

WELCOME TO

M&CSAATCHI
OPEN HÔUSE

WELCOME TO WEEK 5 TALENT & PASSION MARKETING

M&CSAATCHI
OPEN HOUSE



HOUSE RULES

You are not able to be seen or heard by the panelists or other participants

Please be respectful of the speakers and of each other when using the communication features

Please use the Q&A function to ask any questions and we will do our best to answer as many as we can

Please use the Chat & Poll function when directed to by the Speakers

Please use the auto-transcript function in zoom if you need to

This session will be recorded and upload to the login site following the session, so don't worry if you miss anything!



M&CSAATCHI
OPEN HÔUSE



INTRODUCTION

**M&C SAATCHI
TALENT GROUP**

M&CSAATCHIMERLIN

M&CSAATCHISOCIAL

**M&CSAATCHI
SPORT&ENTERTAINMENT**

The Passions Agency



INTRODUCTION



Saskia Patel
Growth Manager
M&C Saatchi Social
London

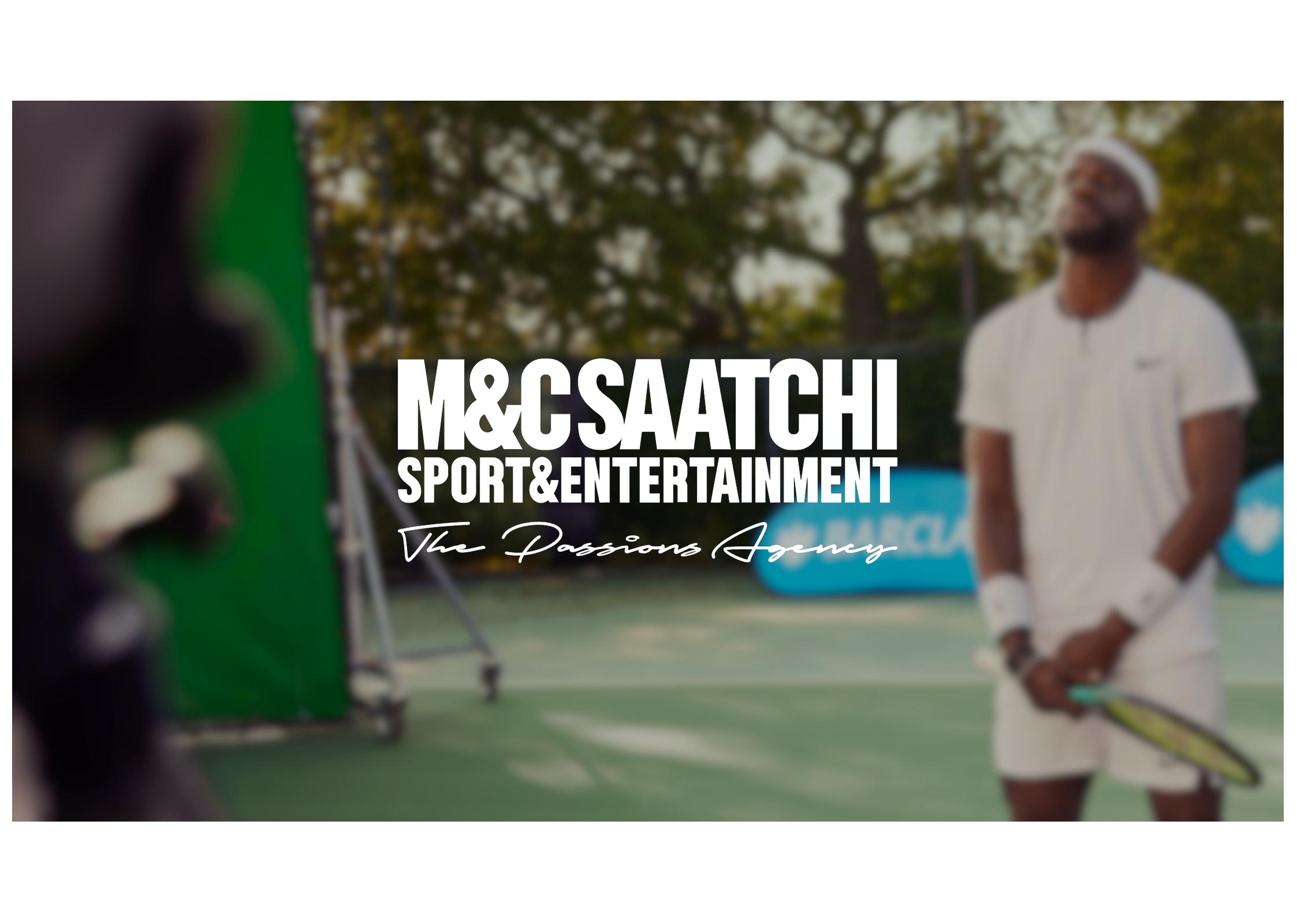


Madison Lygo
Talent Agent
M&C Saatchi Merlin



Noëlla Neffati
Group Account Director
M&C Saatchi Sport &
Entertainment Amsterdam

**DID A CAMPAIGN, BRAND OR TALENT
STAND OUT FOR YOU THIS SUMMER?**



M&C SAATCHI
SPORT & ENTERTAINMENT

The Passions Agency

Here's a little
ABOUT US

M&CSAATCHI
SPORT&ENTERTAINMENT
The Passion Agency

20 YEARS
of Connecting
BRANDS
To
CONSUMERS





Through the Things
PEOPLE LOVE

We're made up of
PASSION SPECIALISTS
In 5 Key Divisions



SPORT



ENTERTAINMENT

Open House | Week 6 | Talent & Position Marketing

M&C SAATCHI SPORT & ENTERTAINMENT



CULTURE



SOCIAL





We're part of the
**M&C SAATCHI
GROUP**

The Group operates across
five core divisions:

1
**CONNECTED
CREATIVITY**

The application of
marketing science & creativity
to solve complex problems.

2
**BRAND,
EXPERIENCE
& INNOVATION**

Transformative digital
experience, design
and innovation.

3
**PERFORMANCE
MEDIA**

Connecting brands
with today's connected
customers.

4
**PASSION
MARKETING**

Connecting brands
direct to consumers
through their passions.

M&CSAATCHI
SPORT&ENTERTAINMENT
The Passions Agency

5
**GLOBAL &
SOCIAL ISSUES**

Driving critical global
and social change.
Protecting the planet,
transforming lives
for the better.

1
AGENCY

6
FRONT DOORS

Netherlands UK
Germany North America
South Africa Australia

350+
PASSION EXPERTS

● M&C Saatchi Sport & Entertainment Network
● M&C Saatchi Worldwide Network



We are
**SECTOR
SPECIALISTS
& DISCIPLINE
NEUTRAL**

As vertical specialists, we work across all channels for our clients. From fully integrated campaigns for Coca-Cola (from TV to experiential), to global events for Heineken and Reebok.

Sponsorship Activation	Social Strategy & Communication Management	Talent & Influencers	Data & Insight
Societal Change	Digital	PR	Live Events
Brand Strategy	Advertising	Partnerships	Consultancy
Customer Experience	Content Production	Performance Media	Sponsorship Evaluation

PASSIONS

We create
IMPACT

Through
**BRUTAL SIMPLICITY
OF THOUGHT**

Our
**GUIDING
PRINCIPLES**

SIMPLICITY

How we think

It is easier to complicate than simplify.

Simple ideas enter the brain quickly and stay there longer.

Brutal Simplicity of Thought is therefore a painful necessity.

DIVERSITY

Where our thoughts originate

Similar people think similar thoughts.

Diversity of people creates diversity of thought.

Diversity of Thought is therefore a creative necessity.

PASSION

*How we keep our thinking
on the pulse*

We are more than fans.

We're on the pulse of passions because they're our passions too.

But we're not just at the game, we're ahead of it.

BRANDS WE CONNECT WITH CONSUMERS THROUGH *Passions*



Today's
AUDIENCE
is more
NUANCED



And has
MORE
POTENTIAL
than ever before



So we believe

~~FANDOM IS DEAD.~~

WELCOME TO FANCOM.

The Shift:

FAN-DOM



FAN-COM

A mass homogenous group following a single attitude

Coalescing communities with intersectional passions and behaviors

FANCOM *The Shift*



The boundary has shifted.
Contemporary fans see themselves as peers,
not inferior to those they idolize.

They're actively shaping the spaces
They're passionate about via creativity
And co-authorship.

Our *INSIGHTS*



63% of people use their passions to engage with others IRL

4.1 The number of passions the average person has

25% have at least 7 passions

8.4 out of 10 is the overall commitment score fans have

SO THE OPPORTUNITY TO *connect* **THROUGH** *passions* **IS MASSIVE**

Audience **BEHAVIOUR**



Parasocial relationships with celebs, brands or entities have wrapped - fans are now stakeholders and co-authors in their success (or demise) - (Example : FKA Twigs x Calvin Klein)



Passion communities are 24/7 not just for the Olympics or Glasto with 70% engaging daily



People use their passions as an opportunity to connect with each other. Minecraft has 180M users monthly



Global loneliness epidemic is fuelling a need for a community over fandom

BUT NEEDS TO BE HARNESSSED *in the right way*

FANCOM *The Opportunity*

Getting to the heart of
niche audiences

Offering concentric
growth opportunities



820	LAMB DONER MEAT & CHIPS	480	DELECTIOUS KEBABS...	VEGETARIAN BURGERS		CHICKEN SHISH WRAP	620	PITTA
820	5 pcs CHICKEN NUGGETS & CHIPS	480		VEGGIE BURGER	350	LAMB SHISH WRAP	650	
	CHEESE BURGER & CHIPS	480				KOFTE WRAP	620	

So how do we build

FANCOM?

