



What's the best thing about being Miss Universe?



What's the best thing about being Miss Universe?

Apple's \$100 million U2 debacle



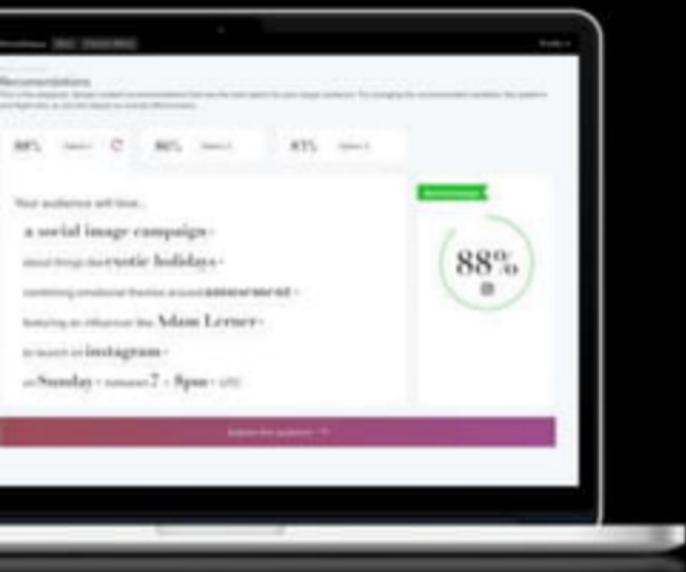
Apple CEO Tim Cook, left, greets the crowd with U2 singer Bono (second from right) as The Edge (second from left) and Larry Mullen Jr. look on during an Apple special event at the Pritz Center for the Performing Arts on Sept. 8, 2014, in Cupertino, California. **JUSTIN SULLIVAN/GETTY IMAGES**



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PERFECT FIT. PERFECT COMFORT. PERFECTLY SOFT.

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their audiences wanted?

MISS+UNIVERSE
CONFIDENTLY BEAUTIFUL

P&G Olay

What's the best thing about being Miss Universe?

MISS+UNIVERSE

CONFIDENTLY BEAUTIFUL

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What's the best thing about being Miss Universe?

\$166bn > lame content
v
risk

Apple's \$100 million U2 debacle



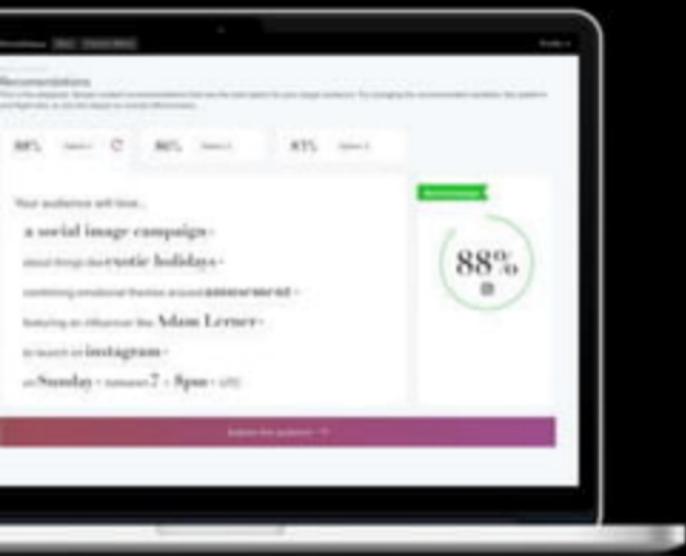
Apple CEO Tim Cook, left, greets the crowd with U2 singer Bono (second from right) as The Edge (second from left) and Larry Mullen Jr. look on during an Apple special event at the Flint Center for the Performing Arts on Sept. 9, 2014, in Cupertino, California. **JUSTIN SULLIVAN/GETTY IMAGES**



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What if brands knew what
their audiences wanted?



65k /month

50% CMGR



Unilever

bp



L'ORÉAL

Electrolux

GIORGIO ARMANI
beauty

shu uemura

FRIGIDAIRE

GAMING REALMS

adam&evecoer



sky VEGAS

sky
BET



✓
Sure



MARTIN ADAMS

CEO

Co-Founder, Union
(theAudience)

New York Bar (Intellectual
Property) & Harvard Law
School

Business Development,
Songkick



THOMAS GRAHAM

PRODUCT

Co-founder, MapD (backed by
Google/NVIDIA/In-Q-Tel).
Leading GPU in-memory
database, SF

Co-founder, Many Trees Inc,
GPU-native machine learning
and cluster compute
framework, SF

New York Bar & Harvard Law
School, Australian lawyer



MARK WHITE

TECHNOLOGY

CTO, Insiders

Principal Software Architect,
Expedia

Lead Software Architect and
Engineer, Lastminute.com



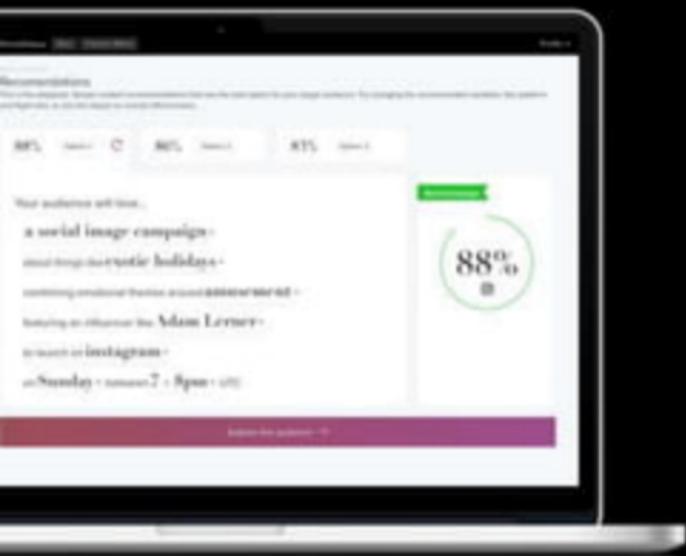
DAVID SHAWCROSS

DATA SCIENCE

Lead Data Scientist at
theAudience

Ran Native Influencer team at
Unruly (acquired by
NewsCorp)

Social Influencer
Identification Lead at Social
Media Library



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Thanks!

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