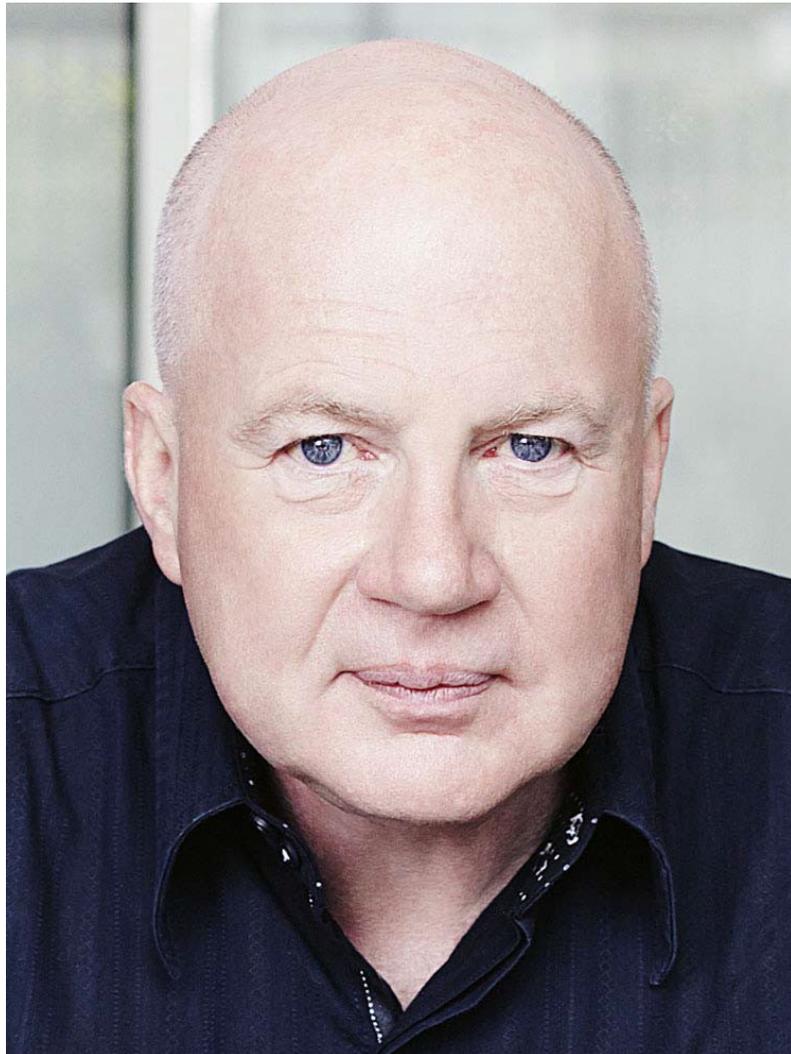


KEVIN ROBERTS

CHAIRMAN, SAATCHI & SAATCHI
HEAD COACH OF PUBLICIS GROUPE



Photographer: Juan Carrera

CONTENTS:

KEVIN ROBERTS BIO

An extended biography detailing Kevin Roberts' career history, milestones, key events and dates.

PUBLICATIONS

Information on a suite of books by Kevin Roberts on creating Lovemarks, winning in the consumer revolution, the future on screen and peak performance.

MEDIA COVERAGE: IN-CUMBRIA (May 2016)

Kevin Roberts: Putting the E in Cumbria

MEDIA COVERAGE: CMO.COM (September 2015)

Why Modern Brand Strategy is about being a Lovemark – CMO.com

MEDIA COVERAGE: Business Insider (September 2015)

Forget what everyone has been saying – businessinsider.com.au

MEDIA COVERAGE: Bloomberg (2015)

Kevin Roberts: How Did I Get Here? – bloomberg.com

MEDIA COVERAGE: Financial Times (September 2014)

Saatchi Chief Kevin Roberts: We live in the age of the idea, not the age of the ad – ft.com

Further articles available at:

<http://www.saatchikevin.com/kevin/interviews/>

KEVIN ROBERTS

BIOGRAPHY

Kevin Roberts, Chairman Saatchi & Saatchi, and Head Coach Publicis Groupe

Kevin Roberts is Chairman of Saatchi & Saatchi – one of the world’s leading creative organizations – and Head Coach of Publicis Groupe, the Paris-based global communications group active in 108 countries and employing 80,000 professionals. Kevin’s new book *64 Shots: Leadership in a Crazy World* (June 2016) offers frameworks and solutions for winning in a business world that has become volatile, complex, uncertain and ambiguous.

