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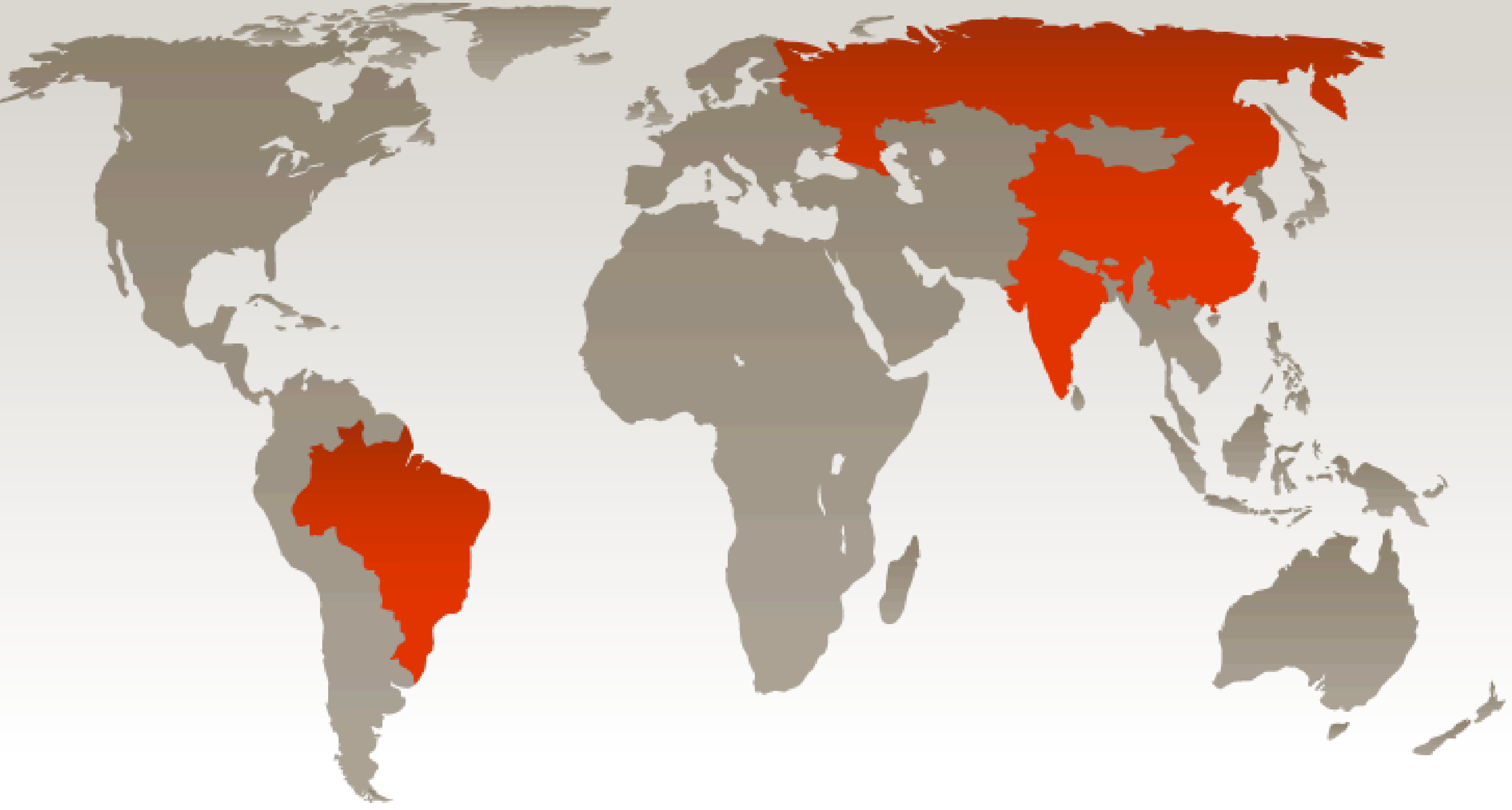
total staff

