Hello we’re back again with you live from the LinkedIn Hob a right here at the Time Center for day four of advertising week and I am sitting down with Matt Gay, he’s the Senior Director of Accenture Interactive. Matt, nice to have you. We’re approaching end of the day so I’m glad we got to sit down and talk.

Thank you for having me

You know you and I were chit chatting about, you know, the whole the element that we often tend to forget when we think data and programmatic and the advent of all this technology. Is that ultimately we’re talking about human beings.

That’s exactly right.

We’re about humans whether in the B2B space or in the B2C space or whatever its human beings that are making decisions. And how do we reach them? And so I think that one thing we’ve spoken about extensively throughout this week is, in this world that’s changing so quickly, how do we make sure to be able to build a better way of reaching our consumers in terms of a relationship, in terms of engaging messaging and not just the old way of, you know buy this is as we were saying.

So uh you know I think what happens and we talked about earlier, right. A lot of our industry does lot of navel-gazing right? They’re interested the latest shiny object and the latest acronym, and you know and what have you. And programmatic and data are two of those big ones. And you know I think what people remember is those are tools, and you know, you need carpenters to use those tools. Data is a big opportunity and a big problem right now. And programmatic, I’m not sure where it is on the hype cycle so to speak.

Pretty high.

But yet is pretty high yes. I think we
we passed the trough of disillusionment and now we’re on the way up. But those are all tools and ways of doing business. But to your point earlier, there’s human beings on both sides, right? We are advertising to humans. Businesses are run by humans, and people in this industry, you know, are humans. And I think happens as well…

Are you sure about that one?

Virtual reality is on its way right?

I did interview a robot yesterday.

Did you really?

Yeah it was awesome. He said forget the three C's mine is 3 b's, Buy, Buy, buy.

That sounds like a robot.

It was very sarcastic and you know just about this industry. Anyway go on.

I think actually saw that. He was wearing skinny jeans right? Which is the uniform right as the skinny jeans and black jacket all that good stuff. Big watches used to be the fad. So, at the end of the day you’re trying to connect with people you know and while there are many emerging and fantastic and wonderful technologies. Virtual reality’s the next one that everybody’s talking about right? But you know that's lower on the cycle. That will have its day, you know, as well. But where I think that we kind of sometimes lose our way or reduce our priority is on the content. And, you know, somebody said to me years ago when I joined this industry, content is king. And I didn’t really understand what that meant, but then when you get lost in this ocean of terms and technologies and business processes and technologies, you know, you really understand that, you know, people really need to be investing in content. And it's not only long-form content like, you know, TV shows and web-isodes and all that kind of stuff, but it's also advertising. And I've always thought of advertising as content. You're showing it to people. So it's not an ad, it's not a 30-second spot. It's not a banner ad. You're creating content for somebody because hopefully you're entertaining them, right? Because you like to watch stuff when you’re not entertained?

Oh all the time.

You know people want to be entertained and they want relevant information right?

Yes

You know, so that's where data comes in and to some degree, you know programmatic. And I don't mean to downplay those, they are big tools. And you know, to some degree that's holding, you know, some things back you know we, can talk about data more little while. But you know, to your question, it's really about you have to create that engaging and relevant content.

And I think also another thing that we’ve talked about a lot is now you not only have to create that engaging content but you have to do it across platforms across devices and everything and still make sure it doesn't feel siloed which is the problem. We need a digital strategy. We need a mobile strategy. Well, you know, the person who’s sitting there at home using all their devices and all these different channels isn't going, oh yes of course this is…

I'm going to go to my digital device. I'm going to go to my medium digital device or my big one you know because that thing hanging on your living room wall is a device, right, it's a screen. And that's exactly right. I've been thinking about it I finally heard somebody say it out loud the other day, is that we keep talking about things like, it's digital. Well it's not digital anymore right? It's just what it is.

Yeah

That's the way and that goes sort of across the board. But I still think we make this false demarcation between digital, linear right? You go to the TV world we got svod, pvod now.

You're losing me.

And you know you've got your DVR recording…all this stuff and you know at the end of the day it's a person that wants to watch what they want to watch. They want to be entertained and they want it to be relative to what they're interested in. And you know we've seen this happen from print to television and television to digital where you took print ads out of magazines, shrunk them down and you stuck them on a webpage. Not a lot of creativity going on. In the early days of digital video, and this is still going on. I'm still surprised but we're still repurposing 30-second spots from TV and 15 second spots from TV and putting them in and calling it digital content. You know when you get to virtual reality you're not going to have like a 30… now we interrupt this for this important message. You
know it’s about coming up with creative ways… so I’ll add to, it’s not only entertaining content in the right place but it’s also in the right form and format. We’re seeing that with mobile. We’re seeing banner ads, you just click, you’re trying to click away and then you try to click it off, and somebody’s like look at all the engagement we have on mobile. Well, it was actually people with fat fingers trying to get rid of the damn ad.

