STRATFEST 2019
Power to the People
Post-Event Report
In an industry that frequently honors creative output, 4A’s StratFest is the annual conference that celebrates strategic input: the ideas and insights that fuel creative and effective marketing from behind the scenes.

The 2019 edition of StratFest, in New York Oct. 15–17, explored marketing in the era of the empowered consumer and how advances in technology and data are driving brands to place customer experience at the center of every aspect of their business.

Kicking off with the annual members-only Leadership Forum and the presentation of the 23rd Annual Jay Chiat Awards, the StratFest program included dozens of industry leaders and strategists from agencies, marketers, and publishers and platforms, plus 15 hands-on interactive workshops and six Jay Chiat case studies.
“People can be antiscience, but facts either exist or they don’t. In the most data-driven age, we don’t trust anything.”

In a new marketing ecosystem where empowered consumers recognize their own influence and the value of their data, the dynamics of the relationship between brand and consumer continue to evolve in unpredictable ways. This discussion explored how strategists need to reframe their thinking.

“We knew from day one, if we didn’t deliver to the consumer what they were looking for, we wouldn’t be around too long.... We’re all looking to reinvent how we do business together from legacy models. From radio to streaming, we have to keep up with consumer behavior.”

A discussion about the challenges brands experience in building communities and targeting audiences at scale while they maintain the intimacy and immediacy their globally conscious, highly connected consumers expect.
PREPARING FOR UNINTENDED CONSEQUENCES IN A CONNECTED, EMPOWERED CULTURE
Mona Patel, CEO, Motivate Design

“I worked with NIH to help make it easy for people to apply for grants....But it worked too well. Because it became too easy to apply, NIH got too many applications to handle, and applicants were getting confused. When a strategy isn’t for the good of the marketer, the customer experience breaks down.”

GAME DESIGN AND THE FUTURE OF ADVERTISING
Mark Mulvey, Strategy Director, Critical Mass

“I’m not a fan of ‘gameification,’ co-opting and extracting something from the user. It’s insincere—typically, it’s just an online marketing technique to encourage engagement with a product or service. I prefer ‘gamefulness’—marketing that applies the positive traits of a game, such as motivation, the pursuit of challenges, perseverance, and a passion for learning new skills.”

WHY DTC DOESN’T EXIST BUT KEEPS RUINING YOUR DAY
Jesse Derris, Founder and CEO, Derris

“The easiest thing for a brand to do right is what you’d want the brand to do in the first place....When the most important line item in your budget is your lobbying, you probably need to do something better with your product.”

AWAKEN TO THE FUTURE CONSUMER: DIVERSE, UNAPOLOGETIC & CONNECTED
LaToya Christian, Managing Partner, Cultural Strategy & Analytics, GroupM

“We have to be comfortable with being uncomfortable....We need to account for all the different layers that show up in terms of who someone is: race, gender, the roles you play.”
CREATE LIKE A YOUTUBE STAR: DEVELOPING LASTING RELATIONSHIPS THROUGH CONTENT
Johannes Helms, Creative Effectiveness Lead, Google
Ingrid Nilsen, YouTube Creator

“My no. 1 core value is integrity—everything stems from that. YouTube is a business about being yourself. That’s so important. And people can see through that. That’s why I’ve had such a long career: I’ve continued to allow myself to be myself.”

THE SHARING ECONOMY: REINVENTING THE AMERICAN DREAM
Cari Jacobs, CMO, Unison

“Authentic branding is a big part of what I hang my hat on doing. Whatever you say in the marketplace, you have to do internally. If every employee is not a walking, talking 30-second spot for your brand, you’ve failed.”
Now in its 23rd year, the Jay Chiat Awards recognizes the best strategic thinking in marketing, media, and advertising around the world.

Where awards for creativity and effectiveness reward the output, the Jay Chiat Awards celebrates great strategy that leads to engaging ideas that move us to action and change the way we see the world.