Born and educated in Lancaster in the north of England, Kevin Roberts started his career in the late 1960s with iconic London fashion house Mary Quant. He became a senior marketing executive for Gillette and Procter & Gamble in Europe and the Middle East. At 32, he became CEO of Pepsi-Cola Middle East; and later Pepsi’s CEO in Canada. In 1989, Kevin moved to Auckland, New Zealand, to become Chief Operating Officer with Lion Nathan. From 1997 until 2014 he was CEO Worldwide at Saatchi & Saatchi based in New York.

Kevin Roberts advises national organizations and global brands across commerce, media and sport. He has honorary appointments and doctorates at a number of universities. Presently he is Honorary Professor of Innovation and Creativity at the University of Auckland Business School, Honorary Professor of Creative Leadership at Lancaster University, and Honorary Professor of Leadership and Innovation at the University of Victoria (B.C.) School of Business. He teaches at the Judge Business School, Cambridge University, where he was CEO in Residence for a decade. With academic colleagues, he wrote *Peak Performance: Business Lessons from the World’s Top Sporting Organizations*, an inspiration-driven business theory and practice. In 2004, he wrote *Lovemarks: the Future Beyond Brands*, a ground-breaking business book published in 18 languages, showing how emotion can inspire businesses and brands to deliver sustainable value. Lovemarks was named one of the ten Ideas of the Decade by *Advertising Age* in 2009.

In 2013, Kevin, a New Zealand citizen, was made a Companion of the New Zealand Order of Merit (CNZM) for services to business and the community. Currently, he is business ambassador for the New Zealand United States Council, and Chairman of Australasian home delivery service, My Food Bag. He is a former director of the New Zealand Rugby Union and former chairman of USA Rugby. Kevin has homes in Carefree Arizona, New York, Auckland, and Grasmere in the English Lake District.

Kevin Roberts has an international reputation for an uncompromisingly positive, inspirational leadership style, and an ability to generate ideas and emotional connections that accelerate extraordinary value. He has made presentations to business audiences in 60 countries, with a San Francisco technology reviewer noting, “Kevin Roberts was arguably more entertaining and more informative than any other speaker, speaking about any other subject, anywhere. That is saying a lot, but during the hour of his speech, there was nowhere else in the world that I would have rather been than in his audience, soaking up everything he was saying.”

Roberts shares his thinking on saatchikevin.com, krconnect.blogspot.com and 64Shots.com.

KEVIN ROBERTS

KEY EVENTS AND DATES

- 2016 – **Author** *64 Shots: Leadership in a Crazy World*, powerHouse Books, New York (June)
- 2016 – Saatchi & Saatchi Chairman
- 2015 – Appointed **Honorary Professor** of Leadership and Innovation at the University of Victoria (B.C.) Peter B. Gustavson School of Business.
- 2015 – Chairman of My Food Bag
- 2015 – Saatchi & Saatchi Executive Chairman; Head Coach of Publicis Groupe
- 2014 – Ongoing appointment **Honorary Professor** – Institute for the Contemporary Arts at Lancaster University
- 2013 – Appointed a **Companion of the New Zealand Order of Merit (CNZM)** for services to business and the community
- 2011 – Inducted (the first non-Latin American) into FIAP (Festival Iberoamericano de Publicidad) **Hall of Fame**
- 2009 – Awarded **Honorary Doctorate** in Laws by Lancaster University for “contributions made to the field of creativity and innovation in business and education”
- 2009 – Awarded **Honorary Doctorate** in Letters by International University of Geneva, Switzerland as testimonial to “life-long contributions and commitment to innovative business thinking”
- 2009 – Appointed **Honorary Professor** of Creative Leadership at Lancaster University
- 2009 – Appointed **Honorary Professor** in the Faculty of Business and Economics, University of Auckland, New Zealand
- 2008 – **Author** *Diesel: XXX Years of Diesel Communication*, Rizzoli, New York
- 2008 – 2014 – **Director** Board of Telecom New Zealand
- 2008 – Appointed **Honorary Professor** of the Peruvian University of Applied Sciences (UPC), Lima, Peru

