

Webinar Series

BREAKTHROUGH 2020



**WE HAVE DELIVERED
GREAT RESULTS FOR**

2,000+ Agencies

6,000+ Brands

200,000+ Campaigns

Over \$2BN+ digital media spend via Basis

750+ Centrons in **44** offices

Innovators in ad technology

Commitment to education

BREAKTHROUGH 2020



PART 1: June 17th // Focus & Strategy



PART 2: June 24TH // Creating Experiences



PART 3: July 1ST // Transforming Travel

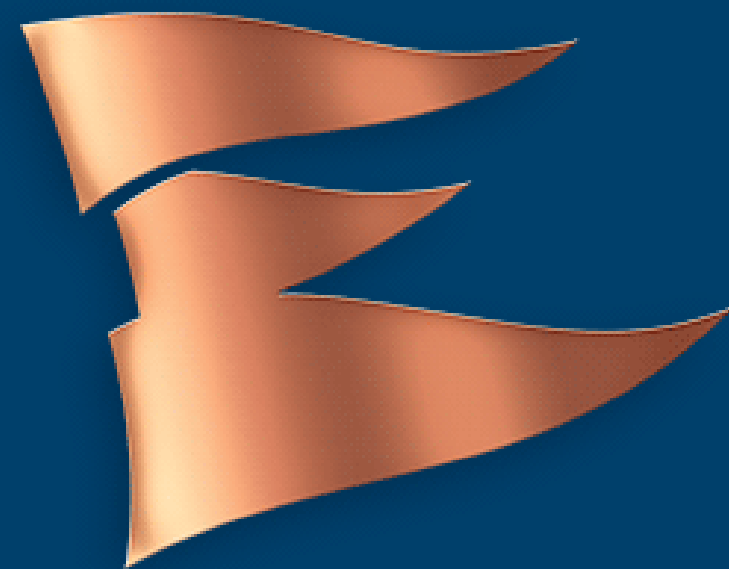


PART 4: July 8TH // Reinvention Through Expansion

OUR EXPERT



Matthew Wilson
President/COO
Eastport Holdings



EASTPORT

HOLDINGS

THREE PORTFOLIOS – ONE MISSION:

Data. Digital. Performance Creative.

1

AdTech & Engagement

mindstream
INTERACTIVE

FIVE
HUNDRED
DEGREES
STUDIO



CONTRIBUTION:
80% DIGITAL

- Interactive Experience
 - Web Design / UX UI
- Integration Strategy of CMS to CRM
 - Onshore / Offshore Dev
- Brand Activations / Experiential
- Visual & Digital Merchandising

2

Media

mindstream
MEDIA GROUP

CONTRIBUTION:
80% DIGITAL

- Digital & Social Media Strategy
- Paid Search / Paid Social / CPC
- Programmatic Planning & Buying
- National / Local Lead Generation
- Traditional Planning & Buying
 - Data Intelligence

3

Full Service



fahlgren  mortine **TURNER**
a fahlgren mortine company

9Rooftops

MA®CA

TEN35

CONTRIBUTION:
60% DIGITAL

- AOR / Major Engagements
 - Campaign Planning & Launch
- Shopper Marketing / Consumer Insights
 - PR & Social Community MGT
 - Content & Production Studios
- Cultural Marketing (AAMC / HISP)



C E N T R O & E A S T P O R T H O L D I N G S 6 . 1 7 . 2 0

SURVIVE AND THRIVE WITH AD HOLDCO SECRETS

This was our first topic.
Then the world changed.
Immeasurably.

CENTRO and Eastport Holdings hopes that by addressing the real issues of today, our industry can collectively emerge as a foundation for the business world and a force for societal change.

W H O ' S S P E A K I N G T O D A Y :

MATT WILSON

President, COO

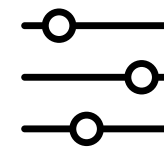
Speech writer, loyalty programmer,
JWT alum, agency owner, start up founder,
holdco leader. @caffeineferret





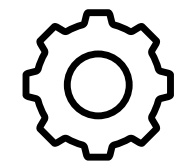
TOPICS, THEN Q&A

These are the topics that are engaging everyone from executives to interns in our organization. You too? Let's find out...



GROWTH INITIATIVES IN A CRISIS ECONOMY

Change is the new normal.



SURPRISE, EMPLOYEES CAN WORK FROM HOME

But what about our leases?



DIVERSITY WITHOUT THE VIRTUE SIGNAL

It's not just signing pledges anymore.