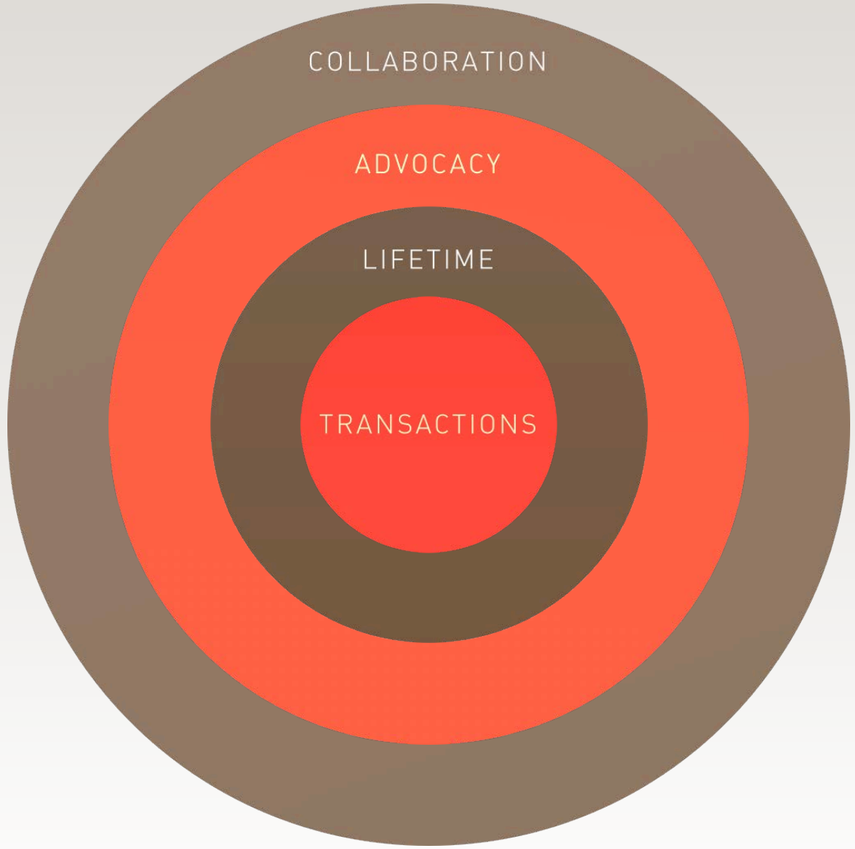


win more customers

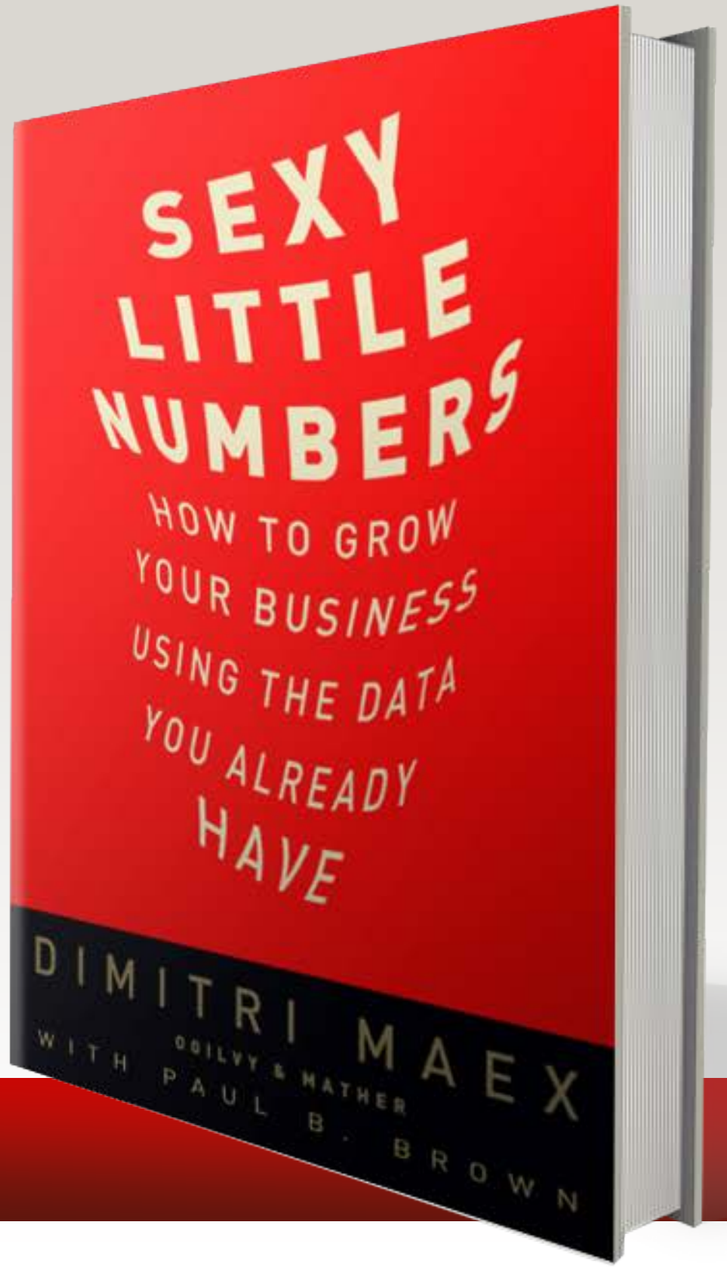
make them more

valuable

TOTAL CUSTOMER CONTRIBUTION



DATA IS SEXY


SEXY LITTLE NUMBERS
HOW TO GROW YOUR BUSINESS USING THE DATA YOU ALREADY HAVE
DIMITRI MAEX
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WITH PAUL B. BROWN

2010 awards

one show

global gold effie

mixx gold awards

17 dma echo awards

5 marketing magazine digital agency of the year awards

3 campaign agency of the year awards

3 cannes cyber lion awards

5 direct lion awards

2011 awards to date

9 direct cannes lions awards
#1 direct agency at the cannes festival
14 DMA Echo Awards
BtoB Direct Agency of the Year

Examples of our Client Work

IBM WATSON
on Jeopardy!

IBM | Ogilvy

021511_FinalJeopardy-YouTube_1080
File Edit View Window Help
APPLAUSE
JEOPARDY!
The IBM Challenge
JEOPARDY!
The IBM Challenge
00:00:26

Let's go, humans.

Today the IBM computer Watson begins a three-day contest against Ken Jennings and Brad Rutter, two of the most successful human champions of the TV quiz show *Jeopardy!*

The game poses an extraordinarily difficult set of problems for computer science. *Jeopardy!* clues and the categories themselves are filled with puns, irony, complexity, ambiguity, double meaning—challenging for humans, confounding for computers.