GARLIC SAUCE?

WHAT ARE YOUR PASSIONS?

FITNESS **HIKING** **SERIES** **MOVIES**
SPORT **BASKETBALL** **ENTERTAINMENT**
RUGBY **FOOTBALL** **DANCING** **THEATER** **CONCERTS**
YOGA **CROSSFIT**

WHAT ARE YOUR PASSIONS?

VALORANT **WRITING**
LEAGUE OF LEGENDS **ART** **PHOTOGRAPHY**
GAMING & ESPORT **LIFESTYLE & CULTURE**
EA FC **DOTA** **GARDENING** **COOKING**
RETRO **FORTNITE** **FASHION** **CRAFTING**

What type of briefs happen in passions?

A brand that is looking to stay relevant to a younger audience

A brand that is looking to drive sales or value share through a partnership

A brand that is looking to drive earned media through a cultural platform

A brand with an existing sponsorship or partnership that needs to it work harder

A brand that wants to use consumers' passions to create a more equitable world

A brand that has a partnership that needs a world-class digital campaign around it

A brand that is looking to create incredible live events which engage consumers

1
OBJECTIVES

Dissect client brief to understand what they want to achieve

2
INSIGHTS

Gather insights to inform – cultural, audience, brand, product

3
STRATEGY

Use insights to develop strategic direction

4
CREATIVE

Develop ideas that align to the strategy

5
ACTIVATION

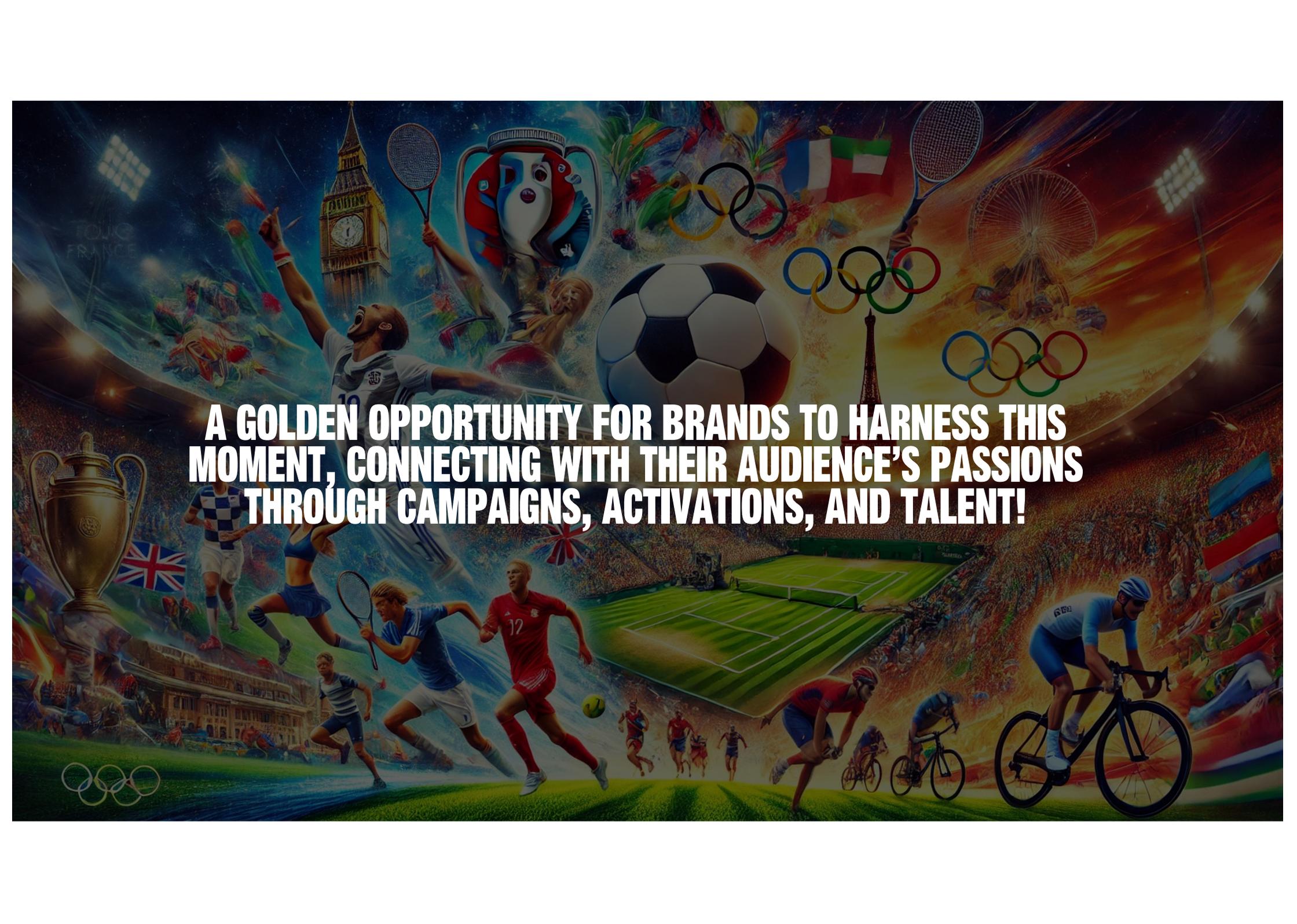
Develop timeline, outputs, project manage delivery

6
EVALUATION

Meaningful results that ladder back to objectives

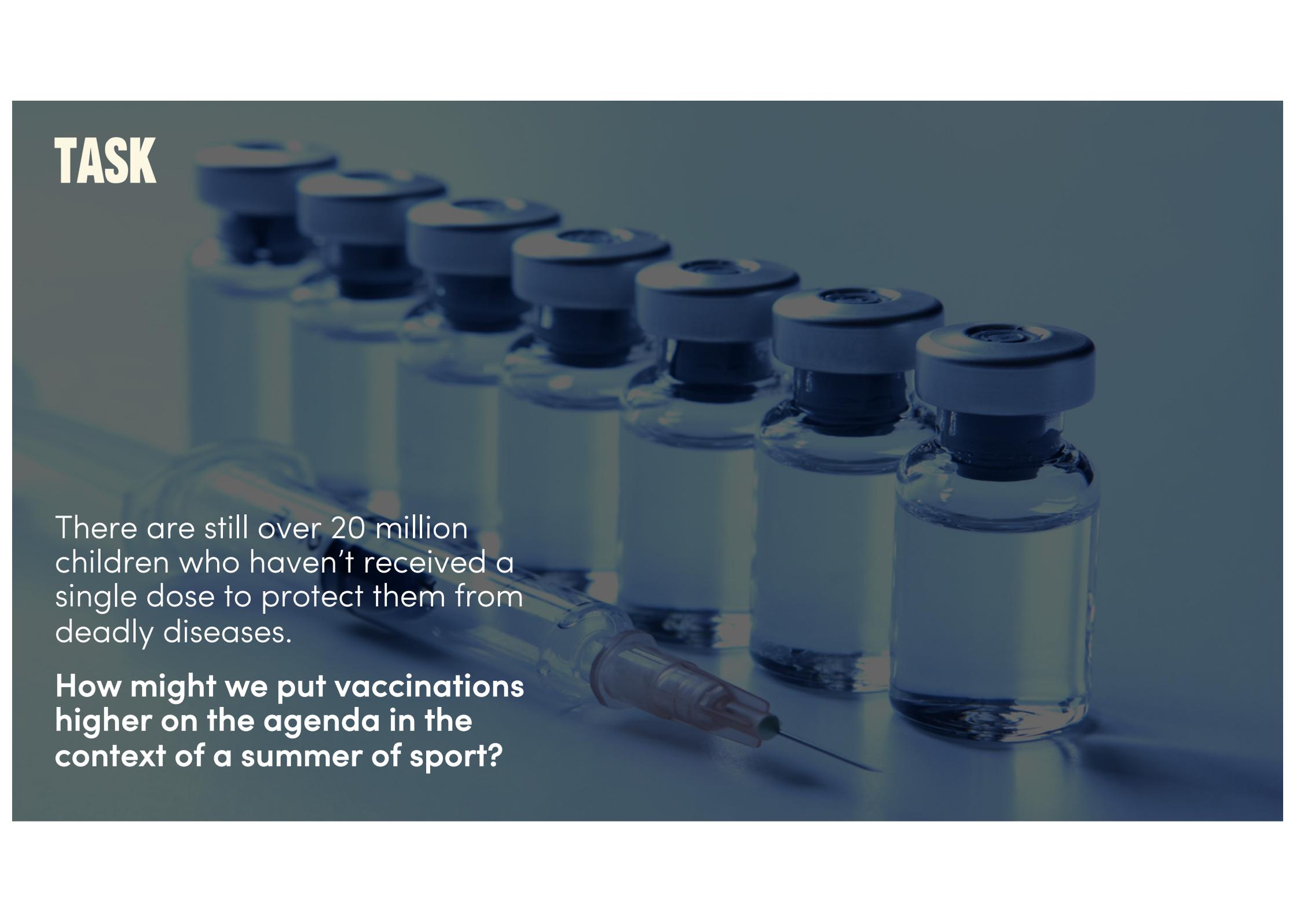


**SUMMER 2024 WAS LABELLED THE
"SUMMER OF SPORTS"**



**A GOLDEN OPPORTUNITY FOR BRANDS TO HARNESS THIS
MOMENT, CONNECTING WITH THEIR AUDIENCE'S PASSIONS
THROUGH CAMPAIGNS, ACTIVATIONS, AND TALENT!**

