

# Festival of Media first-day highlights

MONTREUX, SWITZERLAND: Speakers from Barclays, Amazon, Kellogg's and SCA took to the stage on Day One at the Festival of Media 2012 to address around 700 delegates in Montreux, Switzerland.

Centring on the Festival theme 'When data becomes insight: the beauty in numbers and the science of storytelling', a panel of global chief executives from the agency world were quizzed in a panel discussion. The Economist Group's Andrew Rashbass outlined how *The Economist* is responding to digital change and how losing print sales isn't such a terrible thing.



David Wheldon: [Marketing has not changed](#)

Barclays head of brand, reputation and citizenship David Wheldon declared that marketing has not changed, but what has changed is the channel, the feedback loop and the boundary for ideas.



Werner Vogels: [Clouds & Crowds](#)

"If your company isn't measuring deeply the interaction with customers and using the data, you are missing out," Amazon.com chief technology officer Werner Vogels warned delegates.



*The Economist*: [More profitable now than ever](#)

With more and more people consuming news digitally, The Economist Group chief executive Andrew Rashbass has stated that *The Economist* is the most profitable it has ever been.



Agency Jeopardy: [Hands on the buzzers!](#)

Put eight global media agency chief executives on a stage, who together account for more than half the world's advertising expenditure, place a buzzer in front of them, and what do you get? Agency Jeopardy!

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