It is a very human kind of data. And it is the kind of data that computers are increasingly being asked to handle. Every day, the world creates more than 2.5 exabytes of new data, and more than half comes not in neat database language but in *natural language*, the language of everyday life and business—e-mails, tweets, IMs, journals, blogs. This highly informal content is shot through with the very kind of complex, contextual language showcased on *Jeopardy!*

Human competitors on *Jeopardy!* grasp natural language clues intuitively and with astonishing speed. Watson, at first, took up to 2 hours to answer a single *Jeopardy!* question—a formula for desperately boring television. To close the gap, IBM scientists developed more than 450 algorithmic techniques. Moreover, Watson's errors in analysis were reduced using IBM DB2® database software in the development phase, and its speed was boosted by a massively parallel computing platform built on POWER7 Systems™—not exotic, one-of-a-kind computers, but the high-performance computers IBM clients use.

Watson's three days of televised fame will soon fade. But no matter who wins the challenge on TV, humankind will triumph in the end. Already, we are exploring ways to apply Watson's remarkable technological intelligence to the most pressing human challenges—in medicine and law, academia and business. Watson is a tool designed to help serve our needs, extend our ambitions and, ultimately, make our lives and our society smarter. Let's build a smarter planet. **ibmwatson.com**

Watson vs the *Jeopardy!* champions, February 14–16.