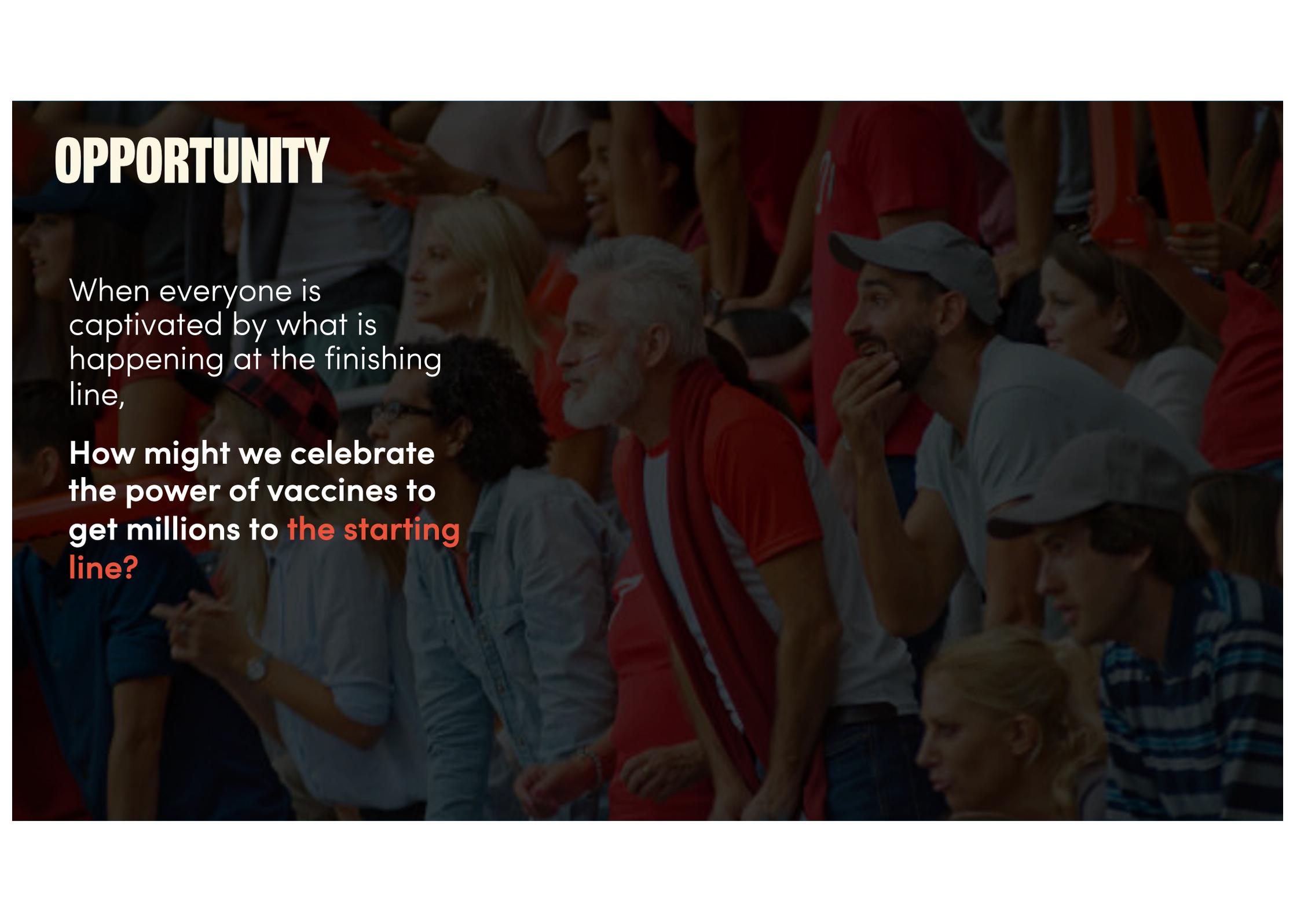
TASK

A row of seven glass vials with white caps and a syringe, set against a dark blue background. The vials are arranged in a line, receding into the distance. The syringe is positioned in the foreground, angled towards the right. The overall image has a blue tint.

There are still over 20 million children who haven't received a single dose to protect them from deadly diseases.

How might we put vaccinations higher on the agenda in the context of a summer of sport?

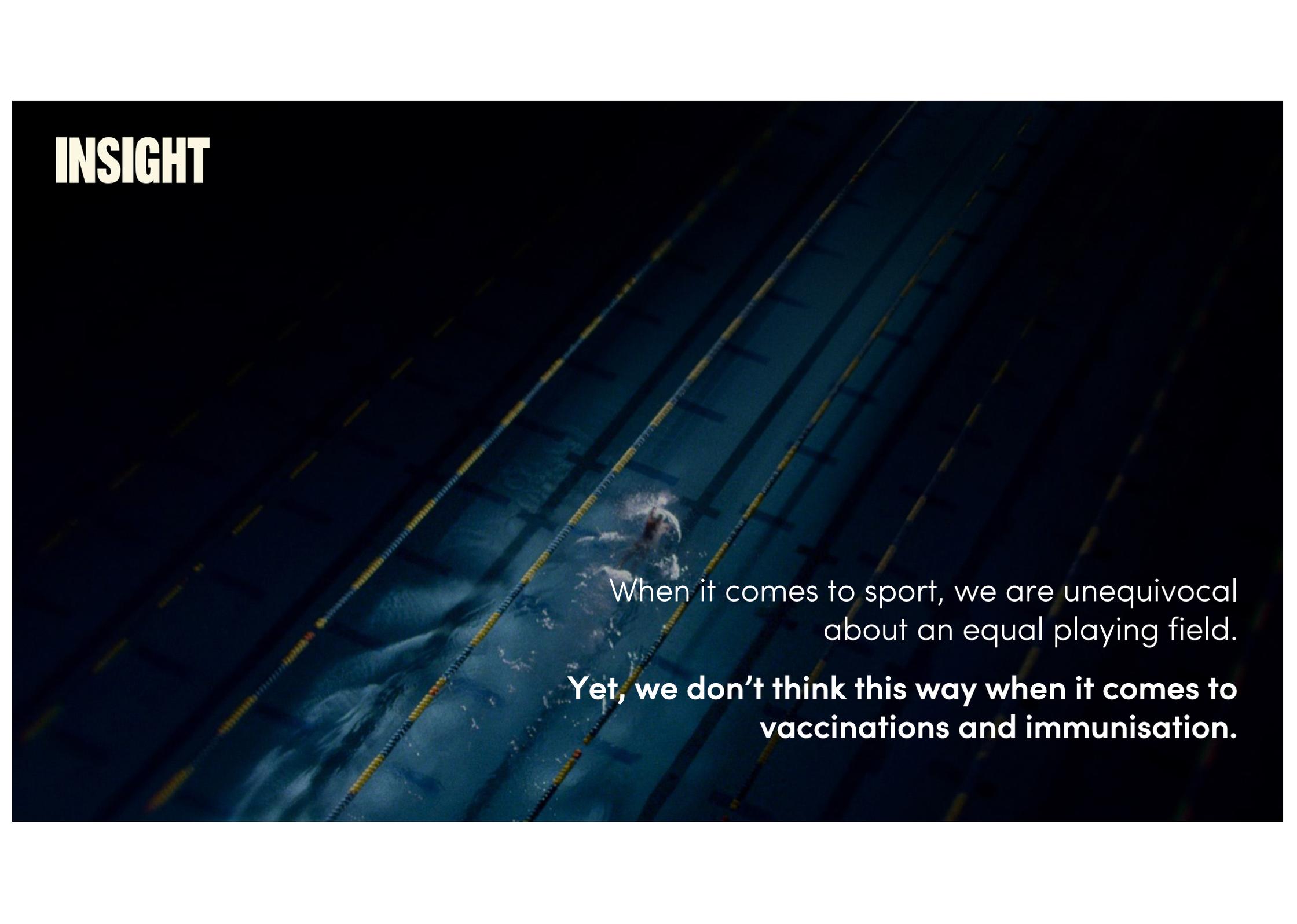
OPPORTUNITY

A crowd of diverse people, including men and women of various ages, are shown in profile or three-quarter view, looking towards the right. They appear to be spectators at a sporting event, with some wearing red and white clothing. The background is slightly blurred, emphasizing the individuals in the foreground.

When everyone is captivated by what is happening at the finishing line,

How might we celebrate the power of vaccines to get millions to **the starting line?**

INSIGHT

A high-angle, top-down view of a swimmer in a pool. The swimmer is in the center, creating a splash of white water. The pool is divided into lanes by yellow and blue lane lines that converge towards the top of the frame, creating a strong sense of perspective. The water is a deep blue color.

