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Heineken, Unilever, McDonald's to reveal digital marketing priorities at ad:tech London

Heineken, Unilever, Bacardi, Ford, Kellogg's, McDonald's, Lego, BT, easyJet, Tesco and Boots are among more than 30 top brands confirmed to unveil their digital agendas at ad:tech London on 11-12 September.

Standout sessions include Unilever SVP Global Media Luis Di Como's FMCG forecast and Heineken Global Head of Digital Paul Smailes on the company's latest *Ignite* interactive technology project. Lego Global Social Media Director Lars Silberbauer-Andersen will reveal the methodology behind the brand's social transformation and the show will feature contributions from Bacardi, ASOS, Tesco and Tottenham Hotspur FC on the evolution of brands as digital content creators.

Hard-on-the-heels of proposed Omnicom/Publicis merger, ad:tech will close with a headline panel debate featuring top analysts, media commentators and agency heavyweights on industry consolidation and the future of global advertising spend.

Confirmed agency speakers include high-level representatives of WPP Digital, AKQA, BBH, Holler, LBi, Starcom, Mediacom, Maxus, Blue State Digital, Mindshare, Xaxis, Leo Burnett and OMD whilst media owners are represented by the likes of Google, Facebook, Twitter, ITV, Channel 4, Vevo, BSkyB, Spotify, Forbes, Telegraph Media Group, Yelp, dmg media and GMG.

More than 150 exhibitors and 7,000 brand, agency, media and technology professionals will attend the two day event held at London's National Hall Olympia venue, making ad:tech London the UK's largest digital marketing and media show. The event features eight topic-specific summits dedicated to social/content marketing, mobile, data, real-time, search, multichannel, future media/technology and video, 40 free seminars, six headline keynotes and 'The Next Big Thing' start-up award in partnership with The Bakery and Collider 12.

"A stack of recent research consistently indicates that marketers will increase their digital spend in 2014 and as budgets are set for next year, ad:tech London is timed perfectly to help attendees get the inside-track on the priorities of the most forward-thinking brands, agencies and media owners," said James Drake Brockman, dmg events' Head of Digital Marketing for EMEA.

"Whether you want to source game changing solutions on the show floor, discuss the key issues of the day with industry leaders in ad:tech's most in-depth conference ever or network at the ad:tech social, ad:tech London is the perfect post-summer strategic resource to get ahead in 2014."

ad:tech London takes place on 11-12 September at The National Hall, Olympia. Click [here](#) to register for the free exhibition or industry conference.

ENDS

For further information and to request a press pass, please contact:

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Notes to Editors:

ad:tech London will take place on 11-12 September at The National Hall, Kensington Olympia.

Now in its ninth year, ad:tech London consists of an exhibition and a conference.

The **free** exhibition includes 70+ educational seminars and 150+ exhibitors. The **paid-for** conference includes keynote presentations, panel discussions and interviews in dedicated topic-specific summits.

About ad:tech

ad:tech is an interactive advertising and technology conference and exhibition - a marketplace for buying and selling, a community for networking, a forum for exchanging ideas and an opportunity for contributing to industry trends and initiatives.

Ten annual events around the world focus on top-notch education through keynote speakers, topic-driven panels and workshops as well as showcase the latest products and services to help implement new knowledge and ideas. Attendees leave ad:tech with the tools and techniques they need to compete in an ever-changing world.