- 2007 – Appointed **Chairman/CEO** of Saatchi & Saatchi Fallon, Publicis Groupe
- 2007 – Appointed as a Summit Member, Edmund Hillary Institute, New Zealand
- 2006 – **Author** *The Lovemarks Effect – Winning in the Consumer Revolution* powerHouse Books, New York
- 2006 – 2014 – **Chairman** USA Rugby Board of Directors, Boulder, Colorado
- 2005 – **Author** *sisomo – the future on screen*, powerHouse Books, New York
- 2004 – Appointed **Sponsor Governor** of Lancaster Royal Grammar School
- 2004 – Appointed private sector **Ambassador** to the New Zealand United States Council
- 2004 – Awarded the **New Yorker for New York Award** by the Citizens for NYC, a not-for-profit organization
- 2004 – **Author** of *Lovemarks: the future beyond brands*, powerHouse Books, New York, 18 languages
- 2003 - 2007 – **Professor of Sustainable Enterprise**, Waikato Management School, University of Waikato, New Zealand, and University of Limerick, Ireland
- 2001 – **Co-founder** of www.nzedge.com, an idea to transform New Zealand identity and to network the million-strong community of New Zealanders living internationally
- 2001-2009 – Appointed Inaugural **CEO in Residence** at Cambridge University's Judge Business School, Cambridge, Great Britain
- 2000 – **Co-author** of *Peak Performance - Lessons for Business from the World's Leading Sports Organizations*, with Mike Pratt, Clive Gilson and Ed Weymes, Harper Collins, London
- 2000 – Appointed Member of the **Directoire**, Publicis Groupe, Paris
- 1998 – Awarded **Honorary Doctorate** by University of Waikato, Hamilton, New Zealand "in recognition of achievements as an inspirational business leader and for contribution to sport in New Zealand"
- 1997-2000 – **Director** New Zealand Rugby Football Union
- 1997 – Appointed **Chief Executive Officer Worldwide**, Saatchi & Saatchi

- 1995 – Appointed **Trustee** of the Turn Your Life Around Trust (TYLA), West Auckland, New Zealand
- 1989-96 – Lion Nathan, **Director and Chief Operating Officer**, New Zealand and Australia
- 1987-89 – Pepsi Cola Canada, **President and Chief Executive Officer**, Toronto
- 1982-86 – Pepsi Cola Middle East, **Regional Vice President**, Cyprus
- 1975-82 – Procter & Gamble, **Group Marketing Manager**, Middle East/Africa, Casablanca and Geneva
- 1972-75 – Gillette, **International New Products Manager Europe**, London
- 1969-72 – Mary Quant Cosmetics, **Brand Manager**, London
- 1960s – Educated Lancaster Royal Grammar School, England
- 1949 – Born Lancaster, England

Web

Saatchi & Saatchi www.saatchi.com

Kevin Roberts' Website www.saatchikevin.com

Kevin Roberts' Blog www.krconnect.blogspot.com

Lovemarks www.lovemarks.com

Lovemarks Campus www.lovemarkscampus.com

Sisomo www.sisomo.com

My Food Bag www.myfoodbag.co.nz

Contacts

Saatchi & Saatchi New York

Tel +1 212 463 2000

Fax +212 463 2367

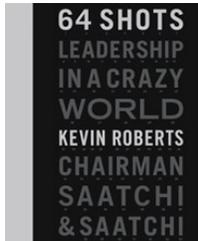
Saatchi & Saatchi New Zealand

Tel +64 9 355 5000

Fax +64 9 303 3308

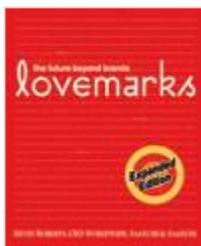
High resolution media photos at <http://www.saatchikevin.com/media-kit/images/>

PUBLICATIONS



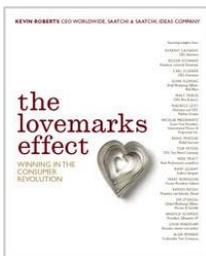
64 Shots: Leadership in a Crazy World
By Kevin Roberts, Chairman, Saatchi & Saatchi
powerHouse Books
244 pages, June 2016

A compendium of value-accelerators for business and life, *64 Shots: Leadership in a Crazy World* is gathered as a 64 shot method from the astute observations and remarkable life of creative business leader and iconoclast Kevin Roberts. Roberts draws on the biggest ideas, toughest experiences and greatest influences of his life to present 16X4 stripped down, straight-forward and instantly-absorbable insights on how to bring order to the chaos of business and life to navigate an ultra-turbulent world. The punchy insights into winning - hitting readers lightly jab after jab - are an array of one-liners, sound bites, tweets, charts, quotes and historical reference points. They are loaded with Roberts' experience, story, brio, provocation and direction.



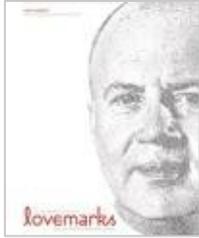
LOVEMARKS: THE FUTURE BEYOND BRANDS
By Kevin Roberts, Chairman, Saatchi & Saatchi
powerHouse Books, Revised edition
248 pages, November 2005

In *Lovemarks: the Future Beyond Brands*, Kevin Roberts shows how Mystery, Sensuality, and Intimacy can create powerful emotional connections with consumers to inspire Loyalty Beyond Reason. Now published in 18 languages, with more than 150,000 copies in print, Lovemarks has captured the hearts of business owners worldwide. It speaks a new, fresh, common language – the language of love.



