

INFORM: Mark Ritson keynote

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The final session of the summit was a presentation by Mark Ritson on advertising effectiveness.

He highlighted the need for teams to develop considered and well-written objectives that took into account the specific metrics to be measured.

Central to his presentation was the need to balance short-term campaigns with long-term strategy. Growth happens over time, he argued, and there are two paths to growth: sales activation (short term sales uplift but no long-term growth) and brand building (long term sales growth reduces price sensitivity).

“I’m not saying don’t do the short term stuff, I’m saying get it in proportion,” he told attendees.

Quoting PepsiCo CFO Hugh Johnston, Ritson quipped, “Any idiot can do short term, any idiot can do long term, the trick is to do both.”

Ritson concluded his presentation by advocating for “two-speed brand plans.”

Watch the full presentation below:

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