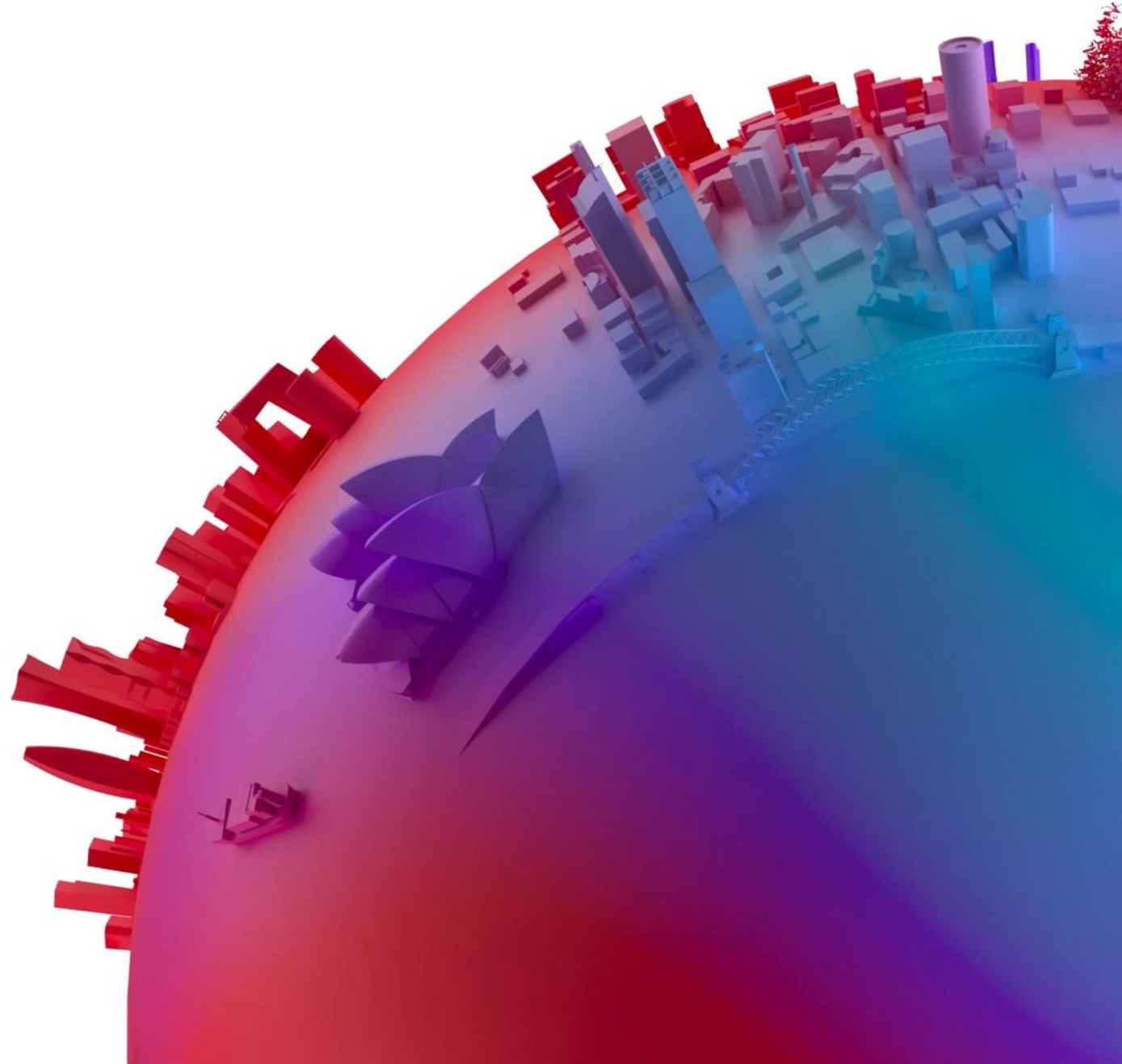


# WFA Media Forum

15<sup>th</sup> May 2024



# Agenda

9am	<b>Welcome &amp; ‘rallying cry’</b>	Mathias Chaillou, Chief Media Officer, <b>L’Oreal</b>
9:30am	<b>ACCOUNTABILITY</b> Promoting a fair and equitable media ecosystem	Tom Ashby, Global Media Lead, <b>WFA</b> Antonia Farquhar, Global Head, Media & Partnerships, <b>Nestle</b> Emily Silvera, VP Global Media, <b>Luxottica</b> Brad Moranchek, Head of Global Media, <b>Kimberly-Clark</b>
11am	<b>Break</b>	
11:30am	<b>MEASUREMENT</b> New tools to solve old problems	Matt Green, Global Media Director, <b>WFA</b> Atin Kulkarni, VP Global Media, <b>PepsiCo</b> Phil Smith, Director General, <b>ISBA</b> Maggie Burke, Global Director, <b>Meta</b> Ryan Stonehouse, Director, Global YouTube, <b>Google</b>
12:40pm	<b>Leadership Lunch</b>	
1:50pm	<b>RESPONSIBILITY</b> Raising the floor on global responsible media management	Rob Rakowitz, Initiative Lead, <b>GARM</b> Jay Altschuler (SVP, Global Media & Agency Relations, <b>Mastercard</b> Mark Proulx, Director, Media Responsibility & Quality, <b>Kenvue</b> Taide Guarjardo, Chief Brand Officer, <b>P&amp;G</b> Isabel Massey, VP Global Media & Content, <b>Diageo</b>
3:20pm	<b>Future prioritisation &amp; closing address</b>	Isabel Massey, VP Global Media & Content, <b>Diageo</b>
4pm	<b>Time off!</b>	
7pm	<b>Media Forum Dinner</b>	BLU Ristorante, 90 Avenue Rd, Toronto (4 min walk from Park Hyatt)



**Mathias Chaillou**  
Chief Media Officer

**L'ORÉAL®**



**Isabel Massey**  
VP Global Media & Content

**DIAGEO**

# Media Charter - Fixing the fundamentals that underpin market confidence, to **unlock growth**



## Global Media Charter

Advertisers' aligned vision for the media ecosystem

April 2023

Co-Created with (and supported by) WFA corporate members and national advertiser associations.