THE LOVEMARKS EFFECT: WINNING IN THE CONSUMER REVOLUTION
By Kevin Roberts, Chairman, Saatchi & Saatchi
powerHouse Books
272 pages, November 2006

In this follow-up book to *Lovemarks: the Future Beyond Brands*, the voices of consumers, owners, and marketers show the impact of Lovemarks on their lives, their businesses, and their aspirations. *The Lovemarks Effect* offers instruction and inspiration about creating emotional connections and winning in a consumer empowered "attraction economy". How consumers feel about you – their emotional connection to you – is what determines success now.



LOVEMARKS: SAATCHI & SAATCHI DESIGNERS' EDITION

By Kevin Roberts, Chairman, Saatchi & Saatchi powerHouse Books

377 pages, September 2007

Despite the extraordinary uptake of the Lovemarks concept, Kevin Roberts was determined to go one step further after receiving a provocative and irresistible challenge: to turn the book itself into a Lovemark. Collectively produced by Saatchi & Saatchi designers and art directors from across the globe, *Lovemarks: Saatchi & Saatchi Designers' Edition* is a sublime rendering of the original book that will both challenge the mind and delight the eyes.

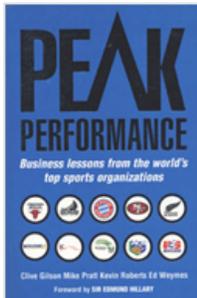


SISOMO: THE FUTURE ON SCREEN

By Kevin Roberts, Chairman, Saatchi & Saatchi powerHouse Books

164 pages, November 2005

A radical shift is occurring in the relationship between consumers and the media. Where consumers were once passive in the face of the mass market, they are now super-smart individuals wired into the greatest information network the world has ever known. Enter *sisomo* – *Sight, Sound and Motion*, the combination that made television the most powerful selling tool ever invented.



PEAK PERFORMANCE: BUSINESS LESSONS FROM THE WORLD'S TOP SPORTS ORGANIZATIONS

By Professor Clive Gibson, Professor Mike Pratt, Dr Kevin Roberts and Associate Professor Ed Weymes, Waikato Management School Texere

360 pages, September 2002

Peak Performance lies at the heart of Saatchi & Saatchi's sustainable advantage. This international best-selling business book goes inside the world's best sports organizations to reveal how their teams keep on winning – and how any business can use their methods to get to the top and stay there.

Kevin Roberts: Putting the E in Cumbria

Friday 20, May 2016



The Saatchi & Saatchi chairman writes for in-Cumbria on creative leadership

The keyword in the title of my new book *64 Shots: Leadership in a Crazy World*, is “crazy.” It’s a crazy world. Leicester City? That’s crazy. Trump? Crazy. Here are two (of 64) ways Cumbrians can bounce back from the Winter mayhem of this crazy world.

ENTHUSIASM

Enthusiasm is out of this world. “Enthusiasm” is from the Greek, “enthousiasmos”, which means “having the god within you”. An enthusiast is an irresistible force of nature. Entrepreneurs are enthusiasts. Mad Men are enthusiasts. Pirates are enthusiasts. My grandchildren are enthusiasts. Cumbrians are (quiet!) enthusiasts.

Enthusiasm is not just irresistible, it is unstoppable. French-Swiss writer Anne Louise Germaine de Staël was an intellectual, conversationalist, political activist, defender of women’s rights, and collector of lovers. She lived in exile much of her life. Napoleon banished her from Paris. Madame de Staël said: “Enthusiasm is the emotion that offers us the greatest happiness, the only one able to sustain human destiny in whatever situation destiny places us”.

Enthusiasm is fundamental to succeeding in a chaotic world. An enthusiast revels in adversity, and attacks the status quo. Companies don’t just need change managers today. We are beyond that in these crazy times. Organizations need people who enjoy chaos. In turbulence, hire people who love chaos, revel in mayhem, and fly at the storm.

US NFL coach-of-the-century Vince Lombardi underlined the importance of enthusiasm: “If you aren’t fired with enthusiasm, you will be fired with enthusiasm”.

‘Success is the ability to go from one failure to another with no loss of enthusiasm.’ – Winston Churchill

Leaders need enthusiasm because it is inspirational, motivational, and infectious. I’ve given 1,000+ speeches. I have been called many things after them. “Unenthusiastic” isn’t one of them. Ninety-nine percent of presentations, pitches, and conversations in business are boring as bat scat. When you’re presenting, make sure that your body and vocal language burst with enthusiasm. Exercise before a big meeting. If you don’t exude energy, no one will believe it. Up, up, and away.

