

4A's #ICYMI

MONTHLY MEMBER NEWSLETTER



View of Bryant Park from
4A's headquarters, Manhattan
May 8, 2019

NEWS

4A's Foundation Adds Eight New Board Members

Puts greater emphasis on inclusion, community and opportunity with new mission and approach

The new board members expressed their excitement in continuing the significant progress that the 4A's Foundation has already made to help emerging professionals of all backgrounds. With differing specialities, the new voices will help advocate for talented young professionals across the industry.

Jennifer Risi

Worldwide Chief
Communications Officer, Ogilvy

Jed Meyer

Director of Brand Measurement, Google

Ashok Sinha

Vice President, Corporate Communica-
tions, WarnerMedia

Chris Loll

COO, Media & Sponsorship, Live Nation

Lukeisha Paul

Head of Diversity, Equity & Inclusion,
GroupM U.S.

Rosa Nunez

SVP Head of Diversity & Inclusion
North America, BCW

Deidre Smalls-Landau

Global Chief Cross-Cultural Officer,
UM Worldwide, and EVP,
Managing Director, Identity

Dr. Paula Massood

Professor, Film Studies, Department
of Film, Brooklyn College,
The City University of New York,
and President Elect,
Society for Cinema and Media Studies

[Read the full release >](#)



NEW FROM 4A'S GUIDANCE

4A's Relationship Management Best Practices Guidance

Considering the time, energy and expense marketers spend conducting reviews—and that agencies spend on developing new business—it's critical for both partners to ensure a long and fruitful relationship.

Having a powerful relationship-management program can help you get your relationship off to a good start and stay on track.

Relationship management is how you keep winning after you've won. [4A's Relationship Management Best Practices Guidance](#) is your new playbook.

[Read more >](#)

PRIVACY

New "Privacy for America" Coalition Calls for Strong Data Privacy Protections for All Americans

Coalition will work with Congress to support federal legislation to modernize data privacy protection

Top policy experts and trade organizations including the 4A's, ANA, IAB, and NAI launched the new "Privacy for America" coalition, which will work with Congress to support enactment of groundbreaking comprehensive federal consumer data privacy and security legislation.

Privacy for America outlined a bold new paradigm for a national law that would make personal data less vulnerable to breach or misuse, and set forth clear, enforceable, and nationwide consumer privacy protections for the first time.

[Read more >](#)



NBC News's Kasie Hunt with Michael I. Roth of IPG.

4A'S 2019 EVENTS

4A's hosted two industry events in March and April: Decisions 20/20, a two-day forum about media, data, privacy, and technology in marketing, in Washington, D.C.; and the Management Practitioners Forum, a two-day event for agency managers, in Chicago.

DECISIONS2020

A FORUM FOR CHANGE | media · data · privacy · technology

Decisions 20/20 hosted in-depth discussions of marketing's role in a landscape encountering new policy, new technology, and new business opportunities. The forum included IPG Chairman Michael Roth interviewing NBC News political reporter Kasie Hunt and a series of smaller interactive breakout sessions about measurement, attribution, brand safety, public policy, automation, blockchain, and other topics. Read coverage in [Adweek](#), [AdExchanger](#), [MediaPost](#), and [Campaign](#), and find the 2019 Event Highlights [here](#).

Management Practitioners Forum

The Management Practitioners Forum, a members-only conference, featured a presentation by 4A's President & CEO Marla Kaplowitz, "The Quantum Age of Marketing," as well as topics including client and relationship management, emerging technology and business models, and an in-depth look at how one agency emerged from unanticipated change as a far stronger organization than before. A post-event report will follow.

JPC 2019 COMMERCIALS CONTRACTS

Memorandum of Agreements

The industry's Joint Policy Committee (JPC) has completed negotiations with SAG-AFTRA and agreed upon new commercials contract terms.

This correspondence provides links to the JPC website which contains information pertaining to the 2019 commercial contracts terms: 2019 Commercials Contracts Memorandums of Agreement and Summary of Agreement. The information includes a summary of the 2019 agreements as well as the MOAs that highlight changes to the commercial talent agreements.

