

**The SEI Center for Advanced Studies in Management's
Wharton Future of Advertising Program (WFOA)
Final Report: 2008 – 2018 Accomplishments and Impact
February, 2018**

Wharton Future of Advertising Closing and Transition

As of February, 2018, with the closing of its parent, the SEI Center for Advanced Studies in Management, The Wharton Future of Advertising Program (WFOA) will be transitioning, as well. Research projects will be continued by Jerry Wind, Lauder Professor Emeritus of Marketing and he will continue working with former Executive Director, Catharine Hays.

Mission

WFOA strove to be an independent, interdisciplinary catalyst to inspire, enable, and celebrate a global community of innovators, executives, students, academics, and influencers to co-create a more desirable future of advertising and marketing for brands *and* people *and* society.

Key Accomplishments

Created a Global Network of Practitioners, Innovators and Academics

Executives and academics worked with WFOA as the independent, inter-disciplinary global leader in the future of advertising and marketing:

- Global Advisory Board (90+)
- Advertising 2020 Contributors (200+)
- Marketing Matters/CMO Spotlight Radio Show Guests (~150)
- International Meeting/Workshop/Symposium Participants (1000+)
- Researchers (300+ from EGI and EGII and other research collaboration initiatives)
- Strategic Partnerships with Key Associations including ANA, ARF, 4As, ICA (Canada), IPA (UK), Cannes Lions, Effie Worldwide, MMA, MSI, Advertising Week
- Newsletter subscribers via website: 500+
- In-person executive relationships from active keynote, moderator and panelist roles: 500+

Generated Empirical Generalizations in Advertising I & II Findings and Special JAR Issues

In 2008 and 2012, WFOA co-hosted with the Ehrenberg-Bass Institute, Empirical Generalizations in Advertising Conferences. Each conference convened over 100 international academics and researchers to establish rigorous “law-like” findings about what works and what doesn’t work. Top papers were featured in best-selling, special issues of the Journal of Advertising Research *What We Know About Advertising* (June 2009) and *What We Know About Advertising II* (June 2013).

Launched and Led Global Advertising 2020 Project

In 2012, WFOA launched the [Advertising 2020 Project](#), using an Idealized design approach to address the key challenges facing the industry. We asked executives and academics to step back from day-to-day demands to imagine a future on the other side of the current maelstrom:

1. What could/should advertising look like in 2020?
2. What should we do now for this future?

Over 200 thought leaders, innovators, and visionaries from a breadth of disciplines and 22 countries provided 1000-word or less essays, all of which made available on the WFOA website for broad accessibility, themed “playlists”, and comments. Preliminary findings from the entries and comments were presented in a keynote presentation at the 2013 Cannes Lions Festival of Creativity, the annual international “Oscars” of the advertising and marketing world.

Published *Beyond Advertising*, Wiley 2016

WFOA distilled the substance of the Advertising 2020 Project into a model and roadmap for the future, [*Beyond Advertising: Creating Value through All Customer Touchpoints*](#), (Wind, Hays, and the WFOA Innovation Network) to highly positive reviews. The book established WFOA as a leader in creating a movement to align the interests of advertisers/marketers, people and their lives, and culture and society to reimagine better, more desirable and impactful outcomes for each.

“This book is for all those who are realizing that tremendous and far-reaching changes continue unabated in the field of advertising and marketing and are having far-ranging consequences beyond these disciplines. With the impacts reverberating across executive ranks, throughout all reaches of organizations, and on to their stakeholders, the new concepts we present apply to large corporations and small enterprises alike, to anyone who has the desire to understand and harness the tremendous forces of change... or else risk being overtaken by those who do.

“From over 200 diverse perspectives emerge a broader conception of the scope, practice, and value of “advertising,” encompassing every communication or point of interaction between a brand and a person. These include touchpoints outside the traditional realm of advertising and marketing such as product development, package design, customer service, store design, etc. In order to be successful today and in the future, all touchpoints must be orchestrated with optimized context and content as well as aligned objectives for win-win-win outcomes. In short, we need to move “beyond advertising.”