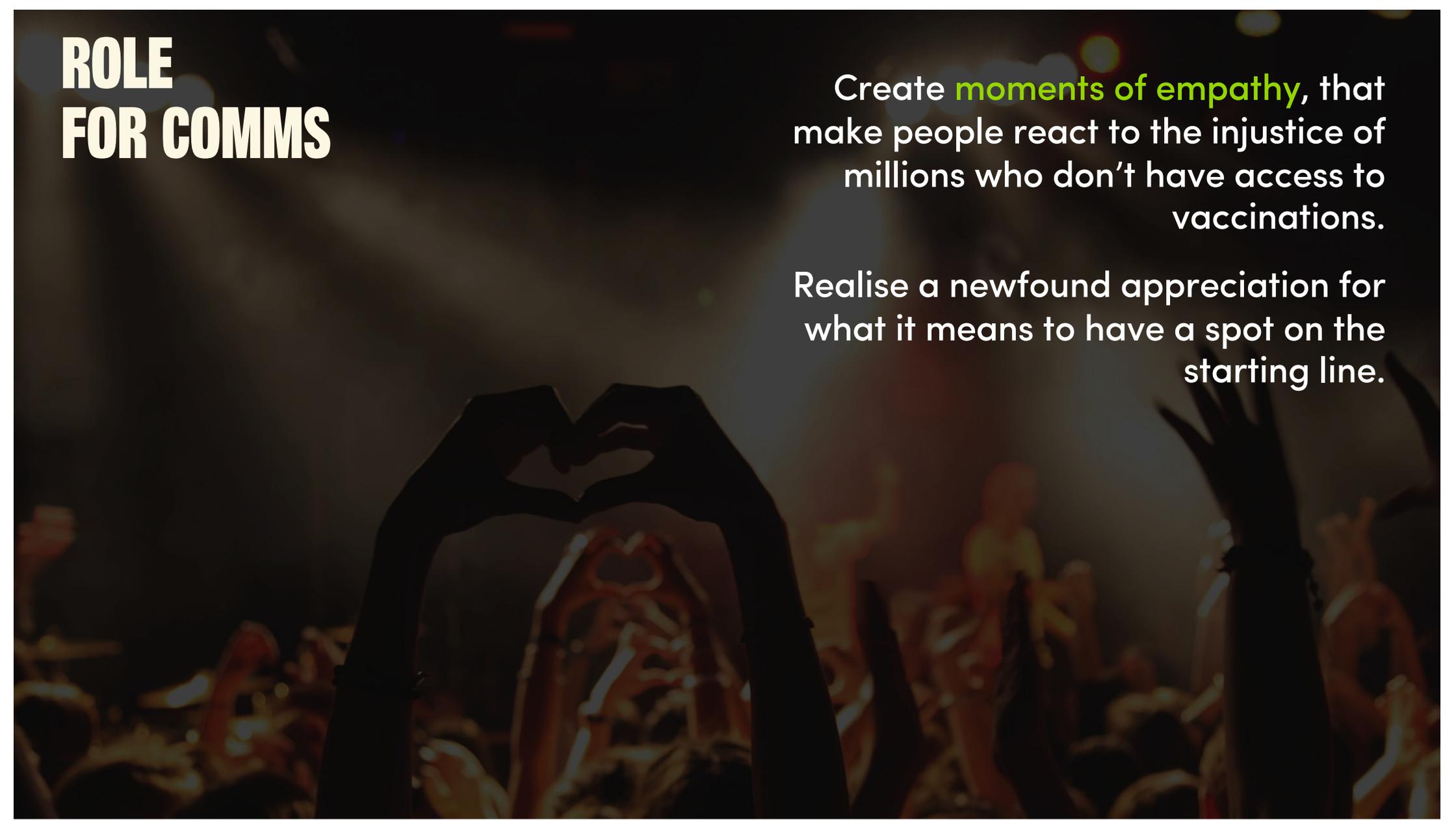
When it comes to sport, we are unequivocal
about an equal playing field.

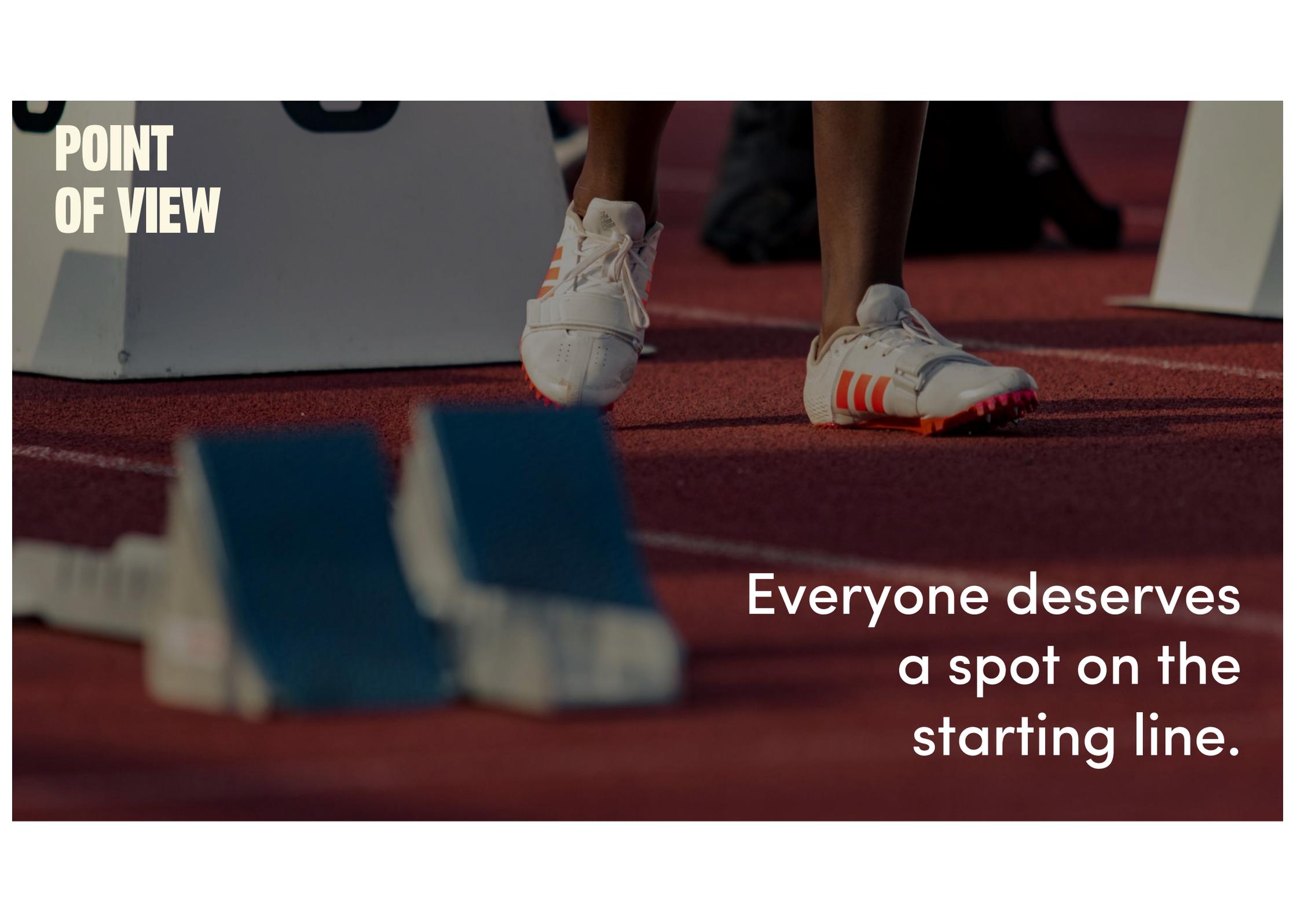
**Yet, we don't think this way when it comes to
vaccinations and immunisation.**

ROLE FOR COMMS

Create **moments of empathy**, that make people react to the injustice of millions who don't have access to vaccinations.

Realise a newfound appreciation for what it means to have a spot on the starting line.