PREDICTIONS 2021

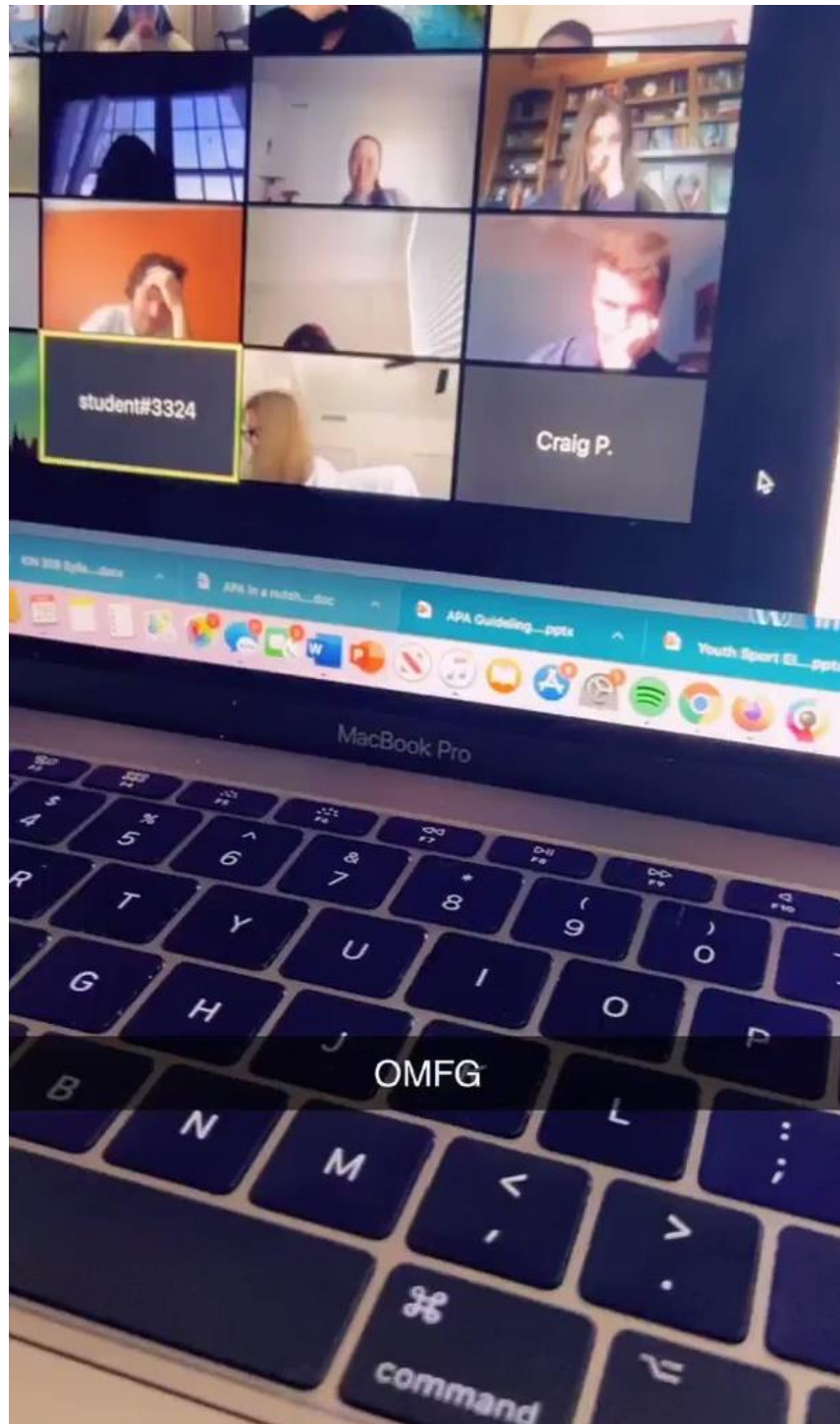
A wild ride it will be...

C H A N G E I S T H E N E W N O R M A L

GROWTH INITIATIVES FOR THE CRISIS ECONOMY

- Pump, Poach, and Pitch – Use Partners like CENTRO
- Singles and Doubles Win Championships
- The Answer to Trick Comp Questions: YES
- Stay Close for the Win
- Know Your CMO / Love your CFO
- Get Perspective Outside Your Company
- **RESOURCES:** www.Mirren.com; McKinsey Insights, SAP/Concur





WE KNOW WHERE YOU LIVE

SURPRISE, EMPLOYEES CAN WORK FROM HOME.

- WFM vs RTW – Joint Responsibility / Releases / Protocols vs. DIY
- Upgrade Collaboration Tools
- Review Seat Licenses – Access to Data Piles and Research Services
- Square Dancing -- Own Your Box / You Are Lester Holtz / Time Shrink
- Office 2.0 – What To Do About those Pesky Leases?
- RESOURCES:
 - <https://www.atlassian.com/software/jira>
 - <https://asana.com/>
 - <https://canvas.du.edu/courses/79407/pages/setting-up-a-live-team-presentation>
 - <https://www.youtube.com/watch?v=9iArNac6JRU>



IT'S NOT ABOUT SIGNING PLEDGES ANYMORE.

DIVERSITY WITHOUT THE VIRTUE SIGNAL

- Big Clients Are Promising Big Changes – Will You Qualify?
- Understand Current Compliance Law / Read Your Bulletin Board
- Take an HR Census...what's your POV on Diversity?
- Don't Just Sign a Pledge...Do Something...Now and in the Future
- Substance Over Style – this is a Marathon not a Sprint
 - recruit from HBCU's (Spelman, Morehouse, Howard, Florida A&M)
 - go beyond internships > create development programs / Accenture
 - work with focused recruiting firms
 - align with culture firms
 - understand the impact diversity (or lack of) has on your business
- Can You Go To Market for Clients (CENTRO data tools)
- Resources

<http://marcusgrahamproject.org/>

@AhmadCG (Ahmad Islam, CEO TEN35)

IT'S GOING TO BE A WILD RIDE

2021 PREDICTIONS



- COVID WAVE#2
- 45 MILLION UNEMPLOYED
- COMMERCIAL REAL ESTATE DUMPSTER FIRE
- MULTI-CULTURAL WILL BE THE NEW 'GENERAL MARKET'
- MEDIA RECESSION THROUGH 2021
- OAA BRANDS DEPRESSED THROUGH SPRING '21
- HDH BRANDS = HISTORICAL TO INCREASED SPEND
- AD CARTELS WILL STRUGGLE / TBNTF

RESOURCE: <https://www.marketingdive.com/news/marketers-predict-pandemic-will-slow-ad-spend-into-2021-study-says/575954/>

**“The next six quarters will
define you and your agency.
Sit on the edge of your seat,
be paranoid,
make your name.”**

- Matt Wilson



Type in your
questions
for our Q&A

Thank You!



Get in Touch



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[caffeineferret](#)



eastportholdings.com

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