WIN FROM THE EDGE

“The simple answer is usually the correct one,” said Saul Berenson in *Homeland*. Enthusiasm, emotion, and energy lead to the Edge. This is where creativity comes from.

Stephen Jay Gould’s theory of punctuated equilibrium is a geographical magnet. “Punk Eek” is the idea that change in a species happens first on the edge of the species, out on the margins, away from centers, in extremities where the population is most sparse and new forms of life are free to emerge. In Cumbria.

Innovation struggles to come from the center because the middle is too crowded, orthodox, and muddled. Change is at the cutting, leading, bleeding edge. Edge zones today are dynamic, uninhibited, and not bound by history. “It can’t be done” doesn’t exist on the Edge.

My advice to Cumbria? Don’t get sucked into the centre. The further you are from the centre, the more ideas will come into view. “I want to stay as close to the edge as I can without going over. Out on the edge you see all kinds of things you can’t see from the centre”, said *Slaughterhouse-Five* author Kurt Vonnegut. Edge is more the territory of novelists than management theorists, though the exception is proven with a critical 2003 book, *The Deviant’s Advantage: How Fringe Ideas Create Mass Markets*, by Watts Wacker and Ryan Mathews.

Today’s winners are dream chasers, risk takers, and rule breakers. Cecil Beaton, English photographer: “Be daring, be different, be impractical, be anything that will assert integrity of purpose and imaginative vision against the play-it-safers, the creatures of the commonplace, the slaves of the ordinary.”

The Edge is where creativity cuts loose in the Age of the Idea. Cumbria’s leaders go to the Edge.

Born in Lancaster and a Grasmere resident, Kevin Roberts is Chairman of Saatchi & Saatchi and Head Coach of Publicis Groupe, the global communications company.

Why Modern Brand Strategy is about being a Lovemark

Modern marketing is about creating 'lovemark' brands that engage emotionally with consumers and create loyalty beyond reason, one of the world's leading brand strategist claims.

According to Saatchi & Saatchi executive chairman, Kevin Roberts, today's successful brands tune into a customer's emotional needs and wants, and strive to create "movements of people". To get there, CMOs must not only harness data and digital, they also require an IQ in creative leadership.

"People can choose to block you, ignore you, scorn you, embrace you or applaud you," he told *CMO*. "Brand managers no longer own 'their brand'. Brands are owned by the people who love them."

Roberts should know what it takes; he's built his career on successful brand strategy development. As well as having 17 years with Saatchi & Saatchi under his belt, Roberts was formerly chief operating officer of Lion Nathan, helping spearhead the company's growth in Asia-Pacific. He was also CEO of Pepsi in Canada and Pepsi-Cola in the Middle East, and previously held several executive and marketing positions at Procter & Gamble in Europe and the Middle East before joining with Mary Quant in London.

Roberts will be in Australia in November to speak at the [World Marketing and Sales Forum](#) in Melbourne. He caught up with *CMO* ahead of the conference to talk about the death of marketing as we know it, creative leadership, and why marketers should be leading digital disruption.

You recently stated that marketing and advertising are dead. What is it that's replaced them, and what should be the guiding principles of modern marketing functions and CMOs?

Kevin Roberts: 'Marketing is dead' – though not advertising, far from it. Marketing was something that was done to consumers by marketing departments, imposed on viewers through perfect media distribution systems. The Web and social blew all that up, and delivered control from marketers to consumers.

The guiding principle of modern marketing is to create 'lovemarks': Highly-evolved brands that are dedicated to engaging emotionally, rather than the table stakes of rational benefits and attributes. The role of the CMO today is to wrangle with all the data stuff – it's essential but it's a one-hour, early morning activity – then for the rest of the day be completely focused on ideas, inspiration, emotion, creativity and connections.

The role of the CMO is not to target audiences but to create movements of people who are loyal beyond reason. I'm not sure 'chief movement officer' is the right job title, but the idea of it conveys the intention.

Advertising, however, is truly alive in this vibrant, unreal, crazy and astounding world. Advertising is one of the most pliable terms around. Think of communications in the broadest possible sense, with 500 options for activation. Brands need to broadcast, and lovemarks need to engage and sustain; both need to strategically invest in relationships with people, and tactically shift product.

How does the concept of brand change in light of the new customer-led, digital-first era?

Roberts: Lovemarks are the future beyond brands. This is the change. Reason leads to conclusions; emotion leads to action. Operationally, this requires you to have a mobile-first approach and layer out from the smartphone. Video is paramount thanks to the compelling combination of sight, sound and motion. People have three questions of any communication a brand puts in front of them: Do I want to see it again? Do I want to share it? And do I want to improve it, tinker with it, retool it? Don't think storytelling, practice story sharing.