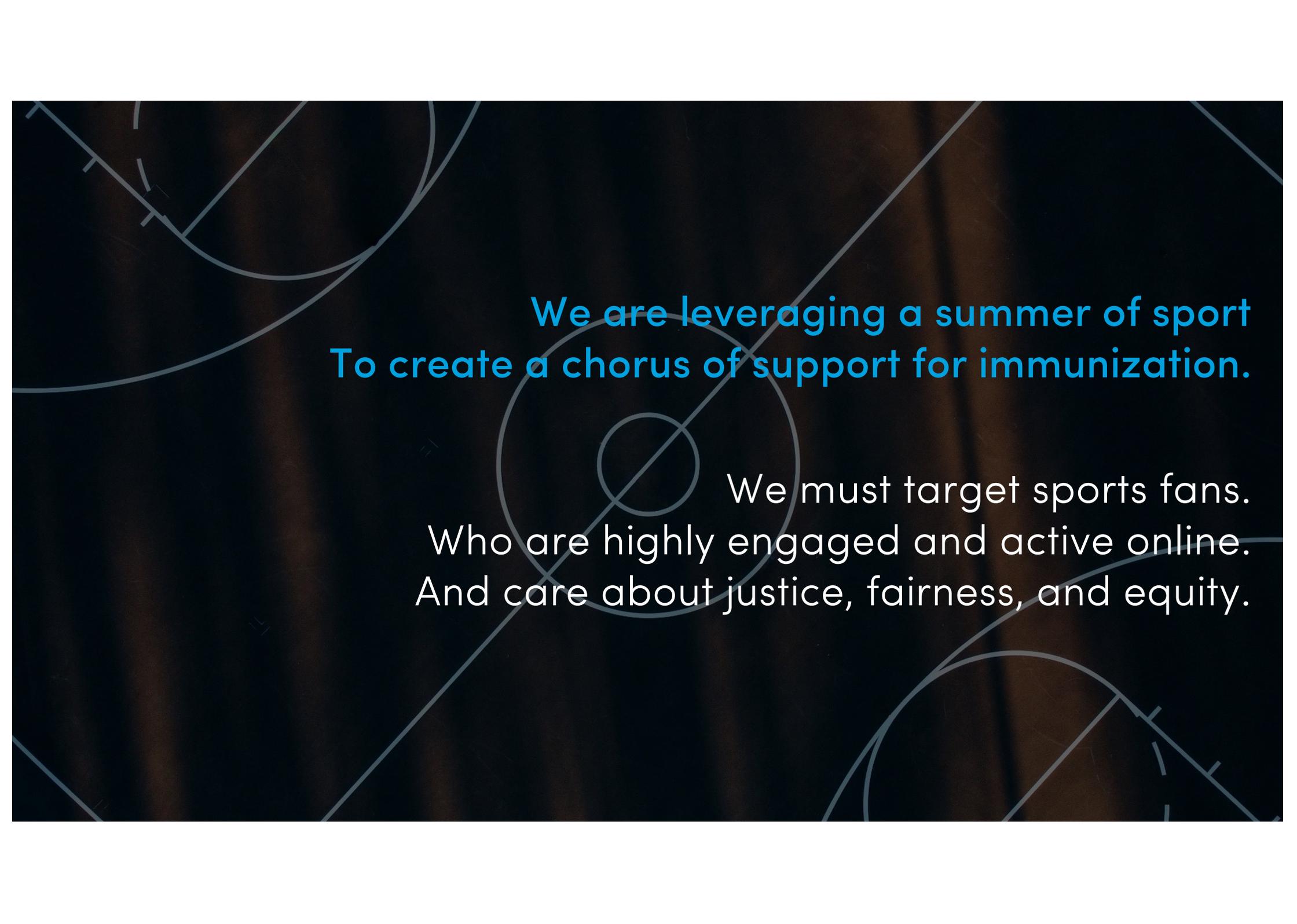


**POINT
OF VIEW**

Everyone deserves
a spot on the
starting line.

AUDIENCE

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The Passion Agency

The background is a dark blue gradient with several light blue geometric shapes, including circles and lines, some of which are dashed. The text is centered and reads:

We are leveraging a summer of sport
To create a chorus of support for immunization.

We must target sports fans.
Who are highly engaged and active online.
And care about justice, fairness, and equity.



Our recommendation:
A focus on the younger generation.

*YPulse Survey Data | Hobbies & Passions Survey

They love sport

63% consider themselves a sports fan.

Care about inequality

Twice as likely to care about issues of equality.

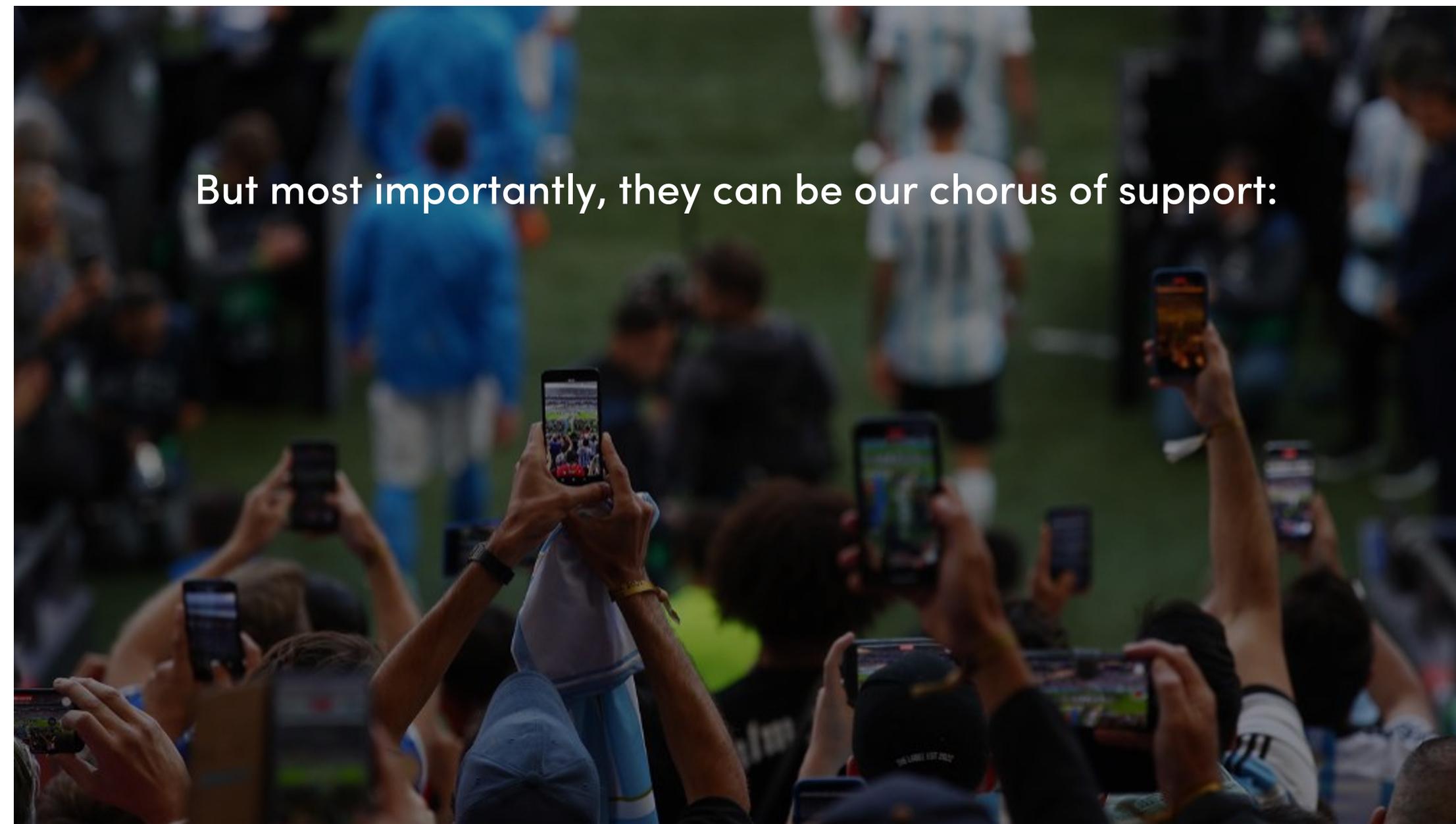
Constantly online

Spend **three times more** than any age group on social media.



- (1) [YPulse Survey Data | Hobbies & Passions Survey](#)
- (2) <https://www.marketingdive.com/news/study-gen-z-cares-about-issues-and-is-skeptical-of-brands/555782/>
- (3) <https://sproutsocial.com/insights/new-social-media-demographics/> and GWI 2024 data

But most importantly, they can be our chorus of support:

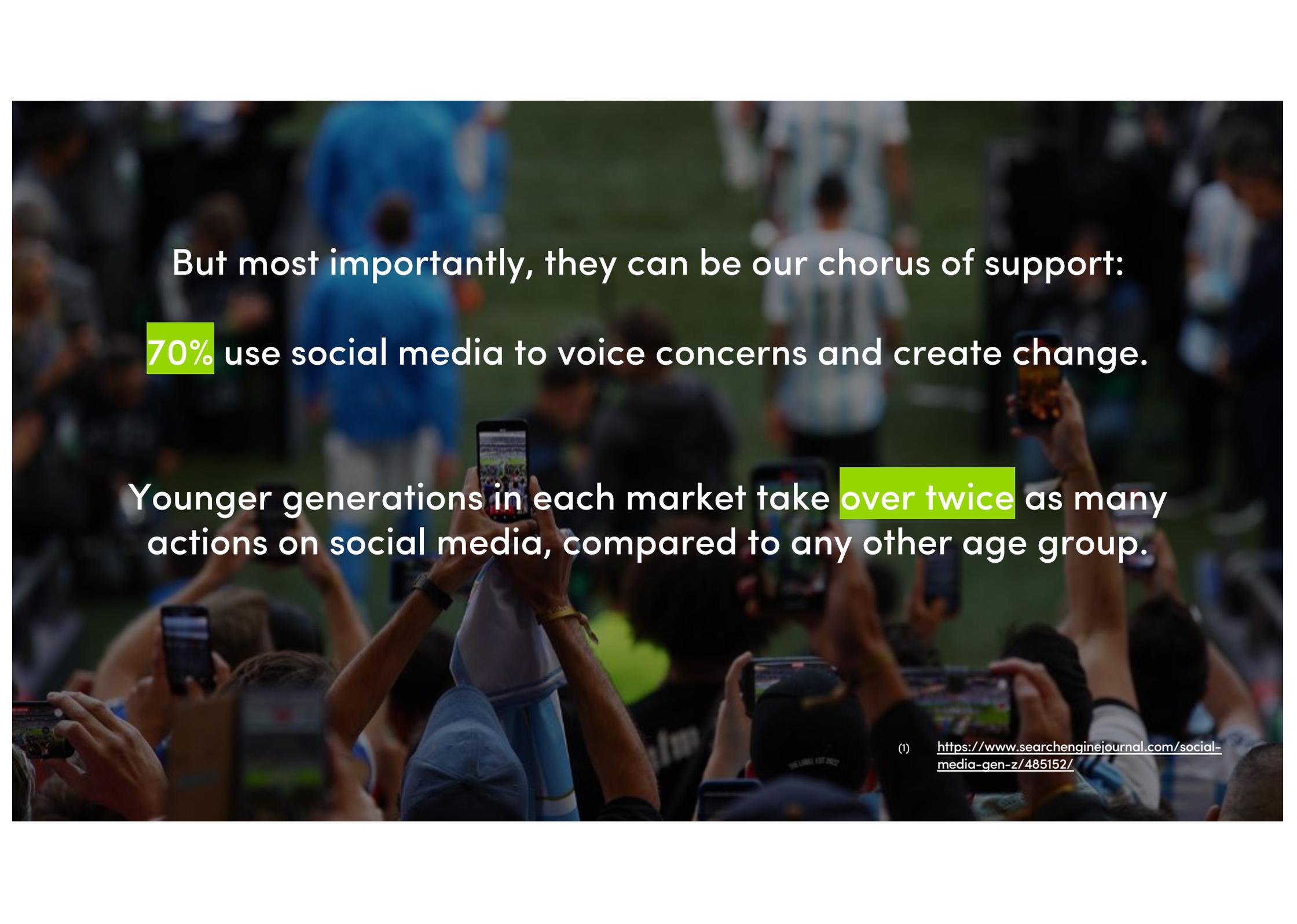


A large crowd of people is gathered at what appears to be a sports event, possibly a soccer match. Many individuals in the foreground are holding up their smartphones, capturing photos or videos of the scene. The background is slightly blurred, showing more people and what might be a field or stadium. The overall atmosphere is one of active participation and documentation.

But most importantly, they can be our chorus of support:

70% use social media to voice concerns and create change.

(1) <https://www.searchenginejournal.com/social-media-gen-z/485152/>

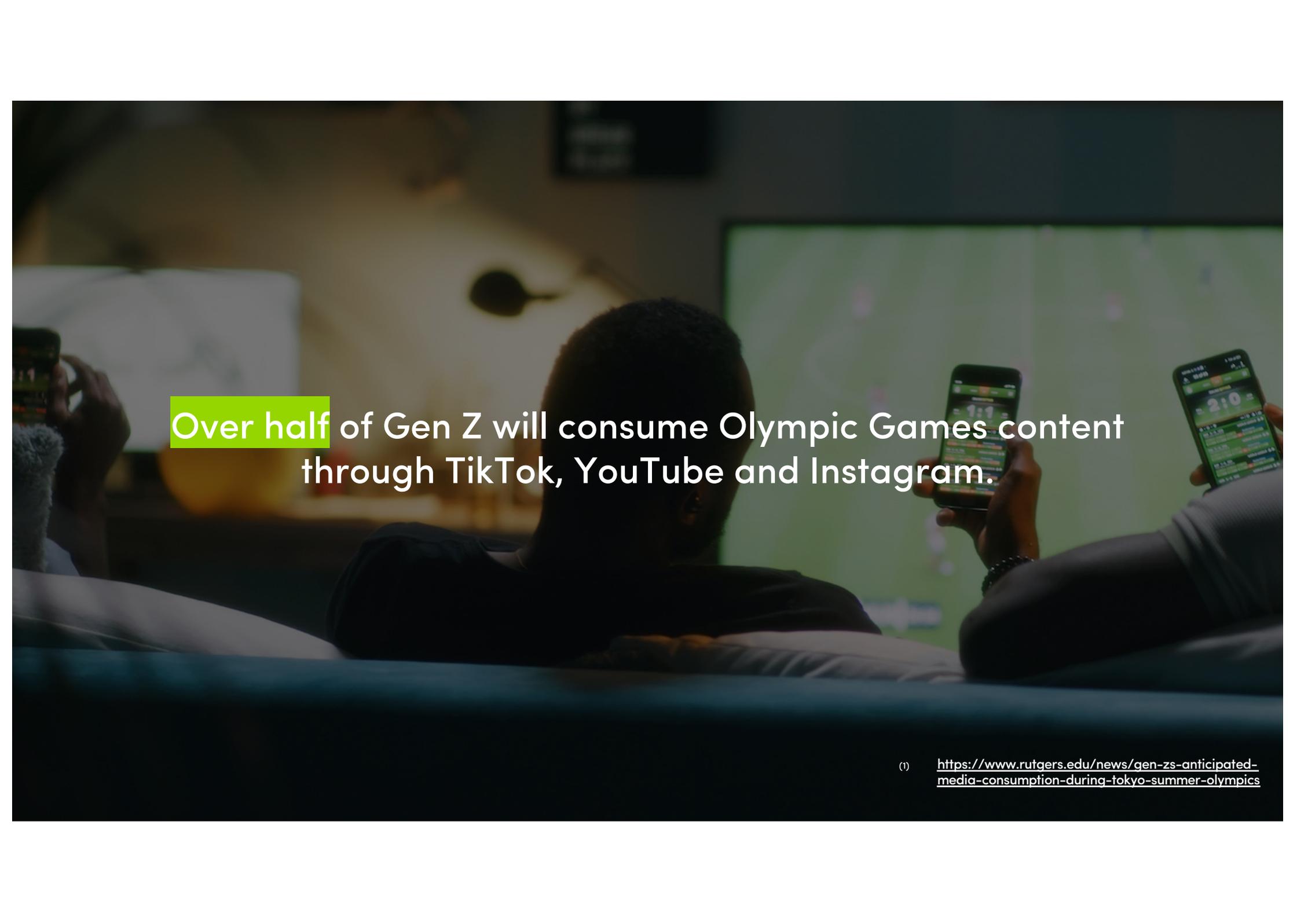


But most importantly, they can be our chorus of support:

70% use social media to voice concerns and create change.

Younger generations in each market take **over twice** as many actions on social media, compared to any other age group.

(1) <https://www.searchenginejournal.com/social-media-gen-z/485152/>

A person is sitting in a stadium, looking at a smartphone. In the background, a large screen displays a sports event. The person is holding the phone with both hands, and the screen shows a green and white interface, likely a sports app. The person is wearing a dark shirt and a watch on their left wrist. The stadium lights are visible in the background, and the overall atmosphere is dimly lit.

Over half of Gen Z will consume Olympic Games content through TikTok, YouTube and Instagram.

(1) <https://www.rutgers.edu/news/gen-zs-anticipated-media-consumption-during-tokyo-summer-olympics>



Over 50% would be more interested in the Games if athletes used them as a platform for activism.



(1) <https://www.sportsbusinessjournal.com/SB-Blogs/COVID19-OpEds/2021/06/30-Beal.aspx>

CREATIVE *APPROACH*

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THE STARTING LINE

Vaccines give children the chance to start



1.

CAMPAIGN LAUNCH

JUNE 20 →

LIJUEL NON CONTRACTUEL

Stade de France - Parcay Du Maine et Beauvais
Ducastel - Richier / © FLOCC - Paris 2024



THE UNEQUAL START

CAMPAIGN LAUNCH

Paris

On the day of the investment opportunity launch, an athletic track was installed at Bourse de Commerce.

Using WHO/UNICEF data, markers were symbolically positioned on the track, with Western Europe placed well ahead of other regions such as Sub-Saharan Africa and South Asia, visually reflecting disparities and emphasizing the importance of immunization in the early years of a child's life.

Decision makers, athletes, influencers, and journalists were invited to the starting line to capture content for social media, focus on immunization equity, and gather photos and narratives for a press release.



A woman with long, wavy brown hair is wearing a dark, heavy jacket. She is holding a smartphone with a light-colored, possibly white or light grey, case. The phone's camera lens is visible, showing a blue tint. The background is a blurred, light-colored surface, possibly a wall or a large piece of paper.

2.

EDUCATE & ENGAGE

JUNE 21ST →

A close-up photograph of a person's legs and hands as they tie their red and white Nike sneakers. The person is wearing white socks with a red cuff. The sneakers are red with white mesh and a prominent red Nike swoosh. The person is standing on a grey track with a yellow line. The background is blurred, showing a crowd of spectators.

