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An event produced and organised by 2C Associés



CRISTAL-LAB

Workshops, debates & conferences



The implementation of integrated communication, web 2.0, the fragmentation of the media, the empowerment of the consumer, the arrival in the market of a new generation of agencies... communication is undergoing a revolution, and its different professions are changing rapidly. Consequently, everybody is wondering about the **future of communication...**

In this context, you cannot stand still. To be a winner tomorrow you have to get ahead now, **anticipate** the different ways in which your profession will develop, and try out new ideas, like new means of communication.

The Festival's theme this year is **innovation**, the **exploration of new models** and **identifying key changes in the industry**.

The ambition of the Festival is to be the place where you can be **in touch with all forms of innovation**:

- through **meetings**, one of the strong points of the Festival is how easy it is to meet many people from the same profession.
- through **conferences**, where high-level players from the economic world and the media world will share their vision, as professionals, of the future of communication.

Through its program, and its juries, The Merribel Ad Festival has chosen **to be inspiring**. So that every body can start the following year with a clear idea about the future and a **stock of new ideas** to try out.

THE CRISTAL-LAB OR « DISCUSSION LABORATORY »

Each day will be built around three major events:

- **workshops in the morning or early in the afternoon.**

The workshops are organized by companies who want to display their work in a particular field (media, trends...). The themes of the workshops will be decided at a later date.

- **round tables and conferences in the afternoon, pitting different view points against each other.**

The round tables or conferences will aim to deal with a subject in depth, either with a speaker who is a recognized expert, or by an exchange of views between different participants.

- **a plenary conference at the end of the afternoon.**

The plenary conferences involve leading players of an international standard (company heads from the media, communication and hi-tech...). The objective is that these people propose their vision of society, business, and of communication and its developments. The ambition is that these conferences will offer points of view which inspire.



MERIBEL, A PLACE FOR INNOVATION

In a world where communication is rapidly changing, innovation has become a real preoccupation. It's for this reason that the Cristal-Lab conferences have chosen to deal with this theme horizontally through the choice of participants, and also through the choice of each of the conference themes.

- **To innovate is to optimize the integration of Internet in communication strategy**
- **To innovate is to accompany the consumer's experience at each point of contact with the brand**
- **To innovate is to optimize creation and production for targets who are used to the best visual effects**
- **To innovate is to reinvent the collaboration between agencies and advertisers**
- **To innovate, lastly, is to experiment with new working methods, new types of agency, and to invent new creative languages.**

Each of these themes will breathe life into the Cristal-Lab debates this year.

WORKSHOP - « Success Story »

« Best practices »: an agency, together with a client, can register to give a 15 minute presentation of their most creative example, the most innovative... the most « successful » one of the year, which everybody will be talking about tomorrow.

ROUND TABLE- Media: the challenges of computerization

New media, big changes in media consumption and questioning of traditional business models.

Does regulation make any sense in the context of an explosion of new media?

How will the development of digital techniques change the business model of traditional media? What interactive strategy can they develop?

Moderated by Nicolas Riou, President of Brain Value and Pedagogic Director of the Cristal-Lab

Speakers:

Michel Boyon, President of the CSA

Pascal Dasseux, CEO - Media Contacts & CEO Havas Digital

Alain Weill, CEO - NextRadio TV

Xavier Dordor, Managing Director - APPM

Sylvain Bethenod - Cross Média Sales & Marketing Manager - Médiamétrie

**CONFERENCE - Presentation of the WON REPORT 2007 by Patrick Collister,
followed by a press conference with Richard Pinder, Chief Operating Officer
Publicis Worldwide**

The Won Report is an annual analysis of the world's best direct marketing and digital advertising as measured by the quantity and quality of awards won. It is compiled by Patrick Collister and has been published since 2003.

MAGISTER CONFERENCES

- THE PERFECT STORM, Steve King, CEO Worldwide -ZenithOptimedia

The communications landscape is witnessing a seismic shift. Client, agencies and media owners are facing unprecedented challenges of a technological, geographical and demographic nature. These conditions are creating a "Perfect Storm". Are we ready for this storm? How can we weather these conditions? Who will survive? Who will perish?

- Pierre Bellanger, President - Skyrock and Skyblog

WORKSHOP - « SUCCESS STORY »

The « best practices »: an agency, together with their client, can register to make a 15 minute presentation of their most creative example, the most innovative... the most « successful » of the year, which everybody will be talking about tomorrow.