[Learn more >](#)

4A'S ACCELERATE ACCESS PROGRAM

PINSEEKER
CONSULTING

20%
off select programs

[See offer >](#)



UPCOMING WORKSHOPS: LEARNING & DEVELOPMENT



Succeeding at the highest level at agencies while being a good parent can feel impossible. 4A's Mothers@Agencies leadership program has empowered women to better prioritize, take control, and create lasting change in their work and home lives. Join our virtual info session May 17 to learn more about Mothers@Agencies, and how Beryl Greenberg and Kerry Griffin coach mothers to thrive in this unique and useful leadership-development program.

[Register >](#)

UPCOMING EVENTS

face of talent

August 5–9, 2019

New York, NY
Various locations

The 4A's Face of Talent symposium connects more than 750 advertising and marketing talent leaders with the next generation of the marketing workforce with a concentration on diversity, equity and inclusion. Now in its ninth year, this week-long forum celebrates more than 200 college seniors and graduates in the 4A's Foundation's Multicultural Advertising Intern Program (MAIP) and 4A's Foundation Scholars.

[Register >](#)

October 15, 2019

StratFest 2019,
New York, NY

We're living in the age of the empowered consumer. Technology has given consumers great influence and even greater expectations for what brands must deliver. Their sentiment can build a brand up or take it down overnight. Consumers are changing the marketing remit—forcing brands to put customer experience at the center of every aspect of their business.

Join your peers at the 4A's Strategy Festival as we explore the new meaning of consumer-centricity.

[Register >](#)

October 15–17, 2019

Convene at 32 Old Slip
2nd Floor, New York, NY 10005

The world of marketing is changing faster than ever. But no matter how fast marketing communications evolves, excellent strategy remains a cornerstone of meaningful consumer engagements. The global 4A's Jay Chiat Awards recognizes the best strategic thinking in our industry: the input behind marketing's creativity and effectiveness. Last year's winners demonstrated how great strategies lead to ideas that engage us, move us to action, and even change the way we see the world.

[Register >](#)



ON THE 4A'S WEBSITE

Feature Your Agency's Thought Leaders and Campaigns

It's part of the 4A's mission to provide a platform giving our members voice and visibility in the marketplace. We're always looking for submissions of your agency's culture, thought leadership and creative work:

- Q&A pieces, agency office and culture videos—"What it's like to work here"
- Inside the Campaign (your best new creative work)
- "See It & Be It" (part of our Women and Diversity leadership series)
- Agency news (press releases and similar announcements)

[Tell us your story >](#)

FROM 4A'S MEMBERS

4A's Members on Ad Age's A-List

We're very proud of our many member agencies on Ad Age's 2019 A-List and Creativity Awards! The **A-List** includes member agencies **Anomaly**, **Edelman**, **FCB**, **McCann**, **TBWA**, and **360i**.

The **Agency Standouts** list includes **BBDO**, **Fig**, **The Martin Agency**, **McGarryBowen**, **MediaCom**, **MullenLowe**, **OKRP**, and **UM**.

Agencies to Watch include **CPB**, **Erich & Kallman**, **Forsman & Bodenfors**, **Leo Burnett**, **R/GA**, **72andSunny**, **Tombras**, and **VMLY&R**.

MullenLowe Media Hub was named **Media Agency of the Year** and Initiative **Comeback Agency of the Year**. Congratulations to all!

[Read more >](#)

The Blind Spots in Design

Designers look to make better design decisions to include groups they usually forget.

Humans have blind spots, and designers sometimes reflect them.

That was the message at digital design agency R/GA Portland in April when it hosted a panel on the subject of the changing design landscape and inclusive design.

R/GA focuses on human-centered design. The company is known for its product and services work for Nike such as Nike On Demand and Nike+ Fuelband, as well as activations like the Nike A/R Jordan experience.

[Read more >](#)

Value of OTC Medicines to the U.S. Healthcare System

IRI Worldwide conducted a study of the OTC market and shares its findings on the size of the industry, average expenditures, and cost savings to the U.S. healthcare system. Contribution of savings by nine categories and by medical devices is also provided.

[Read more >](#)