Senior management from the major digital marketing platforms, tools & technologies share their latest developments, best brand use cases, how to measure success, and optimize each. Here, great brand strategy meets the best creativity, digital amplification, execution & inspiration.

Monday August 6th 2018

**Michelle Greenwald**, CEO of Inventours will provide welcome remarks and explain the genesis and objectives of the DigitaLatest conference.

**David Rosenberg**, Head of Business Development at Giphy will share what’s behind the consumer trend to ever shorter, animated, visual communications (gifs, memes and emojis) to express feelings and ideas. He’ll present the best creative uses by brands to stand out, get noticed, and reinforce brand image.

**Ken Blom**, Vice President of Branded Distribution at BuzzFeed will discuss the latest ways brands are using the platform to engage with customers with meaningful, relevant content, and he’ll share great examples of how the best are doing it well and achieving great results.
Head of Marketing Development Vikram Bhaskaran will explain Pinterest’s guiding philosophy of time well spent for its 200M+ users, how Pinterest is innovating on visual search, personalization, & human taste exploration & expression, plus examples of brands & partnerships using Pinterest in new, exciting ways.

Eat Offbeat is a corporate caterer serving global cuisine with authentic, home-style recipes prepared & delivered by refugees from Iran, Iraq, Nepal, Syria, Afghanistan & Eritrea, who share their cultures & centuries old traditions through food. Their story has been featured in Forbes, Tech Crunch, CBS News, Fox News & Eater.

Peter Franklin, CEO of Pryze will cover a new era of marketing resulting from Blockchain. He’ll discuss how Blockchain adds trust/transparency/ownership to data, can enable firms to make more targeted ads, products and ad claim that can be verified in terms of truth, enable marketing campaign tracking and management.

Head of Echo Nest Tim Ganss will talk about Spotify Music Intelligence. Music has always been a beacon of culture, but today we know more about music and how it’s enjoyed then ever before in history. This session will walk through the technologies and methodologies that make advanced music measurement possible.

Christine Cuoco, global head of business marketing, will explain why Twitter is such a powerful platform for brands and marketers alike. She’ll discuss Twitter’s repositioning as a news app, the power of Twitter’s audience, and a range of creative ways brands are using the platform to connect with consumers.

Brooklyn-based Li-Lac Chocolates began in 1923. To this day they still make old-world, artisan chocolate in small batches, by hand. Described as “stubbornly old fashioned” by the Wall St. Journal, it’s one of the few old-school chocolate companies to survive today and it’s New York’s most iconic chocolate brand. You can watch it being made in Industry City where the conference is being held.
Linda Goldstein, one of the country’s leading advertising, marketing and digital media lawyers, will share original creative videos of CMOs battling each other for market share using the latest platforms, tools and technologies. As we see the latest tactics deployed and the brand war unfolding, Linda will highlight key legal watch-outs and potential pitfalls.

+ Networking Reception with Curated Wine Tasting

Networking speaker Alexis Beechen, Founder and CEO of The Drop Wine, will share how she went from having a crazy idea to disrupting the wine world in 2 short years. She’ll explain how The Drop is challenging convention in a complex and highly regulated industry, while creating brand advocates on a start up budget.

Brooklyn-based craft mead brewery, All-Wise, uses ancient mead making techniques & the best New York state honey & infusions of teas & herbs to make a dry, crisp version of mead, also known as honey wine. The 3 partners, Doug Brochu Dylan Sprouse & Matt Kwan met at NYU. Their state-of-the art brewing facility opened in Greenpoint, Brooklyn in 2017 with the first bottling this year. Dylan Sprouse, 25, is the youngest Master Brewer in the U.S. He’s the actor who played Zack Martin on Disney Channel’s The Suite Life of Zack and Cody.

The founders of Ends Meat will explain how they make dry cured meats inspired by traditional Italian styles and methods. The whole animals they use are responsibly raised on family farms in New York and New Jersey. They’ll share their belief that the best food is made by hand from great ingredients.

Zone 7, the organization that distributes the sustainable produce from over 120 local farms for farmers, to restaurants, caterers and shops, so the farmers can focus on growing rather than sales and logistics, will explain their mission and we’ll sample crudités and pickled vegetables made with their produce.

Tuesday August 7th 2018

Founder & CEO, Federico Treu will discuss creating precise target personas with big data & consumer uniqueness beyond demographics: psychographics with personalities, interests, lifestyles, values & needs. He’ll share best cases of how leading brands leverage Cubeyou’s AI platform to develop more relevant, impactful marketing messages.
CMO Tom Klein will explain creative ways brands are utilizing this high ROI platform to precisely find and target personas with relevant messaging, and its role in B2C and B2B marketing plans.

Janna Ritzcovan Synovec, Head of Brand Marketing and Sales Enablement for IBM Watson Advertising, will share how marketers can use AI to connect with customers on a 1:1 level, drive deeper engagement and unlock key brand and product insights.

Kim Nielsen, CEO of Denmark-based Intertisement will share how he is pioneering innovative interactive applications of augmented reality.

Ben Kartzman, COO of Flashtalking and CEO/Co-founder of Spongecell, will discuss how dynamic creative platforms make data-driven advertising simple, effective and scalable by integrating data, machine learning and automation in the creative process. The adopting of this technology has enabled marketers to deliver relevant, personalized digital advertising to their audiences.