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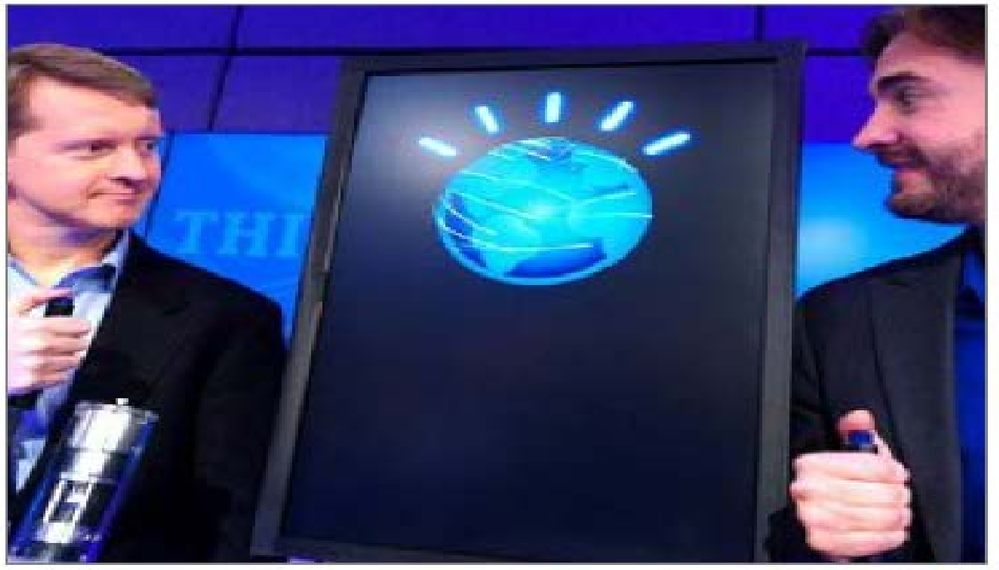


In practice rounds,
Watson won 71%
of its games against
Jeopardy! champions.

Practice is over.

JEOPARDY!
The IBM Challenge
Game on. Check local listings.
Ken Jennings vs Watson vs Brad Rutter
Watch the pre-game interviews now.

IBM

IBM WATSON

What is Watson?

This is Watson

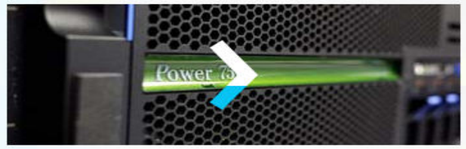
Follow the story of the development of Watson from a modest DeepQA machine to a formidable *Jeopardy!* contestant. Watch the videos below to see how Watson represents a leap forward in data analytics and how this technology will impact business and industry.

The Next Grand Challenge

IBM and its history of scientific breakthroughs can be credited to a commitment to research and Grand Challenges. Find out how these challenges help push science in ways that weren't thought possible. Watch ›

Why Jeopardy!?

The IBM *Jeopardy!* Challenge is more than a game. *Jeopardy!* makes great demands on its players-and even greater demands on a computer system. Learn about the unique hurdles *Jeopardy!* presents that Watson must overcome in order to achieve the scientific goals of the project. Watch ›



A System Designed for Answers

A computer system that can understand natural language and deliver a single, precise answer to a question requires the right combination of hardware and software. Watch to find out how Watson integrates both into a unique solution. Watch ›

Countdown to Jeopardy!

Watson will soon face the two greatest *Jeopardy!* champions in history: Brad Rutter and Ken Jennings. Watch to find out more about the competitors in this historic challenge. Watch ›

The Face of Watson

Watson consists of 90 servers – not the most interesting thing to look at on the *Jeopardy!* stage. See how IBM worked to create a representation of this computing system for the viewing audience – from its stage presence to its voice. Watch ›

Watson after Jeopardy!

Watson was optimized to tackle a specific challenge: competing against the world's best *Jeopardy!*

Related content

Beyond Jeopardy! The Business Implications of Watson

IBM Watson passed its first test on *Jeopardy!* in February 2011, but the real test will be in applying the underlying systems, data management and analytics technology in business and across different industries. Watch the webcast now and learn about the present and future business implications of Deep QA and the other technologies behind Watson from David Ferrucci and other IBM executives.

Register now ›

Optimize your data warehouse for deeper insights

With company growth comes a rapid accumulation of diverse information composed of words and numbers—a data abundance needing proper analysis. IBM InfoSphere Warehouse shares common text analytics technology with Watson to help businesses address their analytical needs.

Learn more ›

Watson Buzz

ShainaEG
RT @IBMWatson: About Rear Admiral Grace Hopper, credited w/ term "bug" when she traced error in Mark II to moth trapped in a relay http: ...
19 minutes ago via Twitter for Android

ayu_chieza
RT @adarwis: Server #IBMWatson bakal di #IBMEXPO2011_ID besok @ Ritz Carlton PP, info @IBMsystemsID http://yfrog.com/h4kyfzghj
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Pengen dtg.. RT @adarwis: Server #IBMWatson bakal di #IBMEXPO2011_ID besok @ Ritz Carlton PP, info @IBMsystemsID http://yfrog.com/h4kyfzghj
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IBM
Let's build a smarter planet.