“This book is a must-read for anyone who wants to be effective in reaching, influencing, and creating value. I think this book will be a milestone in the history of marketing communication.”

***-Philip Kotler, S.C. Johnson & Son Professor of International Marketing,
Kellogg School of Management, Northwestern University***

We are pleased to learn from our community that some or all of the book is recommended reading for courses at such institutions as Wharton, Columbia, Northwestern, Notre Dame, and Rutgers and used as a conversation starter at many advertisers and agencies.

Hosted *Marketing Matters* and *The CMO Spotlight* on Sirius XM 111 Wharton Business Radio Program

- Co-Hosts Catharine Hays, WFOA ED and Jenny Rooney, Forbes CMO Network Editor
- 150 executive, research, agency and innovator guests since inception of XM 111 Channel in 2012
- 75+ CMO guests have included Peter McGinnes, Chobani; Linda Boff, GE; John Costello, Dunkin Brands; Alison Engel, LinkedIn; Moody Glasgow, Glassdoor; Lynn Godfrey, Girlscouts; Jeremy Wacksman, Zillow
- Show SoundCloud podcasts and blog post summaries are available on the [Wharton Business Radio Website](#)

Collaborated on Research, Guidance, and Discourse for CMOs of the Future

Wharton FoA developed a strong presence with the global Chief Marketing Officer community and other executive titles that are emerging to support the new areas of expertise and focus

- Forbes CMO Master Class (2014)
- WFOA/Facebook Personalization at Scale Executive Committee (2015)
- ANA Executive Board Master Classes (2016)
- Deloitte Next Generation CMO Academy (2017)
- ANA/Deloitte CMO North Star Project and Conference Presentation (2017-2018)

Co-Hosted the Annual Media Future Summit

Bob Garfield, Host of NPR's *On the Media*, launched The Media Future Summit in 2015 with co-hosts WFOA and MediaPost. The Summit was established as a gathering of [top executives](#) tapped from the media ecosystem to seek lasting business solutions amid digital-age reordering of the media economy for the common cause of "vibrant, ethical and sustainable media in a democratic society." MFS participants debate and illuminate Garfield's proposed 10 new media business models. Keynotes included Alec Baldwin, Craig Newmark and in 2017, Preet Bharara.

Developed, Co-Created & Delivered Content for Broad, Practicable Knowledge Dissemination

Wharton FoA invited and was invited to present, publish and provide guidance at top gatherings of influencers around the world

- Convened over 20 Executive Roundtable Working Sessions in London, New Delhi, Singapore, Beijing, Paris, Toronto, New York, Philadelphia, Chicago, Los Angeles
- [WFOA Blog](#) summarized key insights from Hays' Marketing Matters/CMO Spotlight radio show guests
- Articles/Podcasts/Webinars/Video Series: e.g., WSJ: [A Roadmap for Navigating Disruption](#), K@W: [Marketing in the World of AI](#), [Marketing Sherpa Blog](#); [Marketing Science Institute Webinar](#), Marketing Matters Podcasts, Five Forces of Change Video Series with Hearts & Science, [Six Degrees of Separation Podcast](#), [Digital Transformation 2017](#), eMarketer
- Keynotes, Presentations, and Panels: e.g., Marketing Hall of Fame Induction (Wind), ARF, ANA, 4As, Cannes Lions, ESOMAR, Advertising Week NYC, Marketing Sherpa, ad:tech, CreateTech, AHAA, Mobile Marketing Assn., TV of Tomorrow
- Academic Partner: IPA (London) Inaugural Effectiveness Week, Mobile Marketing Assn., Trust Forum
- Advisory Board Roles: Effie Worldwide, IPA (Effectiveness in Marketing), JAR, Turner Ad Labs, Ehrenberg-Bass Institute, R/GA Accelerator, ARF, 4A's Create Tech

