

BLUEGRASSCOMS ENJOYS THE FESTIVAL OF MARKETING 2017

Written by Lenny Pitt.

Bluegrasscoms got themselves down to the Festival of Marketing this week at the Tobacco Dock in London. The Festival of Marketing is a two-day event that is sponsored by some of the biggest names in online networking, social media and technology.

The festival is a bonanza of talks, seminars, workshops and interactivity with some of the most forward thinking, exciting minds in the marketing world. Bluegrasscoms arrived at the site nice and early on Wednesday 4th of October to beat the queues and to get a good seat for the opening headliner... Stephen Fry.

During his interview, Stephen Fry explored the issues around digital disruption. He spoke of a time at the dawn of the internet when he optimistically predicted the end of the war and saw a new Utopia on the horizon. He went on to speak of his excitement for AI technology, the fact that he believes it will rid us of 'boring' jobs and we should be prepared for a world in which people are free to do as they please. Stephen Fry finished by paying tribute to the charity for which he is an advocate, Mind. He mentioned the vital work it does and pointed out there is still plenty more to do.

In the afternoon Bluegrasscoms learnt about how AI can already assist in the creation of Subject lines for emails and 'NLG – Natural Language Generation'. AI is already at the stage where it can create pretty convincing photography, using 'Deep Learning'.

Bluegrasscoms next attended a talk on being "In Your Creative Element". Claire Bridges presented methods in which you can reach your peak creativity including references to the "Heineken Creative Ladder".

Next on the schedule was a presentation on "Celebrating Diversity in The Workplace". Mark Evans was the speaker here and suggested Neurodiversity was the key to unlocking doors in the workplace. He pointed out how dyslexia and other mental "disabilities" should no longer been seen as such. He said they should be celebrated, as people with these conditions are capable of great things.

After lunch, the fundamentals of great creative work were debated in a talk on "Process vs Creativity". The discussion focused on how important it is to know the processes in order to be able to break them as well as exploring how great marketing should tick a functional box as well as an emotional one.

Content was the next thing to be tackled. In 2015, we passed a line where by there is now more content created per day than the entire world can consume in the same 24 hours. The struggle in creating educational content that entertains was high on the agenda, as well as PGC (People Generated Content) and how not to do it.

The day finished off with an overview of the incoming GDPR legislation and an inspiring talk from Jo Malone on her success in the fragrance world.

After mingling with Creative giants like Patrick Burgoyne (editor of Creative Review), Tom Rainsford (Brand Director of GiffGaff) and Michael Scantlebury (founder of Impero), we hit the hay nice and early to be fresh for the second day.

The second day was just as impressive. It kicked off with Tom Daley, Reggie Yates and Rochelle Humes discussing their brands on the main stage with their agent, a good insight into modern influencers.

A talk of “Sexual Revolution” followed, sparking an interesting debate after unearthing the stat that 47% of 16-24 year olds do NOT identify as Heterosexual. Does this mean marketing to the LGBT community is no longer niche?

The next talk was from a star of the festival, an in-depth analysis by Michael Scantlebury on “How to Create Content People Actually care About”. You want people’s attention? Get them to talk about themselves. Make them think they are part of something and surprise them.

The afternoon consisted of a talk by Uzo Oleh on how to manage your career and creativity as well as a passionate talk on how to turn your consumers into content creators. This included a presentation on a great new business idea from the company ‘Tribe’ in which they collaborate with every day users to get buy-in and best of all, content.

The Highlight of day 2 was a meet and greet (and a beer) with Rugby World Cup Winner Matt Dawson, after he had spoken about the tiny percentages that won the England team the World Cup in 2003.

The day ended again with a beer and a long train journey home, with much to ponder on.

Overall the Festival was a feast of knowledge, some new and some reassuring. Some of the greatest minds in marketing came together to share what they know and for that we wish to thank the Festival Organisers, staff and speakers.