

What if brands knew what their audiences wanted?

MISS*UNIVERSE
CONFIDENTLY BEAUTIFUL

P&G Olay

What's the best thing about being Miss Universe?



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What's the best thing about being Miss Universe?



\$166bn > lame content
v
risk

Apple's \$100 million U2 debacle



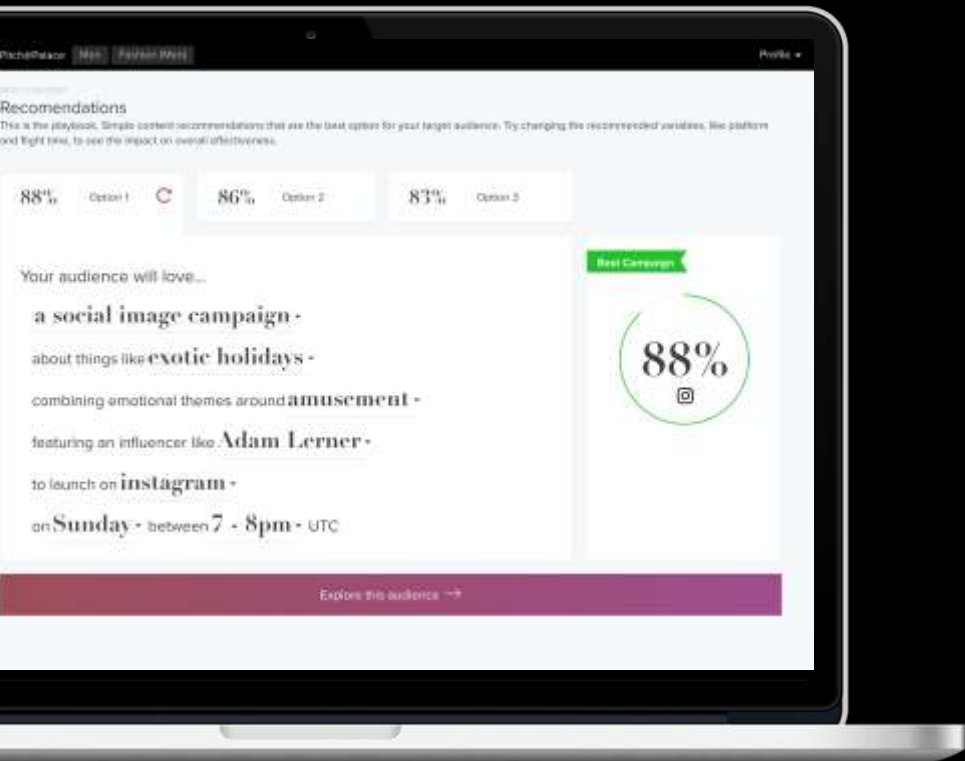
Apple CEO Tim Cook, left, greets the crowd with U2 singer Bono (second from right) as The Edge (second from left) and Larry Mullen Jr. look on during an Apple special event at the Flint Center for the Performing Arts on Sept. 9, 2014, in Cupertino, California. / **JUSTIN SULLIVAN/GETTY IMAGES**



THE PERFECT "BODY"

PERFECT FIT. PERFECT COMFORT. PERFECTLY SOFT.

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What if brands knew what their audiences wanted?



65k /month

50% CMGR



L'ORÉAL



GIORGIO ARMANI
beauty

shu uemura

FRIGIDAIRE

GAMING REALMS

adam&evedDB'



sky VEGAS

sky
BET



✓
Sure



Topics/
Passions



Formats



Platforms



Visual
Imagery



Influencers

**MARTIN ADAMS****CEO**

Co-Founder, Union
(theAudience)

New York Bar (Intellectual
Property) & Harvard Law
School

Business Development,
Songkick

**THOMAS GRAHAM****PRODUCT**

Co-founder, MapD (backed by
Google/NVIDIA/In-Q-Tel),
Leading GPU in-memory
database, SF

Co-founder, Many Trees Inc.
GPU-native machine learning
and cluster compute
framework, SF

New York Bar & Harvard Law
School, Australian lawyer

**MARK WHITE****TECHNOLOGY**

CTO, Insiders

Principal Software Architect,
Expedia

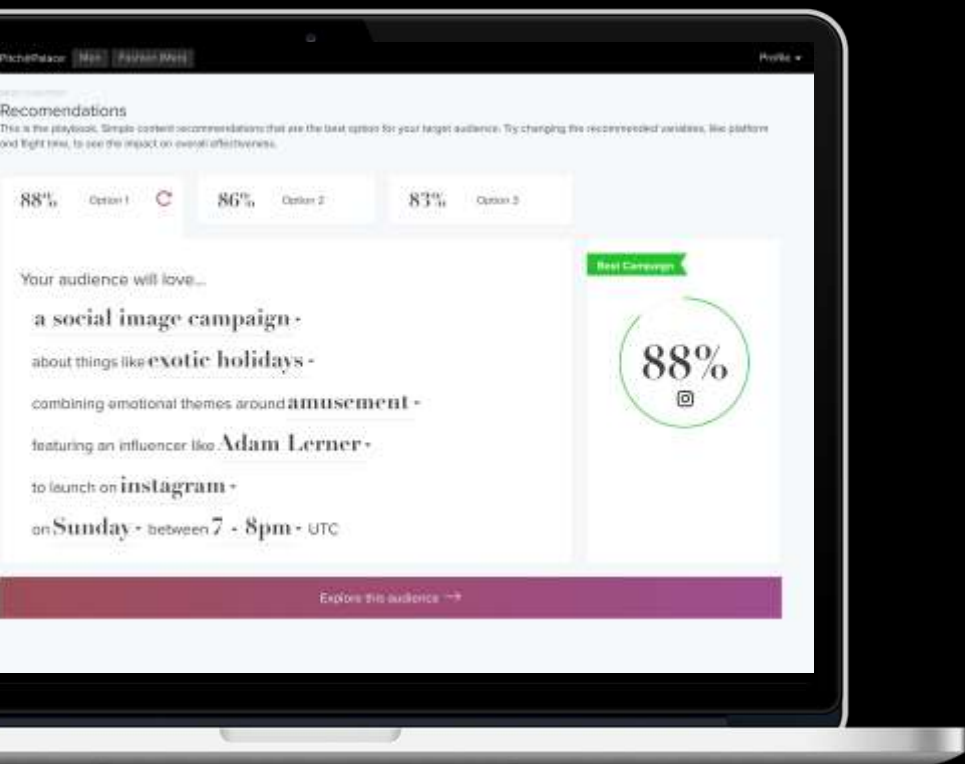
Lead Software Architect and
Engineer, Lastminute.com

**DAVID SHAWCROSS****DATA SCIENCE**

Lead Data Scientist at
theAudience

Ran Native Influencer team at
Unruly (acquired by
Newscorp)

Social Influencer
Identification Lead at Social
Media Library



CODEC

Thanks!

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