Supported Wharton/Penn Students, Faculty & Alumni Interested in the Future of Advertising & Marketing

Wharton and Penn students and alumni looked to WFOA to learn about, and co-create current and future opportunities in, and transformational role of, the new world of advertising and marketing

- Mentored 3-5 Penn/Wharton undergrads per semester as research and admin assistants
- Sponsored & provided speakers for Wharton Undergrad Marketing Conference and MEME Weeks
- Provided introductions for students to WFOA thought leaders for research projects
- Provided Guest Lecturers and Cases for MKTG724001, Advertising Mgmt. and MKTG101
- WFOA and [Beyond Advertising](#) concepts pervaded Wharton Fellows Program, Education of the Future, Wroe Alderson Marketing Department lecture, and other SEI Center initiatives
- Collaborated with Wharton and Penn Faculty on research projects and initiatives

Illustrative Corporate Collaborations

We are grateful for these inspired, forward-looking research initiatives as well as the financial and in-kind support. We are honored to have worked with the wonderful individuals who made these collaborations so interesting and enjoyable.

1. **Austrian Trade Commission:** *Week-long corporate visits re: the future of US advertising and marketing*
2. **CP&B:** *Insight and Impact Report Series: Domino's*
3. **Deloitte and the ANA:** *The Future of the CMO: Driving Growth*
4. **Jun Group:** *Beyond Advertising Roundtables: NYC, Chicago, LA*
5. **Facebook:** *Personalization @ Scale*
6. **Forbes:** *CMO Roundtable and CMO Spotlight Radio Show*
7. **GlassView:** *Video Ads on IOT Devices*
8. **Google:** *Think with Google Video Series*
9. **Gorm and New&:** *Experiments in Beyond Advertising Agency Models*
10. **Group M:** *Hosted Creativity and Creatives Impact Roundtable*
11. **Hearts & Science:** *Five Forces of Change Thought Leadership Series*
12. **Mars:** *Viral Video Drivers*
13. **PB Works:** *pro bono usage or their collaboration platform for all projects over 6 years*
14. **Pfizer:** *Global Marketing Webinar and Marketing Innovation Conference*
15. **Salesforce:** *Leading Edge Webcast*
16. **Story WorldWide:** *Post Advertising Summit*
17. **Turner AdLabs:** *"Beyond Advertising" Ads - Where Wanted, Needed, and Appreciated*
18. **VICE:** *Virtue Scandinavia Launch*
19. **Y&R:** *Global Roundtable Series: Paris, London, Beijing*
20. **Yahoo!:** *Native Advertising Research and Guideline Development*

For More Information or Future Collaborations

- Jerry Wind, Lauder Professor Emeritus of Marketing at windj@wharton.upenn.edu
- Catharine Hays at cfhays@gmail.com

About

The Wharton Future of Advertising Program (WFOA), launched in 2008 in by Professor Jerry Wind and Founding Executive Director Catharine Hays, became recognized for its Global Advisory Board and international innovator network. The **SEI Center for Advanced Studies in Management**, corporate supporters and grants enabled WFOA's network enrichment, research collaborations, adaptive experimentation initiatives, thought-leadership roundtables and conferences, student- and alumni-focused programs, and presentation content development and delivery for influential audiences. The Program's collaborative thought leadership research effort, Advertising 2020, culminated in the publication of *Beyond Advertising: Creating Value Through All Customer Touchpoints* (Wiley, 2016). The book features contributions from over 200 thought leaders from 22 countries, synthesized into a concrete set of principles and actionable steps, including the All Touchpoint Value Creation Model designed to lift us out of reactive thinking and encourage the co-creation of a better future for business, people, and society. Experimentation across all touchpoints is advocated as mandatory for marketers to continuously adjust to what works best, including real time customized experiences for internal and external audiences.