## COMPETITION

*“We want a fair and equitable media ecosystem that fosters competition and innovation”*

## MEASUREMENT

*“Every dollar we invest should be measurable throughout the entire media supply-chain, globally”*



## RESPONSIBILITY

*“We want to build a safer, more inclusive media landscape for our consumers and our brands”*

## SUSTAINABILITY

*“We must come together as an industry to develop the tools and infrastructure to build a more sustainable future, at pace”*

## PEOPLE

*“We need talented people to help us invest our media wisely and, in turn, we must invest in that talent”*

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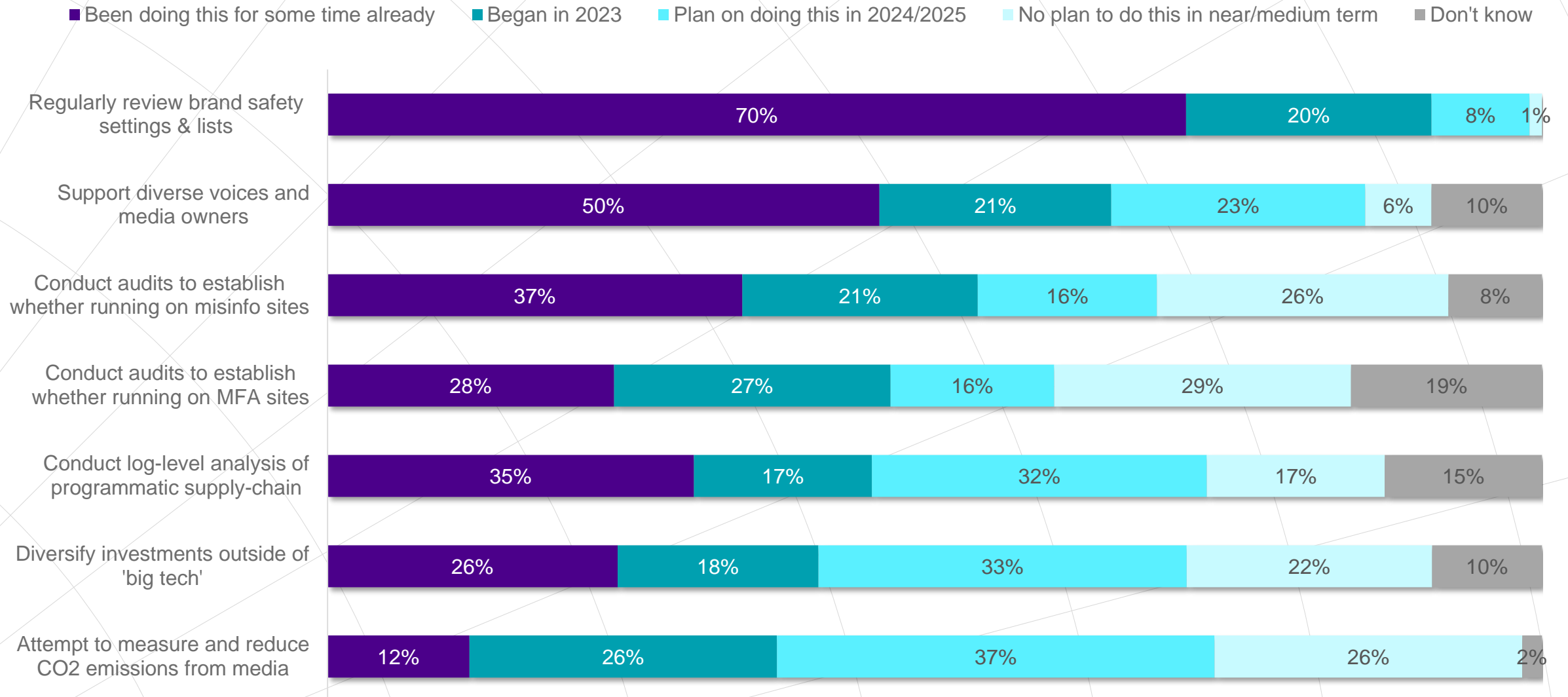
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# Clients are making in-roads on many of these issues.....



## And we are mobilising forces to respond at an industry-level

	<b>COMPETITION</b>	<ul style="list-style-type: none"><li>• Digital Markets Act (DMA) implementation</li><li>• Retail Media 'code of conduct'</li></ul>
	<b>MEASUREMENT</b>	<ul style="list-style-type: none"><li>• Halo CMM Framework &gt; Origin + ANA CMM pilots</li></ul>
	<b>RESPONSIBILITY</b>	<ul style="list-style-type: none"><li>• GARM Brand Safety &amp; Suitability Framework</li><li>• Accessibility Alliance</li></ul>
	<b>SUSTAINABILITY</b>	<ul style="list-style-type: none"><li>• GARM Media Emissions Framework</li></ul>
	<b>PEOPLE</b>	<ul style="list-style-type: none"><li>• '3Cs' Framework</li></ul>

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