The theme of the World Marketing and Sales Forum this year is “disrupting your business”. What does it take as a leader to lead disruption?

Roberts: Creative leadership. A famous IBM study of more than 1500 global CEOs showed that creativity was the most crucial factor for future success, more so than rigour, management discipline, integrity or even vision. Creative leadership is the key ingredient for disrupting your business because it inspires a creative culture, creative people and creative ideas that ignite growth.

Creative leaders are able to do this in three ways. One, they share a dream, and they're able to articulate that dream through clear, concise and compelling language that drives purpose, creates belief, and gives direction. Just look at the early stages of the US presidential election: No candidate has yet been able to articulate in a simple, emotive way just why he or she wants to be president.

Two, creative leaders stay in beta. Meaning, they have lots of ideas, constantly. It's often not the epoch-defining idea that makes a company successful, but the small, intuitive tweak, 2 per cent off from centre, which spurs growth. Staying in beta also means finding ways to reframe the conversation around a product or service.

Thirdly, creative leaders unleash emotion. Amazon and Jeff Bezos emotionalised customer service by first determining what the customer wants, and working backwards from there. Virgin Atlantic put the emotion back into flying: They made being at 35,000-feet fun, entertaining and glamorous again. Apple put emotion back into computers by caring as much about clean, elegant, intuitive design aesthetics as programming, and by defining presence through absence.

How much is it the responsibility of CMOs to facilitate and lead disruption in their organisation?

Roberts: The CMO role is a vitally important one, and people in that position need to work hand-in-hand with their CEO to communicate the organisation's purpose internally and externally. A Gartner study that said by 2017, the CMO will spend more on IT than the CIO. And I thought, well, good luck to the new 'chief metric officer'. For real disruption to occur, the CMO also needs to think of him/herself as a 'chief magic officer', because magic is always needed when we're talking about creative leadership.

What role does creativity play in disrupting your business?

Roberts: Creativity is about connecting things. So read weird stuff, experience unusual things, and ask difficult questions. Drive it all towards stories wrapped in mystery, sensuality and intimacy. The ways in which we tell stories change, but what people need from stories hasn't really changed at all. That's a long way of saying that before it's anything else, creativity is about honouring what it means to be human.

Much of the competitive advantage left to organisations today comes down to how they can rapidly evolve ideas and innovate to meet the expectations of connected consumers in their moment of need. What advice do you have on how to better propel ideas and innovation?

Roberts: Way back in time, Chaucer wrote: 'Time and tide wait for no man'. Our present-day age of now is a real-time, on-demand, see-through, thriving ecosystem of connectivity, community and conversation. And the only question that matters to consumers right now is: "How will you improve my life?"

The winning equation for the age of now is $IQ+EQ+TQ+BQ$, all powered by CQ. IQ: You have to be smart. EQ: You need emotional dexterity. TQ: Tech is an enabler not a trap. BQ: you better be bloody quick, because execution is 80 per cent of the game. And the whole equation is fuelled by CQ: the power of creativity.

The organisations that hold themselves back rely too much on any single part of that equation. They read the lines but not between them. You need creative leaders who can work every quadrant, simultaneously, holistically.

<http://www.cmo.com.au/article/585067/kevin-roberts-modern-brand-strategy-about-being-lovemark/>

**Forget what everyone has been saying:
TV doesn't have a 'terminal disease'
-- it's still number one**

Kevin Roberts is executive chairman at advertising agency Saatchi & Saatchi and head coach at advertising agency network Publicis Groupe.

Four billion TV watchers can't be wrong. I'm in the UK right now attending the Rugby World Cup, the third most-watched televised sporting event on earth, behind only the FIFA World Cup and the Olympics, with international potential viewership estimated by host broadcaster ITV to be nearly 60% of the global population.

It's a phenomenon that demonstrates the commercial, cultural, and societal reach that only TV can offer. Broadcast events like this, with their multi-layered sponsorship and social media extensions, are the kind of grand canvas that brands seek to wrap their marketing messages around.

Sport now accounts for nearly 40% of U.S. broadcast TV ad spending (\$US8.47 billion in ad sales for the big four networks.) While some say it's sports viewership that's been driving this infinitely resilient medium, there's no denying that ours is also TV's Golden Age of storytelling (witness Sunday's Emmy nominations list). Recent landmark shows — my favourites being: *Justified*, *Blacklist*, *Breaking Bad*, *Homeland*, *Game of Thrones*, *House of Cards* — would make Dickens blush and put Hollywood movies to shame.

Meanwhile, televised news is white hot! The first Republican presidential debate in August made history for Fox News as the most-watched live broadcast in cable news history. The second Trump & Co. show last week scored nearly as well with an average of 22.9 million viewers, shattering CNN's previous ratings records. And TV continues to lead US market share of advertising in 2015, with nearly 42% total spend, followed by internet with 28%, and newspaper ads with 15%.