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IBM Watson: Computer Competes on Jeopardy!

Like

From: Ibm | Jan 16, 2011 | 68,620 views

IBM's innovative natural language processing computer known as Watson will compete, man vs machine, on Jeopardy. Watson employs deep data analytics, data mining and algorithms for machine learning. So why Jeopardy?

Visit ibmwatson.com for more information. ...(more info)

View comments, related videos, and more

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Watson

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IBM Watson: Computer System
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IBM Watson: Final Jeopardy! and the
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IBM Watson: Countdown to
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IBM Watson: The Face of Watson
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IBM Watson: Watson After Jeopardy!
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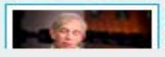
Perspectives on Watson: Healthcare
Ibm - 3,821 views


Perspectives on Watson: Finance

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94ejack (1 day ago)
Accessibility is awesome.

Aliendear (2 weeks ago)

Trigger-driven Demand Generation

Watson – A System Designed for Answers. Creating a workload optimized system to play Jeopardy!

Watson was designed to further the science of natural language processing by competing against the most successful Jeopardy! champions. This white paper explains Watson's workload optimized system design based on IBM DeepQA software and POWER7® processor-based servers.

Download now ›

Subject line: IBM: Put a reliable performer at the core of your operation

Read ▶ Read the Clabby paper to see what a POWER7™ workload optimized system can do for your business.

IBM

SALUTATION

An IBM® machine dubbed Watson is battling human contestants on Jeopardy!—the #1 rated quiz show in America. The POWER7 based computing system rivals a human's ability to answer questions posed in natural language with speed, accuracy and confidence.

But Watson is emblematic of so much more.

Watson not only represents an impressive leap forward in workload optimized systems design for analytics, but also shows how the latest generation of IBM Power Systems, featuring the POWER7 processor, can be optimized to run your business.

