

Ben Phillips joins Campaign PubMatic roundtable in Cannes

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Advertising industry debate puts collaboration at heart of programmatic challenge

Collaboration is key if the advertising industry is to fully realise the potential of programmatic advertising and deliver more for brands and advertisers, concluded participants at a special Campaign round table yesterday.

Creativity should not be compromised by the growth of programmatic advertising either, suggested people at the round table debate, which was hosted in association with PubMatic.

Representatives of agencies, from MediaCom to SMG/Liquid Thread and Xaxis, and publishers, including CondeNast, Northern & Shell were joined by senior spokespeople from OMD/Annalect, Turn, Vivaki, Acxiom, Microsoft Advertising and PubMatic, to debate the future of advertising automation and its implications for advertisers.

A detailed report on the discussion and video of the guests talking about the relevance of adtech to creativity will be published via Campaign on 4 July.

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