

FULL CONNECT

Moderator: SET Advisor and SET eXPerience Full Connect Curator

- **WEB3 THE ONGOING REVOLUTION THAT YOU ARE NOT SEEING**

Speaker: Robson Harada - MB Guild CMO

EXPLOITING RETAIL MEDIA OPPORTUNITIES ON CONNECTED TV

Palestrante: Marcelo Mattar - Manager Director- LiveRamp

What are your company's strategies and priorities for developing a retail media business?

The best first step is to consider building your media services, products, and go-to-market strategy around what matters most to your business.

But how can the new reality of TV and its networks help to generate assertive and accurate results?

Is it true that today we can have more results from such an explored and known medium?

What are the strategies that advertisers can use to take advantage of the more traditional medium with layers of intelligence to carry out their actions.

PAST, PRESENT AND FUTURE OF OOH

Speaker: Aga Porada and Fábio Palma - Co - presidents of Rua.Africa

Before the pandemic, the OOH (Out-of-Home) advertising sector was the fastest growing medium in relation to the others. With the restriction on circulation, the sector had a sudden drop in performance. Today, when people return to the streets, is there a revival? On what level?

With the evolution of digital display technologies and the possibilities of production and remote control of content, OOH evolves into DOOH (Digital Out-of-Home). Real-time displays, geo-located ads, consumer-display interaction, open new avenues for advertisers.

Fábio Palma and Aga Porada, two renowned publicists, will take us to the future of OOH.



Wagner Kojo, Wagner Kojo, SET Advisor and SET eXPerience Full Connect Curator

With consistent experience in business, marketing, innovation and technology over the last 10 years, he has assumed leadership positions in reference companies in the Technology and Communication sectors. Advisor, Consultant, Angel Investor, Curator and Speaker, Kojo, also has great proximity to the startup and digital business ecosystem and collaborates with strategic initiatives involving business, management and leadership schools, such as, Inova Business School, FDC, HSM, MIT and INSEAD.

Graduated in Marketing and Communication from Universidade Paulista, MBA from Business School São Paulo, specialization in International Business at UPC Barcelona Tech, post-MBA in TrendsInnovation and Advisor TrendsInnovation from Inova Business School and Member of ACTIB – Association of TrendsInnovation Advisors in Brazil



Speaker: Robson Harada - MB Guild CMO

Specialist in innovation and digital transformation in complex organizations and digital native companies. Currently as CMO of MB Guild – the largest crypto exchange in Latin America, responsible for branding, content, experience and growth. Ambassador and Web 3.0 enthusiast, on a mission to accelerate adoption and provide access to the benefits of blockchain technology. Active marketing professional and investor in the e-sports games segment. Catalyst member of Alma DAO and member of the boards of the Mobile Marketing Association, Grupo de Mídia de São Paulo and Dux Cripto. He has worked in technology companies and large corporations such as Facebook, Uber, Google and Itaú Unibanco, developing businesses and methodologies to integrate marketing, growth and technology. Bachelor in Marketing and Information Systems.



Marcelo Mattar - Manager Director- LiveRamp

Marcelo has over 18 years of experience in data-driven ad sales, business development and digital marketing in leading national and global companies. Its role is to help increase demand among brands and agencies for data-driven solutions provided by LiveRamp's partner Carrefour Links, which enable the analysis of customer data and activation of high-value audiences within the Carrefour retail platform.

In his role, he also drives the adoption of Retail Media Networks in Brazil, which allow advertisers to buy advertising space in the retailer's stores. He specializes in leveraging consumer data on digital platforms such as Microsoft AD Expert, Terra/Telefônica, Samsung TV Plus, Samsung Pay and Mastercard Database for Latin America. Prior to LiveRamp, he was Regional Director of Client Partnerships in the Brazilian office of Teads, the world's leading video advertising marketplace. He also worked at Mastercard Advisors, Samsung, Microsoft, Globo, Terra Networks and Jovem Pan.



Aga Porada is a professional with over 15 years of experience and a solid international career in the media market. Polish based in Brazil for almost 9 years, the Africa executive has been vice president and leader of the entire media, data and performance area for over a year, and is co-president of Rua. Africa, division specializing in OOH.

In his career, Aga has worked at agencies such as Zenith Optimedia, i-Level and Isobar Global, all in London, and AKQA and RGA, DPZ&T and Wieden+Kennedy in São Paulo, serving renowned clients such as Itaú, Vivo, Natura, Coca-Cola, Uber, Facebook, Nike, Reckitt Benckiser, JP Morgan, Google, Toyota, Netflix, TIM, Samsung, Mastercard and Red Bull.



Fabio Palma is CTO for Africa and Co-President of Rua.Africa. It has more than 50 Lions in Cannes, being a Grand Prix, of these awards, 18 are in OOH. Graduated in Electronic Engineering, he has been working in the advertising market for over 15 years. A reference in innovation and special interactive OOH projects, he has worked with companies such as Eletromídia, JCDecaux, Ótima, Clear Channel, among others, on projects for numerous clients in OOH. In addition to the advertising market, he is a serial investor and co-founder of Distrito, the largest open innovation hub in Latin America.