The premise of Michael Wolff's latest state-of-the-media manifesto, *Television Is the New Television: The Unexpected Triumph of Old Media in the Digital Age* (Portfolio/Penguin), is one that has profound implications for both content creators and the advertising industry. Wolff's contrarian conclusion — that “the Web, social media, and various mobile platforms are not the new television. Television is the new television” — is something I've been espousing for years.

A decade ago I published *Sisomo: The Future on Screen*

— a book about the glorious future of television in the screen age. “Si-so-mo” stands for sight, sound, motion. That's still what we look for from our content. It's my deeply-held belief that people need stories — whether they take the form of long-form narratives, news debates, or sporting events. Since the beginning of history, making sense of experience through narrative has been as instinctual a human need as seeking food, clothing, and shelter.

The ways in which we tell stories change — technology improves and platforms multiply — but what people need from stories hasn't changed at all. If anything, competition from digital

concepts and creative talent was fiercer.”

Every year, telly is diagnosed as having a terminal disease. It doesn't matter whether the thing that's come to kill the business takes the form of cable TV, video on demand, social media platforms, or the latest streaming device. Great content is the business model. People will always be drawn to compelling stories. If you've got a great story to tell in a compelling way, you'll have an audience — and revenue. And great content is not only addictive, it's additive.

“Overnight ratings are virtually useless now”

In a terrific interview with New York Magazine earlier this month, CBS chairman and CEO Leslie Moonves was asked about competition from a 500-channel cable world and a billion-channel Internet universe. “At the end of the day, this gives me comfort,” said Moonves, who for the past 20 years has led TV's most-watched network. “There are more places doing original programming, but ... it is still about who has the good programming.”

Using the moderately performing broadcast show *Elementary* as a case study, the CBS chief went on to explain how the different ways networks get paid for programming have dramatically changed. “Overnight ratings are virtually useless now,” Moonves said.

Once CBS adds C3 and C7 forms of Nielsen ratings [when TV ratings are measured three days and seven days after the show was first broadcast,] DVR ratings, SVOD [subscription video on demand,] cable, and international sales, the *Sherlock Holmes* series suddenly “becomes a remarkably successful show in our eyes.” Moonves' point is that while TV still reigns supreme, it is no longer a stand-alone medium. Brands need fully integrated web, mobile and social programs to complement and even lead all television initiatives.

Content is king, but Marshall McLuhan said it best: “the medium is the message.” TV is not merely a content delivery system: it is a way of watching, a shared experience, a memory-making machine, a third parent, the voices in the room, a piece of household furniture as well as familiar content on your mobile device.

TV is YouTube programming and high-end period drama. It is part of the very fabric of our domestic lives. The big, bad [Michael] Wolff is right: Reports of television's death have been greatly exaggerated. The TV antenna points one way — and it is up!

<http://www.businessinsider.com.au/kevin-roberts-tvs-story-power-makes-it-still-the-1-medium-for-brands-2015-9?r=US&IR=T>

Bloomberg

How Did I Get Here?

Kevin Roberts

Executive chairman, Saatchi & Saatchi



Education

Lancaster Royal Grammar School, Lancaster, England



Running track at Lancaster in the 1960s

"I got kicked out at 17 in 1966. My girlfriend became pregnant, and my headmaster said, 'You've got to leave the girl.' I replied, 'That's not how we do things in the north of England.'"

Trade where liquidity runs deep.
Maximize your trading strategies with **Trader Instinct®**
Bank of America Merrill Lynch [Learn more](#)

Work Experience

1967-69

Pub boy, delivery boy, exporter



In the 1960s

"I worked in exports because I spoke French and Spanish—people in Lancaster didn't speak anything at the time, not even English."

1969-72

Brand manager, Mary Quant Cosmetics

"It was a stroke of luck and timing, and I was lucky to work with a genius—Mary invented the miniskirt. My bosses were women, so I learned how women lead with connectivity, collaboration, and creativity."

1972-75

International new-products manager, Gillette



"Gillette was looking to get into female toiletries."

1975-82

Group marketing manager for export and special operations, Middle East/Africa, Procter & Gamble



With sister Trisha in the 1950s

1982-89

Regional vice president for Middle East, president and chief executive officer for Canada, PepsiCo

“It was during the heart of the Cola Wars and very fun. We felt we were the special forces.”



Receiving an honorary doctorate at Lancaster University with mountaineer Chris Bonington in 2009

“We hired Robert Senior in 2008 and said, ‘One day, my son, this all can be yours.’ So on Jan. 1 we gave it to him.”