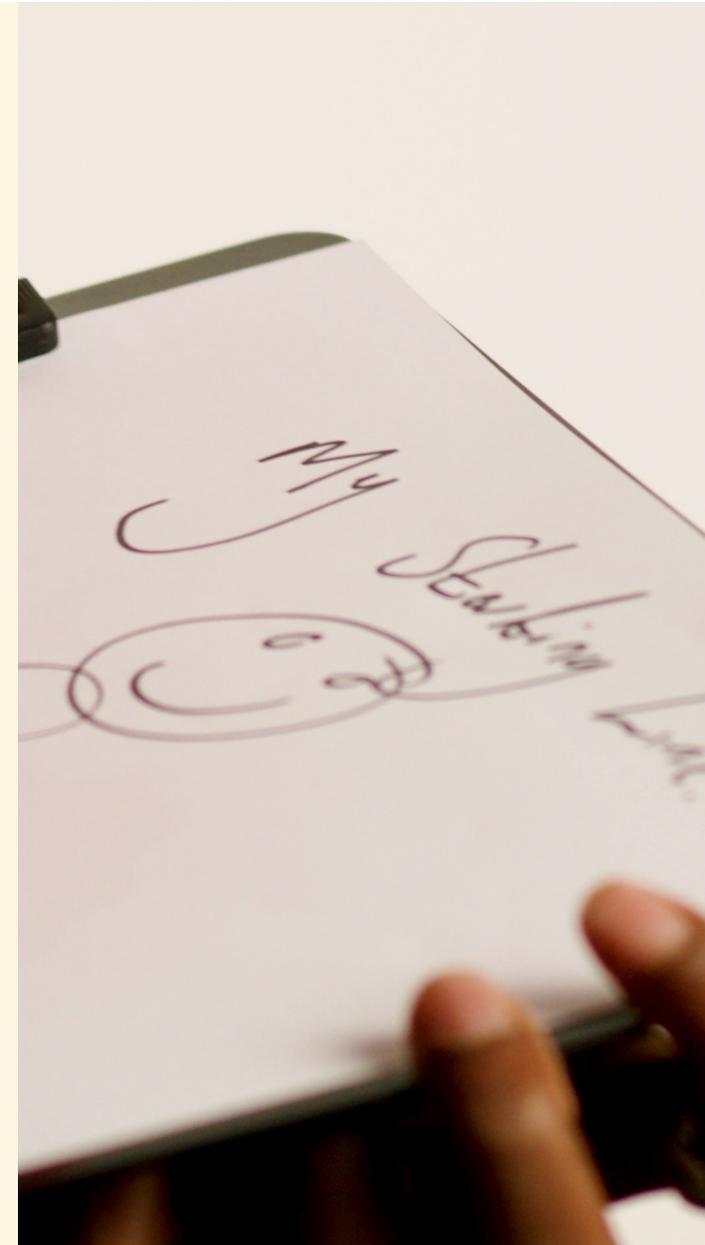
MY STARTING LINE

MY STARTING LINE

Media Partnership

We launched the "My Starting Line" video series in collaboration with Hypebeast to engage audiences and spotlight disparities in starting opportunities across different regions. Featuring athletes and para-athletes from France (Robert Pirès, Laure Manaudou and Junior Bosila Banya), the UK (Sir Mo Farah), Germany, and Norway (Ada Hegerberg), the series shared personal stories about their life challenges and starting points.

The videos, broadcast from June 20, were tailored to key moments in each market. Athletes highlighted the importance of equal opportunities, particularly childhood immunization, and called on leaders to support Gavi's efforts to vaccinate 20 million children in need. The campaign also aimed to inspire younger generations to advocate for this cause.



A person is holding a professional camera with a large lens and a smartphone. The camera is a DSLR or mirrorless camera with a large lens and a flash. The smartphone is held in the person's hand, and the screen is visible. The background is a plain, light-colored wall. The text "WHY ARE VACCINES SO IMPORTANT?" is overlaid in the center of the image in a bold, white, sans-serif font.

**WHY ARE VACCINES SO
IMPORTANT?**

WHY ARE VACCINES SO IMPORTANT?

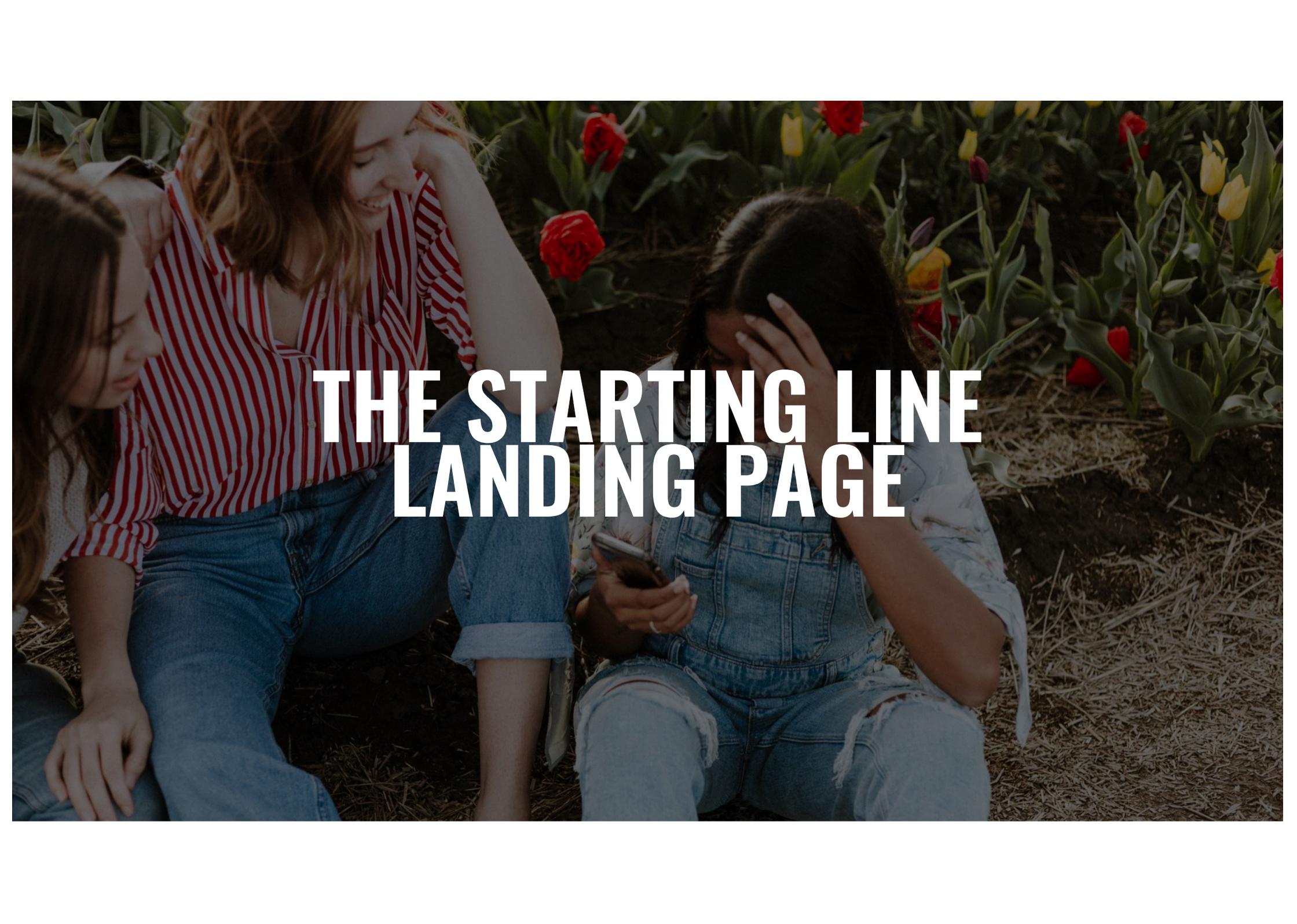
Content Creator Collaboration

88% of Gen Z students believed technology was transforming education, and 80% reported using YouTube as their primary learning resource.

To engage this generation's learning preferences, we partnered with popular content creators from key markets, like Michel Cymes in France and Max Klymenko in the UK, to create educational videos on the importance of immunization.

These videos reviewed key statistics, explained the diseases immunization protects against, and emphasized the global efforts still needed to protect all children. Additionally, content creators explained to young people why it is crucial for their leaders to commit financial support.





**THE STARTING LINE
LANDING PAGE**

WHY ARE VACCINES SO IMPORTANT?

Content Creator Collaboration

To raise awareness among younger generations about the privilege of receiving routine vaccinations from birth, we launched a simple landing page called "The Starting Line"

The page featured two questions:

- Where did you spend most of your first five years of life?
- In which country do you currently live?

Based on their responses, users were placed on a life track represented by an athletic field, showing their position relative to others of the same age. For example, a respondent might see: "I started ahead of 138 countries."

Participants were encouraged to share their results on social media and urge world leaders to ensure all children have an equal start in life.



DEPARTMENTS



STRATEGY



CREATIVE



**CONTENT
PRODUCTION**



**EVENT
PRODUCTION**



**PR, INFLUENCERS
& SOCIAL**

M&CSAATCHI

TALENT GROUP

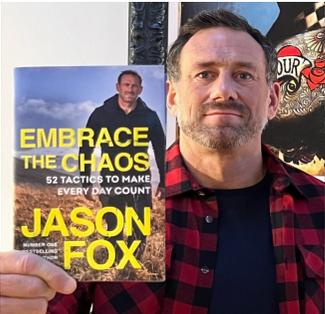
M&CSAATCHI SOCIAL

M&CSAATCHI MERLIN

B/C

the one show







M&CSAATCHIMERLIN





WHAT IS AN AGENT?

STYLIST

CHEERLEADER

NEGOTIATOR

FRIEND

ADVISER

STRATEGIST

PHOTOGRAPHER

PARENT

THERAPIST

EDITOR

SUMMER IN A SNAPSHOT.



