



## Dean Donaldson Global Director of Media Innovation

**Scuba-diving Brit and world-renowned digital conspirator, Dean Donaldson is the Global Director of Media Innovation and responsible for MediaMind's global evangelism. He is best known for utilizing the true potential of advertising technology.**

### A bit about Dean

With more than 20 years of advertising and digital experience, Dean is passionate about how creative technology is combined with brand messages to engage consumers. He is a recognized expert at navigating through the maze of emerging media, telling stories about how digital has shifted consumer behavior, moving from direct mail to Twitter, through QR codes on mobile phones to RFID interactive screens and onto BluRay Live, IPTV and ePaper. Looking closely at the permeation of all advertising channels, Dean is focused on how digital is creeping across the media landscape from fixed digital billboards in New York City's Time Square to as far east as floating eSignage on Shanghai's Huangpu River and how location-based advertising will bring a new brand relevance to consumers – yet remains composed on the concerns surrounding user profiling. He has recently completed a Masters in Creative Media Practice with UK's leading media university, tackling future media measurement issues and the ethics of addressable advertising using Near Field Communication, and is currently looking to get published.

For more information, please visit: [info.deandonaldson.com](http://info.deandonaldson.com)

### Speaking engagements

Dean speaks frequently with brand advertisers across the globe about new ways to measure and integrate offline and online channels. He is a powerful public speaker and has delivered presentations at over 100 industry events across more than 35 countries from the Americas throughout Europe to across Asia. He is one of Microsoft's most requested external speakers for their global events and achieved iMedia's highest ever ranking for their spotlight sessions, based on client feedback. He brings lively controversy to panel debates and delivers informative and entertaining key notes.

- **Industry events** such as; AdTech London; ClickZ New York; dmexco Hamburg & Cologne; IAB London, Spain, Poland, Mexico City & New York; i-Com Global, Portugal; iMedia UK, California, Florida & Texas; IMC Stockholm; JDPA Las Vegas, OMMA New York; OMS London; MoLo New Orleans; SIME Copenhagen.
- **Client-direct events** such as; Activision, Amazon, Bridgestone, Disney, HP, RSPCA, Swatch, THQ, Toshiba, Warner Bros, Which? in US, UK, Belgium and France as well as a host of agency and publisher inspiration days around the globe.
- **Microsoft hosted events** in; Denmark, England, Egypt, Finland, Hungary, Hong Kong, India, Japan, Netherlands, Norway, Singapore, Sweden, Taiwan and Turkey.
- **MediaMind hosted events** in; Barcelona, Chicago, Hamburg, Kuala Lumpur, Lisbon, London, Los Angeles, Madrid, New York, Paris, San Francisco, Shanghai, Singapore, Sydney, Taipei, Tel Aviv and Tokyo.

For an overview of Dean's speaking engagements, please visit: [engagements.deandonaldson.com](http://engagements.deandonaldson.com)

### Contributions to the press

Dean has published multiple articles and frequently serves as an industry source for leading business and trade publications and has been published in some of today's top media outlets including AdAge, AdWeek, Adotas, Bloomberg, NPR, Forbes, Wall Street Journal, ClickZ, eMarketer, iMedia, OMMA Magazine, Revolution and even on the front page of San Francisco Chronicle! A voracious Twitterer, Dean also has a very active personal blog called "NothingToHide.us" which looks at technological advancements from the consumer perspective and also guest writes for MediaMind's CreativeZone as well as other blogs. He currently serves on the video, measurement & mobile councils at the IAB in both UK & US.

For a collection of clippings of authored articles or quotes, please visit: [contributions.deandonaldson.com](http://contributions.deandonaldson.com)

### Video footage

To see and hear a selection of interviews, presentations & panels, please visit: [footage.deandonaldson.com](http://footage.deandonaldson.com)

## Presentation topics

Highlighting just a small selection of presentation topics and themes Dean is eloquently able to address:

### 1. Refocusing the blurring lines of Media: Towards the utopia of advertising

Cross-channel. Mobile Communities. Augmented Reality. Ubiquitous computing. Amongst the buzz we are seeing evidence that all media is getting ready for a digital hyper-drive, fuelled by consumer desire for entertainment-on-demand and always-on-communication. Hidden within this emerging world is the utopian promise of addressable advertising – across all media. Yet set against a backdrop of big brands trending to bring elements of control in-house, Dean Donaldson asks ‘is media technology really set for where next or does reality reveal we are locked in the past?’ and challenges the notion of the purely digital agency.