1989–96
Director and chief operating officer, Lion Nathan

1997–2014
CEO worldwide, Saatchi & Saatchi

2015–Present
Executive chairman, Saatchi & Saatchi

Life Lessons

“When given a command, take charge and do what’s right. General Norman Schwarzkopf told me that.”

↓ TWEET THIS

“Fail fast, learn fast, think fast. Velocity gives great competitive advantage.”

↓ TWEET THIS

“Start with the solution and work backward. You cannot incrementalize your way to salvation.”

↓ TWEET THIS

“Lion was a bottler and the biggest brewer in New Zealand, and Nathan was a bunch of retail stores, and they wanted someone to bring them together.”

“My father worked in a mental hospital as a security guard, and that’s pretty much the same job as running an ad agency.”



Promoting *Lovemarks*, his book about advertising, at the London Book Fair in 2004

PHOTOS: Courtesy subject (6). Bloomberg (1)

<http://www.bloomberg.com/graphics/2015-how-did-i-get-here/kevin-roberts.html>



FINANCIAL
TIMES

Published 2 October 2014

Saatchi Chief Kevin Roberts:

We live in the age of the idea, not the age of the ad

Kevin Roberts, whose near two decade reign as chief executive of advertising agency Saatchi & Saatchi will end in January, is known for his forthright manner and outrageous actions – he once blasted a Coca-Cola stand with a machine gun when he was head of rival PepsiCo Canada.

So it is something of a surprise to hear him speak about his Christian faith. “I’m Anglican. We say we’re going to do better, and we will do better because there is an everlasting life, blah, blah, blah,” says Mr Roberts, who maintains a steady stream of expletives even when speaking about religion.

“Going to church is not the important thing for me. I do go when I’m in Rome, in London . . . But I don’t care. The critical thing is I believe and I pray. So I’m not in any way devout or holy and I don’t talk about it here [in the office] and I’m not pro any religion or anti any, in fact, I’m the reverse. I’m very sensitive.”

Mr Roberts, 64, shows no sign of slowing down despite the coming leadership reshuffle, which was prompted by the recent failed merger with Omnicom. He teaches and gives leadership talks and will continue in a motivational and executive chairman role at Saatchi until 2016.

“Saatchi is a perfect platform, because we have permission to misbehave. Nothing is too politically incorrect because we are creative mavericks and vagabonds, that’s our DNA, our heritage, our legacy,” he says.

“We don’t have to be right all the time. We have to be provocative and interesting. Teaching, leading, helping others, that’s the way I make the biggest impact outside Saatchi. The number one job is to create other leaders.”

The agency, now part of the Publicis group, was founded in London by brothers Maurice and Charles Saatchi and is famous for having helped Margaret Thatcher become UK prime minister.

“I’ve been running Saatchi for 17 years – it’s unheard of. We fundamentally only had two leaders – Maurice Saatchi in the early days and me,” he boasts, adding: “I’ve stayed because of what we call the magic of Saatchi & Saatchi, the mystique.” The agency retains an aura of British eccentricity despite now being based in New York, though it remains to be seen whether it will continue after the reshuffle. “We moved to NY surreptitiously . . . about 14 years ago, because that’s where the big fish are,” says Mr Roberts.

Mr Roberts is loyal to Lancashire, where he grew up in a working-class family. He passed his 11-plus exam and went to grammar school, but left at 17, skipped university and went to work. At 21, he was brand manager at fashion house Mary Quant.

Back then, he had a psychological block about not having academic qualifications. “It was the biggest chip I had on my shoulder. I thought: ‘I’m going to get found out, I better learn voraciously and hang out with older people’. I halved my salary and joined Procter & Gamble on the lowest rung, because working there was the nearest thing to getting a marketing degree.

“I’ve since been appointed CEO-in-residence... at Cambridge university’s Judge Business School, teaching MBAs. I’ve got four honorary degrees. So I’m over it now, thank goodness.”

He is also professor at Lancaster University Management School. “I do five sessions a year with the MBAs, marketing undergrads and local entrepreneurs, helping leaders who have chosen to live in my terroir, the north, and hopefully some of them come from there.”

He believes “inclusive capitalism is the only thing that’s going to reduce the gap between the haves and have-nots”.

But Saatchi, like others, is grappling with its own challenges, in particular the fast pace of technological change that makes companies such as Google and Facebook almost akin to advertising agencies given their power and their command over vast audiences.

We live in the “age of the idea. Not the age of the ad. Ideas are the currency”, he says. “Execution is the killer app, not strategy. Consumers today, they’re so fast, so smart, so equipped, so intuitive.”

<http://www.ft.com/intl/cms/s/0/50e30c80-0cd4-11e4-bf1e-00144feabdc0.html#axzz49oAgmQWs>