



## **THEME: EXPERIENCES OVER IMPRESSIONS**

For MMS Auckland 2018, we'd like to put forward a provocative idea. In the digital era, too much emphasis has been put on metrics. It's not that measurement of results is wrong, how could it ever be? But it's what we're measuring that may need a thorough investigation and discussion.

MMS Auckland 2018 is where that discussion is going to take place.

Here's the problem as we see it. We can easily measure CTR, impressions, share of voice, time on screen... the list goes on. But does ease of measurement equate to success for digital campaigns? Maybe we should be interested in the value that is actually delivered.

Increasingly people are valuing experiences over impressions. For digital marketers, this translates directly to engagement. People are valuing deeper and more meaningful experiences with brands. But experiences are far more difficult to quantify, harder to manage and therefore harder to scale. They're also harder to convince a board of directors to sign off on.

Yet the reality is that experiences provide genuine connections between brands and consumers. They are an essential part of the consumer journey, especially at the discovery stage, and therefore worthy of exploration within this year's theme.

So who's giving their customers the best experiences? How are these experiences being measured? And what does success look like within this world?

We'll find out in April.

**REQUEST INVITATION**