Theme(s): Technology/Targeting/Global Management

### 2. Joining the Media Dots: The Evolution of Media

TV is powerful, but people learn through play. The digital landscape has changed and so have the ways of measuring it. Digital video is set to enhance the capability for brand recall within consumers at a much deeper level than media to date – and is challenging the very concept of mass-media. From BlueRay Live to digital signage the penetration of personal mobile media is about to change our concept of paper. It will offer far more value to advertisers than mere clicks. As the pioneer in rich media and the largest global distributor of video advertising, Dean Donaldson of MediaMind will show what we have learned over the last ten years, how brands are now penetrating web 2.0 and a glimpse into where digital media is going next.

Theme(s): Cross Channel/Online vs. Offline/Future Media

### 3. Courting the Consumer: Spending quality time with your audience

Times have changed. Consumers have a voice and are dictating where and when they want to be entertained. It is no longer sufficient to build a brand offline and drive response online. How can an industry that has built itself up around measuring user response now assist advertisers in effectively developing quality brand time in an ever increasing digital world where consumers have a voice? With a rise of new metrics focussing on the user's environment against their position within the customer life cycle, Dean Donaldson will highlight how brands can now confidently begin to embrace, influence and measure the impact of branding online. We will look at practical examples of how brands are utilizing the latest advertising technology to maximize media dollars and illuminate intelligent insights into a consumers' purchase intent.

Theme: Brand Building/Engagement/Analytics

### 4. The Science of Art: Overlapping a creative strategy with actionable analytics

With ever mounting pressure to justify advertising effectiveness against the bottom line, what have we learned from the plethora of data that digital advertising has brought to bear? Is there really a single point of measurement to focus upon or do we need to look deeper to discover what consumers today are doing and apply these learning's into carefully constructed advertising strategies? By mapping advertising delivery against a consumer life-cycle, we can now begin to develop more targeted and relevant messages that will ensure a higher conversion rate and a greater ROI for your media outlay. Dean Donaldson will demystify the online metrics and show how to get closer to delivering those DR objectives, even revealing how to justify a campaign even with a 0% CTR!

Theme(s): Direct Response/Conversions/Research/Analytics

### 5. Mobile Advertising: Putting the brand in the palm of consumers

The ability to reach consumers anywhere at any time has shifted the way advertisers execute campaigns and the way audiences consume media. Beyond the ability to just make calls, personalized mobile computers are tackling commerce and communication in ever increasingly innovative ways. Even between leaving your home and arriving at the office, you can interactive with billboards via your mobile phone with QR codes. With the ability of serving ads across mobile devices now available for agencies, advertisers are finally able to breakthrough existing mobile barriers. Dean Donaldson will examine the need to integrate mobile alongside other digital channels.

Theme(s): Cross Channel/Campaign Management/Mobile

### 6. A game of two halves: Settling the dispute between paid & earned media

Communication has always been at the heart of the web. Moving through email to instant messaging to affording virtual school reunions and onto the next-generation of Peeping Tom services – change never ceases. Yet as society openly shares the intimate aspects of our lives and thoughts, brands risk finding consumers are a little too direct for their liking. Does the answer lay within rifling through consumer conversations to serve targeted ads, and of what value are fan pages and apps anyway? Dean Donaldson addresses advertisers fears at investing in the next has-been nightclub and offers strategic insights into how brands can turn their worst critic into their most vocal ambassador in order to best take advantage of this continually evolving new mass-media.

