase how marketers must integrate public affairs priorities into their overall marketing strategies in order to align with fast-changing consumer communities, while seeking to inspire marketers with fresh and innovative examples of great brand marketing strategies and executions across a wide range of categories, media channels and regions.

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## Campaign Asia-Pacific

20/03/2015

[http://www.campaignasia.com/Article/395548,wfa-global-marketer-week-to-be-held-in-kuala-lumpur-in-2016.aspx?eid=21&edate=20150320&utm\\_source=20150320&utm\\_medium=newsletter&utm\\_campaign=daily\\_newsletter](http://www.campaignasia.com/Article/395548,wfa-global-marketer-week-to-be-held-in-kuala-lumpur-in-2016.aspx?eid=21&edate=20150320&utm_source=20150320&utm_medium=newsletter&utm_campaign=daily_newsletter)



The screenshot shows the Campaign Asia-Pacific website interface. At the top, the 'campaign' logo is displayed in a large, bold, black font, with 'Asia-Pacific' written in a smaller font below it. To the right of the logo is a search bar. Below the logo is a navigation menu with links for 'Asia-Pacific', 'News', 'Analysis', 'Opinions', 'Intelligence', 'The Work', 'Media', 'Marketing', and 'Ev'. A 'Home » Press Releases' breadcrumb is visible. The main content area features a 'Press Release' tag and the headline 'WFA Global Marketer Week to be held in Kuala Lumpur in 2016'. The date 'Mar 20, 2015' is shown below the headline. The article text follows, detailing the event's return to Asia-Pacific and its collaboration with the Malaysian Advertisers Association. A vertical scrollbar is visible on the right side of the page.

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Press Release

## WFA Global Marketer Week to be held in Kuala Lumpur in 2016

Mar 20, 2015

WFA's headline event returns to Asia-Pacific for third time in five years First Global Marketer Week to be held in South-East Asia Event will be co-hosted with Malaysian Advertisers Association

The World Federation of Advertisers (WFA) will hold its annual Global Marketer Week in Malaysia for the first time in 2016 in collaboration with the Malaysian Advertisers Association (MAA). This represents the first time the Global Marketer Week will be held in South East Asia.

It marks WFA's return however to Asia-Pacific for the third time in five years with the 2011 and 2014 events held in Beijing and Sydney respectively. The choice of location marks the WFA's commitment to the region; APAC now accounts for almost 30% of global ad spend, fast-growing markets, such as China, Indonesia, Vietnam, Thailand and Malaysia present huge opportunities to global brands while the world is witnessing an emergence of major brands from the region.

The decision is also recognition of the Malaysian Advertisers Association, a well-established organization with significant local industry presence and credibility and a track record of hosting major events.

Global Marketer Week will take place in Kuala Lumpur from March 14th to March 18th 2016. The showpiece event will be the WFA/MAA co-hosted Global Marketer Conference which will bring together some of the global industry's leading lights to share their strategies for growth in a fast-changing, digital age.

The week will also include a number of side events for both public affairs and marketing professionals designed to showcase how marketers must integrate public affairs priorities into their overall marketing strategies in order to align with fast-changing consumer communities, while seeking to inspire marketers with fresh and innovative examples of great brand marketing strategies and executions across a wide range of categories, media channels and regions.

While the week's events are designed for the global marketer, the programme will include a special focus on the opportunities to be had from this exciting region.

Global Marketer Week is celebrated in a different city each year. The 2015 event was held in Marrakech, Morocco, and previously in Sydney, Brussels, New York, Beijing, Istanbul, Sao Paulo & Rio and Mumbai.

"Asia-Pacific has been the growth engine for many global brands for the last decade and more, so it's no surprise that we are returning to this exciting region. We're thrilled to be partnering with our colleagues at the Malaysian Advertisers Association and look forward to holding a world class event that brings the world's best to Kuala Lumpur while celebrating the best of South East Asian brand building," said Stephan Loerke, Managing Director of the WFA.

"We are delighted to be welcoming the world's biggest client-side marketer event to Kuala Lumpur in 2016. We can guarantee a warm welcome and an insightful event that will lay out the exciting opportunities in Malaysia and beyond," said MAA President, Margaret Au-Yong, Director of Media, Marketing & Facilities at Tune Group, the private investment company whose subsidiaries include Air Asia, a budget airline, Caterham F1 Team, a Formula 1 team and

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Friday, 20 March, 2015

## Top Stories



### Content Marketing Asia kicks off in Singapore

SINGAPORE - Content marketing is essential for connecting with millennials, Lenovo's Rod Strother told a panel at Content Marketing Singapore. Strother was responding to a question about what drives a brand to invest in content marketing.



**Happiness aims to give new outlet to creativity in Vietnam**



## Press Releases

**WFA Global Marketer Week to be held in Kuala Lumpur in 2016**

**Tourism Australia announces new regional general manager Greater China**

**Viacom International Media Networks promotes Syahrizan Mansor to new Asia vice-**