Brooklyn-based Samesa is owned by brothers Eli & Max Sussman, who co-authored 4 cookbooks. Eli was a semi-finalist for the James Beard Rising Star Chef Award & was selected as a Zagat NYC 30 under 30. He appeared on The Today Show, & contributed to Saveur Magazine, Food & Wine & Bon Appetit. He’s on the NYC Chef Board of Share our Strength, supports Black Lives Matter, the ACLU & Local Brooklyn charities. Samesa is expanding to Manhattan this year.
Kevin Hartman, Head of Analytics, Consumer, Government & Entertainment sectors at Google & YouTube will also discuss Google Cardboard, Zoo, Machine Learning & AR. An artistic practitioner of data, he'll share how data should express insights as creative as the ideas they inspire. His team partners with major advertisers, creative agencies & media to develop digital solutions to build brands, combining science & art for inventive, effective strategies.

One Girl Cookies are delightful, individually crafted, dainty petite sweets and tea cookies that use the best ingredients, in a wonderful range of flavors. Owners Dave Crofton and Dawn Casale will tell their story about their passion for great baked goods.

Lila Pla Alemany, AR/VR Global Lead and Strategy for Global Clients and Agencies (GCAS), will discuss why every CMO and marketing exec needs a Virtual and Augmented Reality strategy, and why immersive technology can be a powerful and effective medium for brands and creative agencies to reach their marketing objectives. She will also share some examples of how pioneering organizations are using Google's AR and VR platforms and tools and seeing great results.

+ Optional Industry City Innovation Hub Tour

Wednesday August 8th 2018

Lex Friedman, Chief Revenue Officer, will explain the phenomenal growth of podcasts, best examples of brands that utilize them well & how Midroll became the podcast content development leader, working with Oprah Winfrey, Bill Simmons, Marc Maron, the NFL, Earwolf & My Favorite Murder. Lex was part of the management team that sold Midroll to EW Scripps in 2016.

Kelly Peppers is the Managing Director of Colossal Media, the company that brought back hand painted advertisement. Colossal has helped brands such as GUCCI, Qualcomm, Delta Airlines, Coca Cola and many more, through creative OOH, unmatched consumer engagement and extensions into the digital space.

break
Mark Rolston, argodesign Founder & Chief Creative Officer and former Head of Creative at Frog Design, will talk about what makes great apps, the future of apps, and how they have an opportunity to change the workplace by making the environment smart -- from an inert space to an active participant in how we work with others.

INDUSTRY CITY

Andrew Kimball, President of Industry City, will explain the special history and exciting future of this highly unique innovation hub with a fabulous group of technology, media, design, and food businesses in a beautifully curated environment.

LinkedIn

Brian Tietje, Global Client Director LinkedIn will discuss how firms can leverage data to understand and create audiences on LinkedIn beyond job search, for brand marketing purposes.

Kevin Meyers, Snapchat's Product Marketing Lead, will provide an overview of Snapchat's platform, its unique audience, and robust ad solutions. Learn how advertisers of all sizes are using Snapchat to create full funnel ad strategies to drive business results.

Brooklyn-based Blue Marble Ice Cream is super-premium, certified organic, made with high quality ingredients that are sustainably sourced, using best practices and community involvement. They offer unusual flavors like cinnamon, root beer, banana cookie crumble and blood orange sorbet.

Adam Ochman, VP & Strategy of The Foundry, Meredith Corporation's state of the art, native advertising, creative and content studio, will explain the growth, evolution and future of branded content done well. He'll provide inspiring examples that have engaged consumers more than traditional ads.

+ Optional Industry City Innovation Hub Tour

Thursday August 9th 2018
Accenture Interactive

Accenture Interactive’s Rori Duboff, Managing Director, Content Innovation – Extended Reality (VR/AR/MR) will speak about best brand uses of extended reality and expected advances on the near-term horizon.

THEGAMEAGENCY

Stephen Baer, Managing Director, will showcase how brands including Google, Hasbro, Major League Baseball, MassMutual, McDonalds, and Volkswagen are using gamification to activate and educate their target audiences.

collectively

Co-founders Ryan Stern & Alexa Tonner, whose agency made the 2018 Fast Company’s Most Innovative Companies list—will explain why many brands are opting for authenticity & engagement of micro-influencers over the more diluted reach of mainstream celebrities. They’ll share examples of great micro-influencer campaigns & discuss how data proves this strong option for brands.

msg.ai

Puneet Mehta, Founder & CEO of msg.ai, will discuss the meteoric rise of conversational AI & how brands are engaging with consumers in new, compelling ways. As AI becomes the new interface, the ability to nurture meaningful customer relationships at scale will set brands apart from competitors. msg.ai partners with brands across industries, including Nestle, P&G, Tommy Hilfiger, Sony Pictures & Aflac.

Thomas Perez, CEO of Alpha Dominiche will share the unusual and fabulously designed coffee and tea Steampunk® single-cup, full immersion, vacuum brewing machines, with tablet controllers, the unique global, mobile app that enables baristas to share recipes and replicate them precisely, the stringent coffee bean and tea leaf sourcing process, and most fun of all, attendees will be able to taste the difference.
Brett Prescott, Global Partnerships Director Facebook & Instagram and Professor at NYU Stern, will discuss how businesses are building agile marketing organizations to succeed in today’s mobile world. He’ll share how businesses are achieving growth through leveraging Facebook’s family of apps, including Facebook, Instagram and Messenger.

Alex Morrison, President of Grey West, oversees Grey’s Los Angeles & San Francisco offices. He’s the former Global Head of R/GA’s Content Studio. Alex will discuss managing content across digital marketing options to strengthen brand identity & be relevant. He’ll sight best practices of firms who customize creative by platform form well & discuss how to optimize digital media choices.

Please note the agenda is subject to change, as is inevitable, given how far in advance it has been planned. Any changes we are forced to make, will at a minimum maintain, or on the upside, improve the quality and integrity of the program.

Ticket price: $2,950. Tickets are transferable.
For group discounts contact info@digitalatest.com.
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