SAM QUEK

Capital FM
official at
Team GB
House



HANNAH RENEE

Tiffany & co.
X Taylor Swift
Era's Tour



DENISE LEWIS

BBC Olympics
2024
coverage



**ANASTASIA
& IMOGEN**

NTA's 2024
with Boohoo



MIMI

Winner of
Love Island
UK



SOPHIE MORGAN

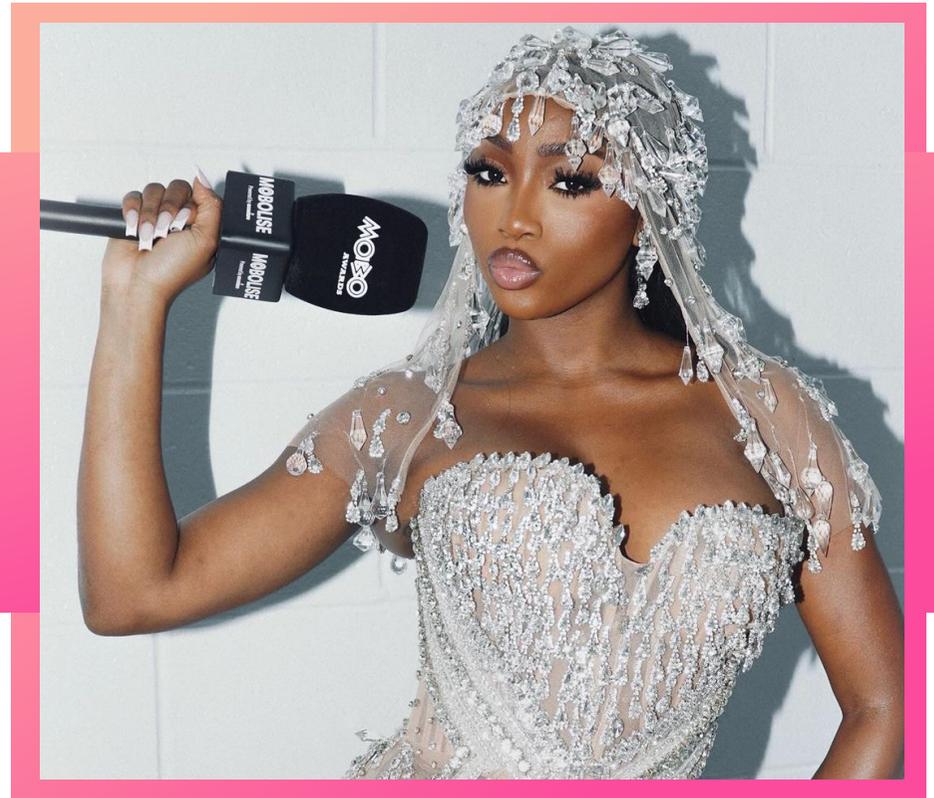
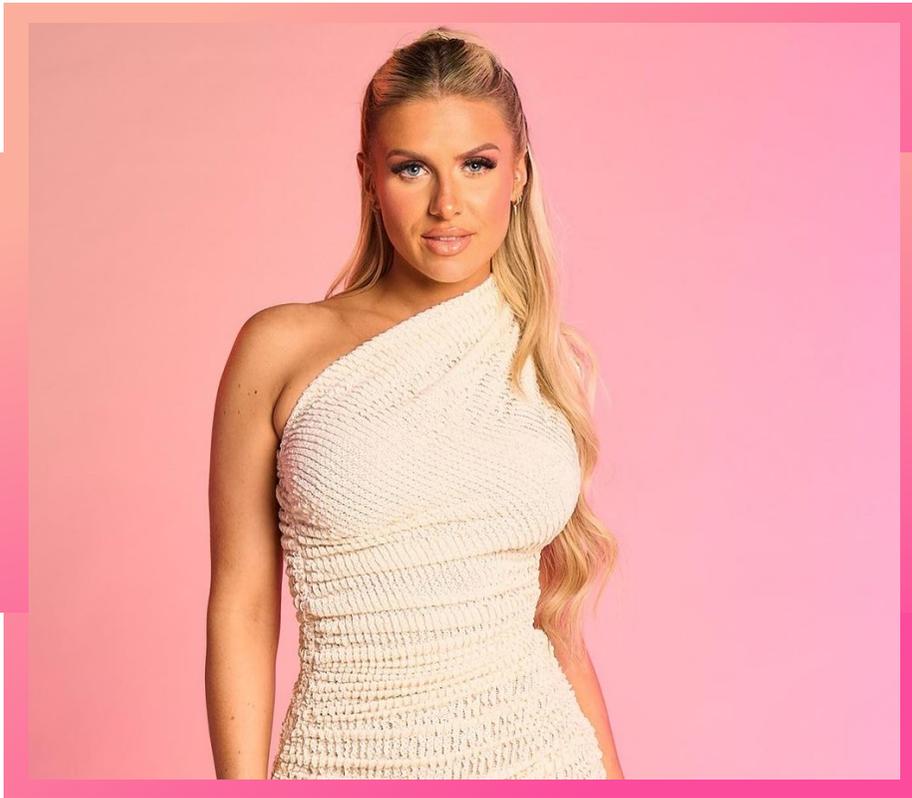
NBC
Paralympics
2024
coverage

**EXCLUSIVELY WORK
WITH OUR OWN
INFLUENCERS
OFFERING 360
MANAGEMENT.**

**COLLABORATIONS
TELEVISION
PLATFORMS
PUBLISHING
REVENUE
PODCAST
RADIO
ADVICE**

CASE STUDIES

CHLOE BURROWS & INDIYAH POLACK



STRATEGY

CHLOE

**ELEVATING CHLOE AWAY FROM THE SHOW
AND POSITIONING HER AS BROADCAST
PERSONALITY, PRESENTER, AMBASSADOR,
PODCASTER**

INDIYAH

**FURTHER CEMENTING INDIYAH'S
CONNECTION TO THE SHOW
POSITIONING HER AS A PRESENTER,
AMBASSADOR, PODCASTER**

DIFFERENT STRATEGIES, ACHIEVED BY:

- Saying yes (and no!) to the right brands and opportunities
- Honing crafts to build experience and presence in broadcast and radio space
- Maintain presence and relevance through having key identities and career direction
- The desire to build a long lasting career, not a one off year

BRANDS

WORKING WITH KEY BRANDS OUTLINED IN INITIAL STRATEGY MEETING.

CHLOE



INDIYAH



INDIYAH AMBASSADORSHIPS, BROADCAST & RADIO



LOVE ISLAND PODCAST
& AFTER SUN



CAPITAL XTRA



COOKING WITH THE STARS



MOBO AWARDS CO-HOST



BOOTS



PLT



L'OREAL



EYLURE



ABBOTT LYON



AVEENO



GYMSHARK

CHLOE AMBASSADORSHIPS, BROADCAST & PRESENTING



CELEBS GO DATING



SCARED OF THE DARK



TAPPED OUT



KISS FM BRITS RED CARPET HOST



THE SIDEMEN-INSIDE



UNTOLD



CELEBRITY MASTERCHEF



WHITE FOX



GOOGLE PIXEL



TEQUILA ROSE

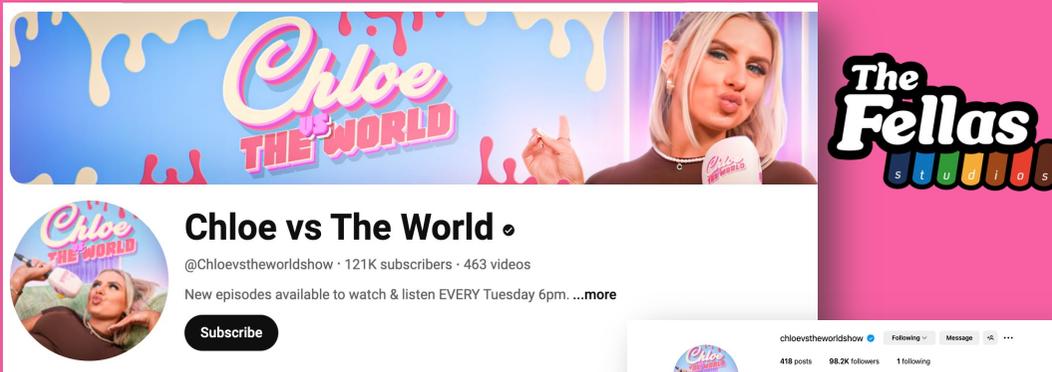


JD SPORTS

PODCAST

CHLOE VS THE WORLD

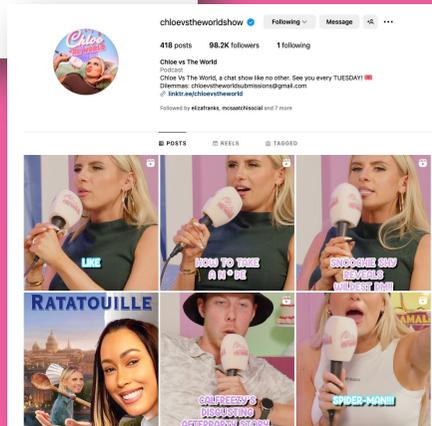
Chloe's own podcast, brought to you every week, in collaboration with the Fellas Studios.



**22M MONTHLY
AVERAGE VIEWS**

**121,000 YOUTUBE SUBSCRIBERS / 304,000
TIKTOK FOLLOWERS / 91,000 INSTAGRAM
FOLLOWERS**

M&CSAATCHISOCIAL



HOST OF MAFS UK: IT'S OFFICIAL

Celebrity podcast host of this year's Married at First Sight UK podcast.



**AVAILABLE TO WATCH OR STREAM ON E4,
CHANNEL 4 AND YOUTUBE.**

SO HOW DO I

GET INTO

passions & talent?

SKILLS NEEDED

**CREATIVE
FLAIR**

CURIOUS OF MIND

**COMMUNICATION
NATURAL**

**COMMERICIALY
ASTUTE**

Q&A

WHAT'S NEXT

9 OCT: MEDIA & PR



How media, technology and data combine to help ensure brand communications are seen by the right people at the right time whether that be in paid, owned or earned channels.

Chris Khan, Search & Social Director M&C Saatchi Performance US and Becca Marchant, Social Associate Director M&C Saatchi Talk

Thank
you

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