Theme(s): Brand Building/Engagement/Social Media

To see a sample of presentations that Dean has delivered, please visit: [presentations.deandonaldson.com](http://presentations.deandonaldson.com)

## Recommendations

Don't take our word for it; here is a selection of what others are saying:



*A digital visionary who makes you instantly re-think strategy and approach with solid facts and information. At a recent presentation Dean invigorated my will to make further changes within the business at Activision. Truly inspirational!*

**Mark Cox** | European Digital Marketing Manager, Activision

*Dean seems to live and breathe digital advertising – One of the most driven and passionate people I've met with regards to his work and has lent a plethora of support to the Microsoft Advertising business over the past few years.*

**David Pugh-Jones** | Creative Strategist EMEA, Microsoft Advertising

*I just wanted to reach out to you to thank you again for speaking at our meeting. The presentation was perfect! You blew everyone's mind and overwhelmed them. It was exactly what we wanted to do. It was a pleasure meeting you.*

**Steve Muscato** | Brand Marketing Manager, Bridgestone Retail Operations, LLC, US

*Dean is a true digital evangelist who is bursting with enthusiasm. He has become an essential part of our client digital days and has a fantastic ability to imbue clients with his contagious digital passion!*

**Le'Nise Brothers** | Head of Interactive, PHD Rocket, London

*An excellent public speaker who manages to translate the geeky world of online marketing into something that all marketers can relate to. His knowledge about the digital environment and skills as an evangelist are extremely valuable.*

**Even Aas-Eng** | VP Digital Media, McCann Worldgroup, Norway

*There's probably no one else in the Rich Media business who knows as much or is as passionate about the subject...*

**Alec McCrindle** | Head of Interactive Advertising, Yahoo! Europe

*Just wanted to thank you for your great innovative presentation in Tokyo! You ROCKED! Despite of early Monday morning session, you got the Japanese audience excited with your energetic and fun speech.*

**Ayumi Ai** | Microsoft Advertising Trade Marketing, Japan

*A true online advertising evangelist. His grasp of the business is second to none and he's able to really communicate his passion for the business to a non-geek audience. A great all rounder, he knows everything from the nuts and bolts right up to the more esoteric theories – highly recommended.*

**David Burrows** | Director of Ad Operations, Phorm

*Well this has been remarkable. Definitely one of the better presentations we've seen in a long time!*

**Matt Wood** | Manager of Media Development, Razorfish, Seattle



## About MediaMind

MediaMind is a global provider of digital advertising solutions that optimize the use of media, creative and data for enhanced performance. Our unique platform incorporates display ad serving, search, rich media, video, dynamic ads, mobile and emerging media; providing marketers with a cross-channel view of ad campaigns. Our leading Eyebaster Rich Media and Video capabilities service the most innovative and inspiring global digital campaigns.

The company is committed to publisher-neutrality to assure the broadest range of media choices for its customers. MediaMind is certified and complies with the three IAB measurement guidelines: ad serving, video and rich media.

Headquartered in New York, MediaMind has over 35 representation offices across all major markets worldwide. In 2009, MediaMind delivered campaigns for over 7,000 brands, serving approximately 3,350 agencies across over 5,150 global web publishers in 55 countries worldwide. Learn more at: <http://www.mediamind.com>.

## Contact information:

### United States:

**Diane Harding** | Marketing Director, North America |  
T: +1 646.723.1927 | [diane.harding@mediamind.com](mailto:diane.harding@mediamind.com)

### International:

**Lianne Schneider** | Marketing Director, International |  
T: +972.9.776.0889 | [lianne.schneider@mediamind.com](mailto:lianne.schneider@mediamind.com)



**Direct contact information for Dean:** USA: T. +1 646.437.3767 | C. +1 917.640.3095 | UK: T. +44 (0)20 7759 2394 | M. +44 (0)7827 278970  
[dean.donaldson@eyebaster.com](mailto:dean.donaldson@eyebaster.com) | IM: [dean.donaldson@hotmail.com](mailto:dean.donaldson@hotmail.com) | Blog: [www.deandonaldson.com](http://www.deandonaldson.com) | Follow: [twitter.com/deandonaldson](https://twitter.com/deandonaldson)