ROUND TABLE - INTEGRATE INNOVATION INTO COMMUNICATION: HOW?

How should we implement innovation at the level of working practices and relationships between advertisers and agencies? How should we develop our way of working to look to the future? How can we integrate innovation in our working methods, on a daily basis: the role of clients / the role of agencies. The pitches. How can the « advertiser/agency » pair advance together in the process of implementing change?

Moderated by Nicolas Riou, President of Brain Value and Pedagogic Director of the Cristal-Lab

Speakers

Patrick Lecerclé, President MOMENTUM France

Florence GARNIER, Co-Director Vidéotheque Efficiency

Philippe Simonet, Co-President Creative Director, Publicis Net

Raphaël de Andreis, Co President, BETC EURO RSCG

ROUND TABLE: FROM INTERACTIVITY TO MULTI- CHANNEL COMMUNICATION: WHICH DIRECTION ARE THE AGENCIES GOING IN?

Today, numerous types of agency coexist: pure players, agencies integrated in groups...

Which direction can the profession take to structure itself?

What are the strengths and weaknesses of the different types of agency?

How do they unite their offers (design, CRM, viral marketing, interactive or multi-channel communication...) to accompany the consumers' experience and fulfill their client's expectations?

What is their view of the future of the profession?

Moderated by Vincent Montet, Co Director IRM Agency/ Grenade

Speakers

Mondher Abdennhader, General Manager - DeepBlue

Matthieu de Lesseux, Co-President - DUKE - An Avenue A | Razorfish Company

Gael Duval, Co-Managing Director in charge of web agencies - Nextedia

Olivier Rippe, CEO -Proximity BBDO

Hervé Cuvilliez, Managing Director DDB France

SHOW CASE - CREATIVE SOCIAL INSIDE

Creative Social, the global digital collective founded by Daniele Fiandaca and Mark Chalmers will open it's doors to showcase some of the world class interactive campaigns created by it's members. Representing the most awarded creatives in the world, Creative Social Inside gives inside knowledge and a range of work that will totally inspire you or intimidate you back to the slopes.

Speakers

Mark Chalmers, Co-Director - Creative Social Club

Nicke Bergström, Co-founder and Creative Director - FarFar Sweden - Member of the Creative Social Club

Liz Sivell, Associate Creative Director, Profero Landon

CONTAGIOUS CONFERENCE

Jessica Greenwood, Deputy Editor, Contagious Magazine

CONFERENCE- LA POSTE- EXCLUSIVE AND OFFICIAL SPONSOR OF THE MARKETING SERVICES CRISTAL

The 2008 stakes of the relationship marketing
Subject to modification

MAGISTER CONFERENCE - DOES ADVERTISING HAVE A FUTURE?

Sir John Hegarty, Worldwide Creative Director, BBH

WORKSHOP - 3D IN TV COMMERCIALS

Computer-generated images (CGI) are used not only in Hollywood blockbusters like Star Wars, Matrix and Spiderman but also in TV commercials. This is particularly true of fully animated films, films that add virtual characters to real-life shots and the production of virtual designed sets.

What impact do CGI have on creative quality and production budget? To answer those questions, the “Union des annonceurs” (UDA) and Richard Gordon Consultants have brought in the post-production and special effects company SPARX to organise a workshop focusing on CGI from an educational perspective, using many examples.

Participants will be given a DVD illustrating the different stages in producing CGI.

Speakers:

Daniel Cattan - Marketing Manager - RICHARD GORDON CONSULTANTS

Jean-Christophe Bernard - General Manager - SPARX FX

Jérôme de Baecque - Marketing Manager- SPARX FX.

Athénaïs Rigault - Communication Manager, UDA

Pierre Marcus, President & CEO - WAM/Publicis

CONFERENCE - COLLABORATIVE MARKETING: WHAT RELATIONSHIP SHOULD WE HAVE WITH AN EMPOWERED CONSUMER?

More than just a trend, collaborative marketing is a growing movement which can only get bigger. At a time when consumers seem to have definitely taken back control of brands and when they don't hesitate to turn away from products which no longer satisfy, the future of marketing has to be closely linked to the processes of innovation, product development and communication. What are the best examples of this new approach to marketing? What is the best way to integrate it? How can we avoid mistakes? These are the questions that this conference will deal with.

