



THE SHOW
MUST GO ON
MRG Conference



KANTAR



With special thanks to our main sponsors...

11.30	A welcome to the MRG Conference	Joe Lewis, co-Chair of the MRG	
11.40-12.40	Session sponsored by Kantar		
	The story of an Insight Team in an Inside World at an Outside Company	JCDecaux	Chris Felton
	Keep on Keeping on - Making Sense: Understanding the Impact of the Lockdown on the Commercial Media Landscape in 2020 and beyond	IPA and Facebook	Simon Frazier and Pete Buckley
	Sustainability – does COVID-19 mean it's time to rewrite the script	Kantar	Mary Lumley and Beth Shears
	Q&A		
12.40-12.50	Short break		
12.50-2.30	Session sponsored by Echo MR		
	SMEs – the overlooked audience – including Covid-19 update	News UK and BVA BDRC	Emma Pipe and James Myring
	“It’s a Small World After All: How media and technology have helped children cope with their shrinking environment	Ipsos and BBC	Sara Rice and Jack Melton Bradley
	The Original Misunderstood Generation’	the7Stars	Tara Watkins and Sam Barton
	Future-ready with UKOM	UKOM	Ian Dowds and Julie Forey
	The Aspiration Window	Reach and House51	Andrew Tenzer and Ian Murray
	Q&A		
	Prize draw sponsored by Prodege MR		
2.20-2.30	Short break		
2.30-3.30	Session sponsored by MindProber		
	Appointment to View? Exploring Mental Availability in the SVOD Space	STRAT7 ResearchBods, COG Research and Christopher White Consulting	Rob Ellis, Chris White, Sarah Askew
	<i>VODyssey 2020: An exploration into the expanding world of SVOD and the implications for media owners and advertiser brands</i>	Differentology and IAB	Dan Brilot and Steph Clarke
	Is there still a role for Public Service Broadcasters?	Tapestry and Ch4	Jemma Ralton and Amy Holder
	Q&A		
	Prize draw sponsored by Statista MR		
3.30-3.40	Short break		
3.40 – 5.00	Session sponsored by Culture of Insight		
	Advertising Signalling’	Thinkbox	Oli Robertson
	<i>Decoding Decisions: Making Sense of the Messy Middle</i>	Google and The Behavioural Architects	Jonny Protheroe and Sian Davies
	Building shelf awareness	Radiocentre	Kamilah Kamara
	The data-driven targeting show must go on	MTM and EDAA	Caroline Wren, Chris Sadd and Robin de Wouters
	Q&A		
4.45-5.00	Conference Close	Louise Twycross-Lewis, co-Chair of the MRG	
5pm-6.30	Awards sponsored by STRAT7 ResearchBods		

our headline awards sponsor...

and also the sponsors of our prize draws.

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