Jay Chiat Awards winners captured breakthrough thinking that led to breakthrough execution: finding inventive ways to use social platforms to encourage reading, extend inclusivity in the gaming audience, protect college students in unpredictable situations—and even coin a word to celebrate motherhood.

This year’s winners and case studies featured top strategic thinking in global, regional, and national strategy; nonprofit and connection strategy; and product/service creation.
GLOBAL STRATEGY

Silver
Publicis Sapient / Mindshare / Golin / Edelman / Furlined / Cosmo Street • Dove / Getty Images / Girlgaze
Project #ShowUs

Bronze
R/GA New York / Starcom UK and US / Publicis Media, Sports & Entertainment / Wasserman Media Group • Samsung Global
Samsung x Fortnite: The Galaxy Skin

Bronze
R/GA Los Angeles • Mattel / Barbie
Last Generation of Firsts

Bronze
Brand Articulations • adidas
Decode. Recode. Repeat.

Bronze
McCann Worldgroup India • Incredible India (Ministry of Tourism, Government of India)
From a Destination to a Transformation

CONNECTION STRATEGY

Gold
Mother • New York Public Library
NYPL: Taking the Library out of the Library

Silver
McCann New York • Reckitt Benckiser / Lysol
Lysol Teddy Repair

Bronze
Anomaly / Mint / UM / Unreasonable Studios
• The Hershey Co.
Oh Henry! 4:25

Honorable Mention
McCann Worldgroup India • Bill & Melinda Gates Foundation
National Interactive Platform That Initiated Conversation Amongst Newlyweds

Honorable Mention
Mother New York • Wrangler
Big Booty Dreams
REGIONAL STRATEGY

Gold
FP7 McCann Dubai / InHype Media • Babyshop
Al Umobuawah: Parenthood Rephrased

Silver
Colle McVoy • Jackson Hole Travel & Tourism Board
Tag Responsibly

NATIONAL STRATEGY

Gold
m:united McCann • Microsoft
Microsoft, “Changing the Game”

Silver
VMLY&R / Papaya Films / Wavemaker / Fundacja Sukcesu Pisanego Szminką • Gazeta.pl / Mastercard / BNP Paribas
The Last Ever Issue

Bronze
Energy BBDO / PHD U.S. • Ornua Foods North America / Kerrygold
Music Behind the Recipes

Bronze
McCann New York • Reckitt Benckiser / Lysol
Lysol Teddy Repair

Honorable Mention
VMLY&R • Life Direct Insurance
R.I.P. Simon
## PRODUCT/SERVICE CREATION

### Gold
VMLY&R • Monash University
*Sip Safe*

### Silver
JOAN Creative • The United State of Women
*The WoManikin*

### Silver
VMLY&R / Mongoose Agency / Mediamonks / Gung Ho / Mediacom North / Bridge & Tunnel
*New Balance
The Runaway Pub*

### Bronze
Carmichael Lynch • Helzberg Diamonds
*From Hurting Love to Helping Love*

### Honorable Mention
McCann Worldgroup India • Skill India/National Skill Development Council
*Pitching Skills Against the Stars*

### Honorable Mention
McCann New York • March for Our Lives
*Generation Lockdown—March for Our Lives*

## NONPROFIT

### Silver
Colle McVoy / Jackson Hole Travel & Tourism Board
*Tag Responsibly*

### Bronze
Casanova//McCann / McCann Canada / McCann New York • Donate Life California
*Second Chances*

### Honorable Mention
McCann Worldgroup India • Skill India/National Skill Development Council
*Pitching Skills Against the Stars*

### Honorable Mention
McCann New York • March for Our Lives
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McCann New York • Reckitt Benckiser / Lysol
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GRAND PRIX
m:united McCann • Microsoft
Microsoft, “Changing the Game”

AGENCY OF THE YEAR
McCann New York

NETWORK OF THE YEAR
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THANKS TO OUR PARTNERS

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VIP PARTNERS

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