In a tiny “x”.

The tiny “x”. So I would say that the switch to mobile I think we’re becoming a little bit more creative then we were than when we went from television to digital, print to digital, but I still think there’s a long way to go, where advertising is part of the experience as opposed to an interruptive experience which is what it is today.

I mean, that would be the ideal scenario I think…

We can always dream.

We can. So you mentioned about data as an amazing tool and so much is being done in that space and everything, but you mentioned something which I thought was interesting because I’ve talked about it a few times, is, it’s also a problem. So there is a downside to it.

Correct.

So when you say that, I want to hear your perspective on that, I’m wondering if it’s going to be the idea that we are missing certain things, like that particular issue of like, look at all the engagement when it’s just people trying to.

Yes.

So I want to talk to you about some of the problems or maybe they’re growing pains, or whatever it is that needs to be ironed out before we can say we’ve really got this down. I love that question. So, because people actually, I’ll go one step further. Now everyone’s talking about analytics right?

Mmm-hmm.

It’s the whole garbage in, garbage out scenario. If you don’t understand what your data is, if you analyze bad data you’re going to get bad analysis.

Bad analysis.

So getting data right is really hard, right?

Yeah.

And it’s not a sexy thing either, right? I mean I’m going to go out and get all our data together. I mean everyone wants to be focused on sort of all the other three letter acronyms. So it’s really hard. And, data is in different places, in different formats, organized differently and for markets and media companies alike, it needs to be consumable and actionable, so we can apply it to what we talked about early. So I think where people are struggling is that it’s a big technical problem, it is a problem in media, but it’s already happened. We’ve already solved this problem to some degree so to speak in many other industries, right? With all this data, with all this information, to some degree its industry agnostic, we have much more data for sure in the advertising and marketing world for sure. But the core fundamentals on how to manage data have evolved. But they’re still sort of the same.

So I think the first step before you get into using data is, I’ve had these conversations with a lot of clients, is, you have to understand what data do you have.

Right.

Some don’t even know what they’ve got.

Right.

Maybe they know what they’ve got, they don’t know where it is. And when they find it they don’t know exactly what to do with it. And by the way it’s spread out over different departments groups, so on and so forth, used in eighteen different ways. So we haven’t even gotten to the point of how we use the data yet, it’s just around getting it. Getting it in a form and format they can actually use to better targeting, to provide better content, better analytics and measures to actually improve the experience. So I personally I’m disappointed we haven’t as an industry really progressed the data thing.

Mmm-hmm.

You know, I feel like it should be a little bit further along. But it is what it is.

Mmm-hmm.

I think that’s one of the things that we really need to focus on, is how do we get clean data, and then be able to use it. And the other part of that too is I think people are just
overwhelmed by the amount of data. So part of it is you maybe have data you don’t need to use. You don’t need to use it you can cut it down, right?

Yeah.

But I think people are a little bit paranoid. Because any piece of data I want to just grab and…

It’s a piece of data.

It’s a piece of data. You have to go through that process as well about how are you going to actually use that data. And also, how is it different?

Right.

Everyone’s got data. I mean your data’s better than mine. But you do you really put it…and that’s one of the challenges, right, is differentiated data, but differentiated way that you use it as well.

Yeah. Well very cool. Well I hope that’s something that we resolve because even over last year to this year I’ve seen so much change in the way people are looking towards it, there seems to be lightbulbs that go on somewhere during the year when I come here there’s all of a sudden like you will not believe…

You got it!

You will not believe what we came up with this year.

Yeah.

So I hope that is something that is worked out by next year, but I do hope that it’s something that moves rather quickly because your whole two points about consumable and actionable is really key, because, great we have it, now let’s use it right.

That’s right.

So, as a consumer, I want to not be annoyed by ads.

That’s exactly…

So anyway, thank you so much Matt. There’s not a whole lot left of Advertising Week, but whatever’s left enjoy. There’s the wrap-up party and all kinds of cool stuff and I hope you get to sit down next year and you will have solved the data problem.

Sounds good.

Thank you very much.

We’ll be back soon with more interview live in the LinkedIn Hub, right here, in advertising week thirteen.