Moderated by Nicolas Riou, President of Brain Value and Pedagogic Director of the Cristal-Lab

Speakers

François Laurent - Consumer Insight

Thierry Maillet - Author Génération Participation

Jean-Paul Baradel - Vice President, Danone CRM Unit

Show-Case - The best sound tracks of 2007

PRODUCTION SHOW CASE

Developments in the production professions - presented by a European Producer and a TV Producer

MAGISTER CONFERENCE: The Presidents speak!

The President of the Festival together with the Presidents of each Jury will identify the changes in the communication professions, the critique of the models, and will define the new trends in creation for 2008.

Introduction by Howard Draft, President of the Festival - Chairman and CEO, Draftfcb

Intervention of the Presidents of the different juries:

- Howard Draft, President of the Festival - Chairman et CEO - Draftfcb
- Igor Lutz, President of the Central Europe Cristal Awards - President & Chief Creative Director - BBDO Moscow
- Mercedes Erra President of the Film Cristal, Executive Chairman EURO RSCG Worldwide
- Amir Kassaei, President of the Outdoor Cristal, Chief Creative Officer, DDB Group Germany
- Tony Davidson, President of the Integrated Cristal, Wieden & Kennedy
- Matthieu de Lesseux, President of the Cyber Cristal, Co-President of DUKE - An Avenue A | Razorfish Company
- Susannah Outfin, President of the Media Cristal, Chief Executive Officer, Carat Global Management
- Catherine Michaud, President of the Marketing Services Cristal, Chairman K Agency 360

Conclusion by Howard Draft, President of the Festival - Chairman and CEO, Draftfcb

MAGISTER CONFERENCES

- **Jean-Charles Decaux, Co-Chief Executive Officer - JC Decaux**

- **Didier Quillot, President Lagardère Active**

CONFERENCE - IS THE FUTURE OF THE PROFESSION IN THE HANDS OF A NEW GENERATION OF AGENCIES?

Crispin Porter Bogulski, RGA.... A new generation of agencies is conquering the big worldwide advertisers in search of creativity. They are innovating in their working methods, their relationships with the clients, and their general approach to the business...

What are the credos of this new generation of agencies? What new creative works are they about to bring forth?

Have traditional agencies been left behind by these current changes? What changes are they making in order to adapt? What are the best ways, today, to answer the needs of the advertisers?

Speakers

Julian Hough, Group Development Director, The Engine

WORKSHOP & EXCHANGES: The cultural dimension of brands: advantage or handicap in global markets?

How should brands manage their cultural dimension in a context of globalization? Should they make the most of it or play it down? How should they adapt to local cultures while keeping their original identity?

The different strategies used.

Moderated by Nicolas Riou, President of Brain Value and Pedagogic Director of the Cristal-Lab

Speakers

Bernard Petit, President - Vidéothèque Group

Christian Barluet, Worldwide Advertising Director, Renault SA

ROUND TABLE: CAN A SUSTAINABLE DEVELOPMENT POLICY HAVE AN IMPACT ON SALES?

Sustainable development, ethical communication... numerous brands in different business sectors have integrated these new requirements in their communication strategies.

But is it possible to measure how much a sustainable development policy contributes to sales? Is this what it is intended for, or should we expect its impact to be just on brand image? What are the winning strategies to reconcile image with sales impact?

Speakers:

Gilles Pacault, Vice-President, Administrator delegate - Prodimarques

SHOW CASE - Screening of the ranking of the Production Cristal.

CONFERENCE - The apprehension of digitalization, of communication and advertising in the Muslim world which represents a population of 1.2 billion people in the world. Exclusive presentation of a JWT study for the Meribel Ad Festival.

Speakers:

Roy Haddad, Chairman & CEO - JWT Mena Region, Africa, Turkey and Pakistan

Conference commented by **Dominique Baudis**, President of the Arab World Institute, former President of the CSA (broadcasting standards authority)

CONFERENCE - The big trends in international creation

Presentation of the Gunn Report 2007 by Donald Gunn

MAGISTER CONFERENCE - REINVENTING YOUR BUSINESS MODEL, IS IT POSSIBLE?

Social changes, the impact of high-tech and the introduction of digital techniques... numerous companies in the communication world have to face the change even to the extent of reinventing their business model, either that or disappear. It's far from being impossible! This conference will give them advice based on the practical experience of companies which have already gone through the change before their business models became obsolete.

Speakers

- **Thierry Chassagne, President, Warner Music France**

- **Bernard Emsellem, Communication Director SNCF**



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