Topline Results

70% of America was aware of Watson

Over $50MM in earned PR value

THE JAY LENO SHOW
Leno spoofed our TV spot

CONAN
Conan featured a recurring Watson skit for 3 nights

NOVA
PBS NOVA devoted an entire episode to Watson

760K visits to IBMWatson.com

$260MM in Validated Lead Revenue

Jon Stewart Wants a Shot At IBM's Watson

JEOPARDY! The IBM Challenge
34.5MM viewers

42% more organic traffic than 2010 Smarter Planet campaigns

YouTube
More than 1 million views of IBM Watson videos on YouTube

$37.7MM in WIN Revenue

116 client briefing nominations in first 6 weeks

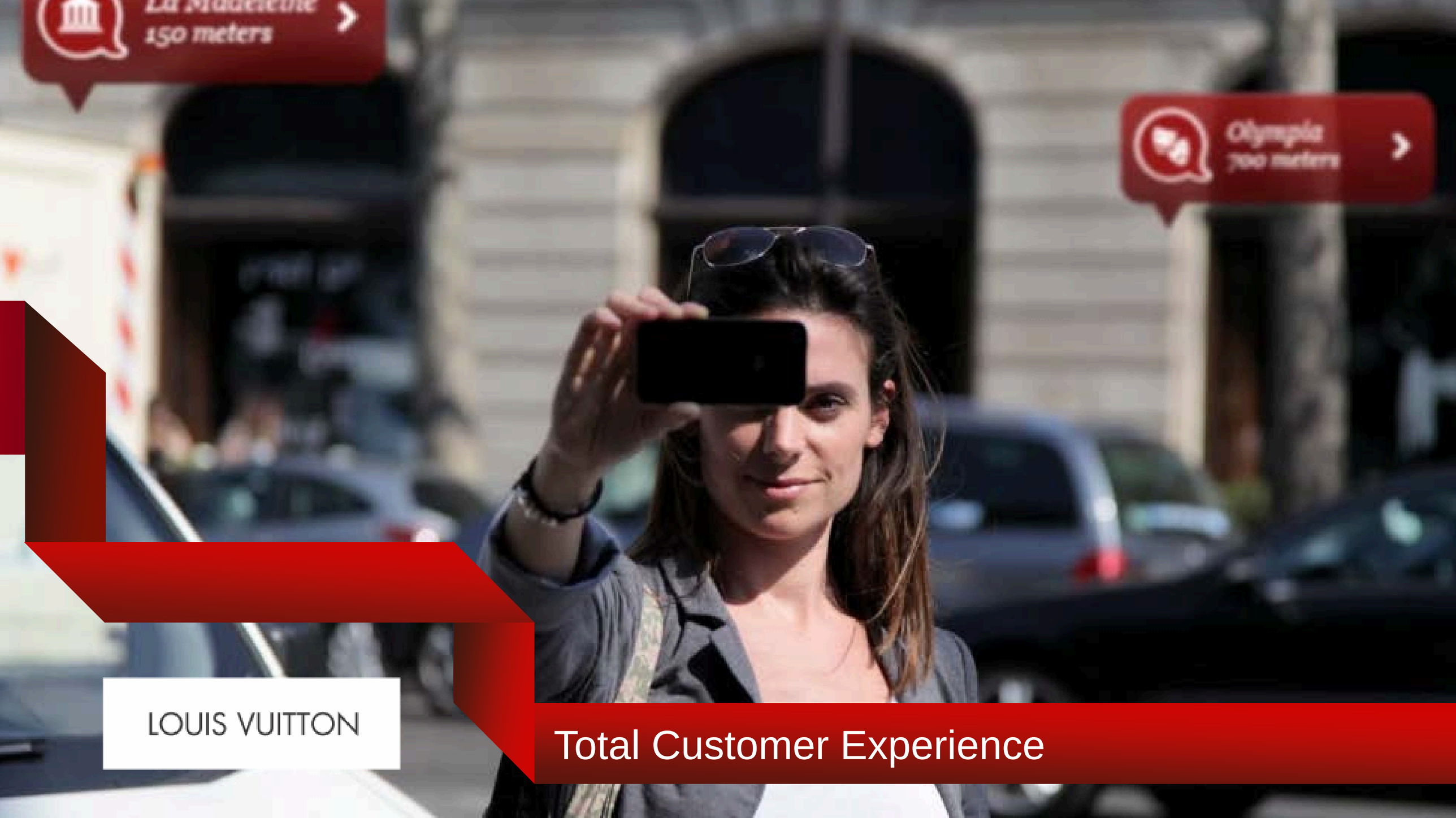
29,587 "Likes"

561 Validated Leads

Top 3

1.3 billion overall impressions

IBM WATSON



Total Customer Experience

Some journeys change mankind forever. Sally Ride, first American woman in space. Buzz Aldrin, Apollo 11, first steps on the moon in 1969. Jim Lovell, Apollo 13, commander.

Louis Vuitton is proud to support The Climate Project.

LOUIS VUITTON

Some journeys cannot be put into words. New York. 3 a.m. Blues in C.

Keith Richards and Louis Vuitton are proud to support The Climate Project.

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LOUIS VUITTON

The Art of Travel by Louis Vuitton

Chaîne de LouisVuittonJourneys

S'abonner

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Louis Vuitton Astronauts : Some journeys change mankind forever

10 avis ★★★★★

From: LouisVuittonJourneys | 7777 vues

To mark the 40th anniversary of Apollo 11s landing on the moon, Louis Vuitton is taking viewers on a Journey Beyond. Its a journey unlike any other. Launch July 2, 2009 on www.louisvuittonjourneys.com.

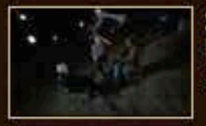
Afficher les commentaires, les vidéos similaires et plus

Rechercher

Date d'ajout | Les plus regardées | Les mieux notées

three different
121 vues - il y a 2 mois

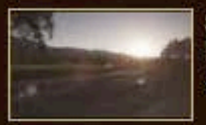
Discover Jim Lovells life-changing moment aboard
85 vues - il y a 2 mois

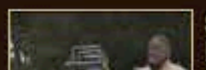

26 years ago today, Sally Ride became the first
179 vues - il y a 2 mois

Louis Vuitton shares a momentous step forward
135 vues - il y a 2 mois

Louis Vuitton Astronauts : Some journeys change
7777 vues - il y a 3 mois

San Francisco with Francis Ford Coppola -
192 vues - il y a 6 mois


San Francisco with Francis Ford Coppola -
169 vues - il y a 6 mois


San Francisco with Francis Ford Coppola -

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Marseille

Sam Speers Wed 10
Aloha from Hawaii !!

Zakiah Ahmad Zakaria Wed 10

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Louis Vuitton: luxury leather luggage, French fashion designer

http://www.louisvuitton.com

LOUIS VUITTON

LA MAISON STORIES COLLECTIONS E-SHOPPING MY LOUIS VUITTON

CAN WE HELP YOU ?

- GENDER
- MATERIAL
- CATEGORIES
- COLOUR
- PRICE RANGE

WHAT PRICE RANGE ?

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BEDFORD
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ALMA MM
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$1130.00

SUMMIT DRIVE
$1690.00

PRODUCT NAME
$990.00

ALMA MM
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$2490.00

RODEO DRIVE
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BELLEVUE PM
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1 2

MY HISTORY 5

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Louis Vuitton: luxury leather luggage, French fashion designer

http://www.louisvuitton.com

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WHAT PRICE RANGE ?

100 1000 2000 3000 4100 5000 6000 7000 8000 9000 10,000

ALMA MM
$2010.00

SUMMIT DRIVE
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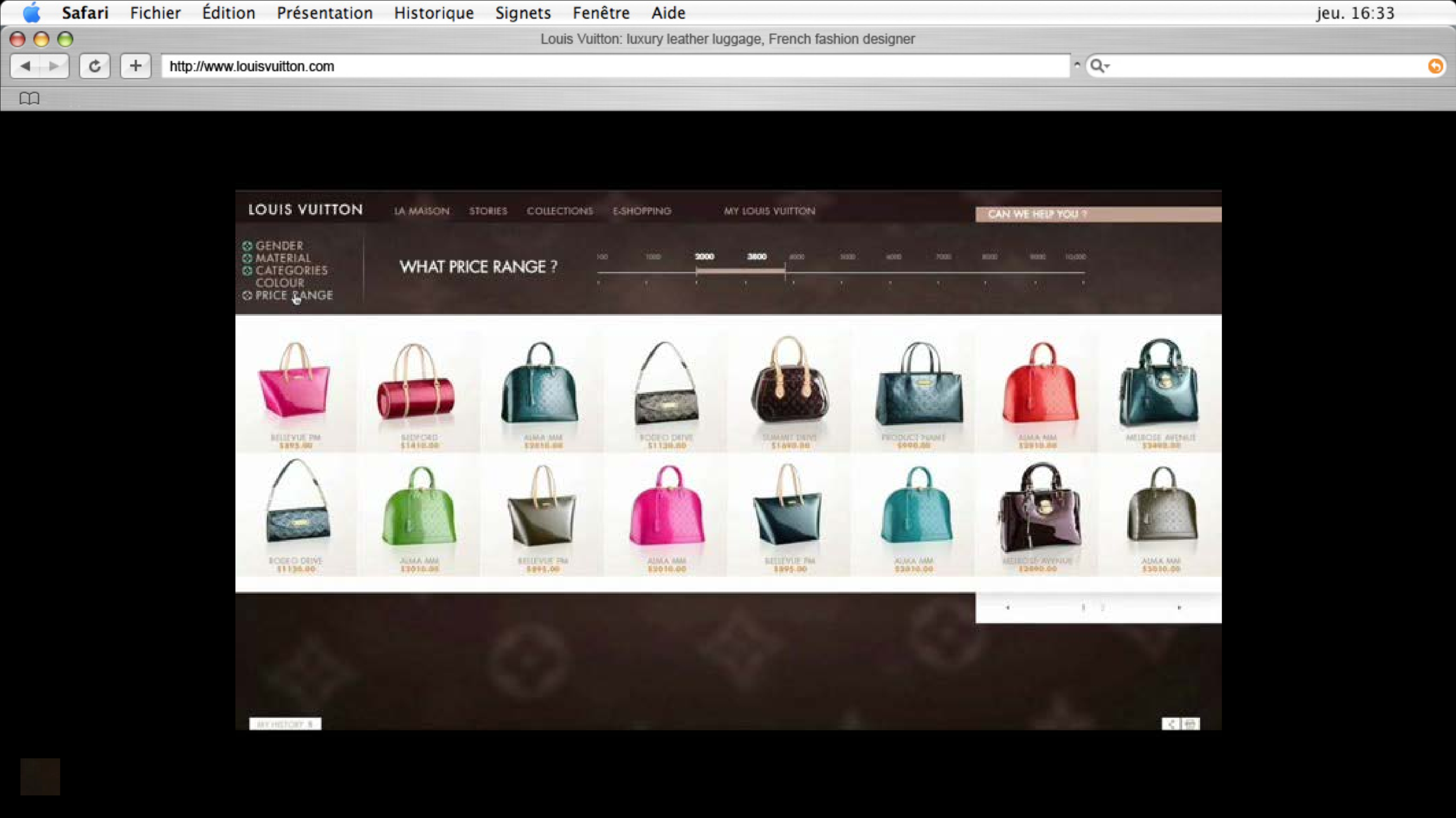
MY HISTORY 5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Final Report - 24/11/2008 - 31/12/2008

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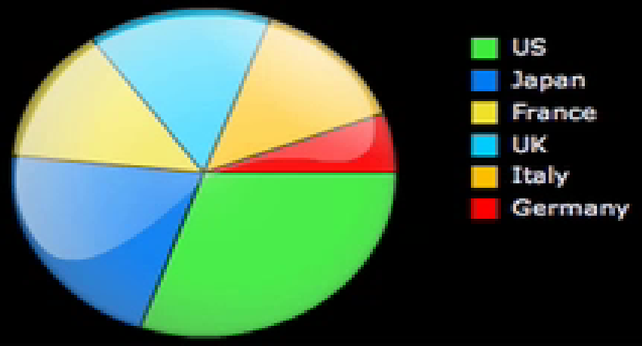
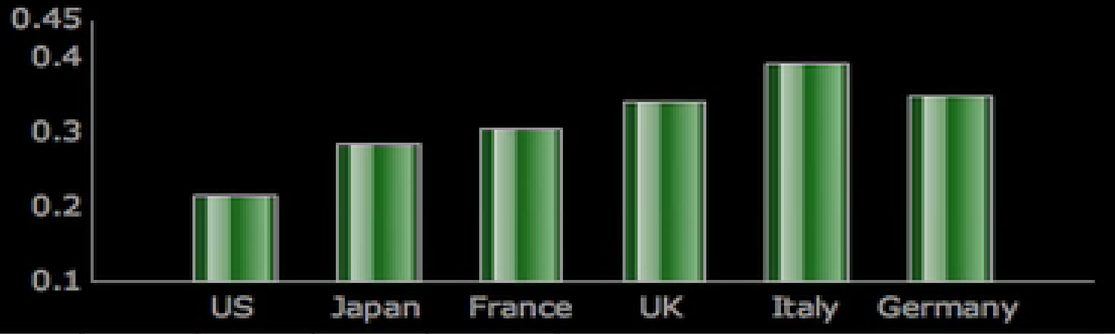
Executive Summary | Country Overview | Traffic Acquisition | Content Analysis | Engagement | e-Commerce

Visits on Christmas Operation



% of vuitton.com visits -



		US	Japan	France	UK	Italy	Germany	Average
Visits on Christmas Animation		415 028	289 933	184 750	211 087	183 665	80 728	227 532
% of vuitton.com visits		21%	29%	30%	34%	39%	35%	28%
% of visits on Parc Monceau		24%	13%	21%	21%	25%	23%	21%
% of visits on Jardin des Tuileries		12%	10%	14%	12%	16%	14%	12%
% of visits on Café Montmartre		11%	8%	12%	10%	16%	13%	11%
% of visits on Tour Eiffel		19%	12%	19%	18%	26%	21%	19%
Average time spent on the website	Christmas visitors	11:38	11:13	13:23	13:08	12:36	12:07	12:23
Average time spent on the website	All visitors	08:52	09:27	11:38	11:07	10:35	09:38	10:12
Average Basket value	Christmas visitors	535 €	396 €	348 €	405 €	466 €	443 €	434 €
Average Basket value	All visitors	509 €	389 €	331 €	385 €	453 €	436 €	433 €
Basket value lift		5%	2%	5%	5%	3%	2%	
Conversion rate	Christmas visitors	0,33%	0,59%	0,51%	0,58%	0,58%	0,71%	0,50%

Johnnie Walker in China

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we sell, or else.