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C SQUARED LAUNCHES CREAM, A UNIQUE ONLINE SERVICE FOR THE GLOBAL MARKETING INDUSTRY

C Squared, the company behind *The Festival of Media*; *M&M* magazine and the *Nation Branding* series of events, has launched *Cream* "The Innovation Exchange," a new intelligence service for global advertisers, agencies and media vendors.

Cream is an online system that indexes and analyses the world's media, marketing and business innovations. Launching with a library of more than 2,500 case studies from more than 100 countries, *Cream*'s sophisticated search engine allows users to filter the world's best work by brand, marketing category, agency, country, date, media owner and even through the selection of desired marketing strategies such as "promote trial" and "rebuild reputation".

The in-built technology also manages brand comparisons and includes a variety of unique benchmarking and analytical tools. A network of 200 writers and select industry bloggers contribute to *Cream*'s data and daily news services and *Cream* also houses the entries to *The Festival of Media Awards*, as well as all the presentation materials and video footage from the last three years of the *Festival of Media* in Venice and Valencia.

For individual users around the world, *Cream* will act as a window on the world of marketing innovation and for many global businesses, *Cream*'s architecture can be appropriated and tailored in order to create bespoke knowledge sharing systems, pre-loaded with *Cream* information. This facility is designed to help global brands share and re-apply innovation and best practice across their local teams. *Cream* has already begun working with one of the world's largest brewers, SABMiller on driving their innovation, internal communications and training.

Sunita Anderson, Group Marketing Knowledge Manager from SABMiller, said: "We have only been subscribing to *Cream* for a few months and already it has become quite the global phenomenon. Intended as stimulating brain food for our marketing community - particularly at key times in our brand planning cycle - we took the initiative to also share this resource with the full business: cross-functions, across levels and throughout our regions".

Cream is the product of more than 12 months of research and IT development and is being headed by David Morgan, the former Global Chief Client Officer of Universal McCann and previously the CEO of WPP's MEC Asia.

Said Morgan: "According to a recent Accenture survey, 89% of US and UK executives agree that innovation is as important, if not more important than cost reduction to their companies' ability to achieve future growth. Added to this is the fact that C Squared has been hearing for many years the challenges that brands face in trying to share and re-apply the best thinking globally. *Cream* has been designed to address these two areas. But we also aim

to save our clients money – by saving many of them the costs of building and maintaining costly intranets and, for the bulk of our users, the time involved in finding creative insights for pitches and RFPs and in establishing benchmarks of performance”.

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Further information:

ABOUT CREAM

Cream is an online intelligence service that indexes and analyses the world’s media, marketing and business innovations. The site, found at www.creamglobal.com, offers a rich range of content and tools. Highlights include:

- ▶ Access to more than 2,500 case studies of the best examples of brand communication ideas from over 100 countries (50 case studies added every month)
- ▶ Invaluable insight - a series of “How to...” guides offering advice on how to navigate the changing communications landscape and Insight Reports providing in-depth analysis, top tips and expert opinion on particular marketing topics and challenges
- ▶ Expert opinion from a handpicked selection of industry pioneers contributing to a central blog: Right Brain, Left Brain
- ▶ Easy navigation - clear and simple functionality, with an advanced search capability ensuring you see only what is most relevant and topical to your needs.
- ▶ Virtual attendance to *The Festival of Media* - videos and presentations from the industry’s fastest growing festival.

Cream (www.creamglobal.com) began in 2005 as a quarterly magazine tracking global case studies of media innovation and marketing ideas from around the world. With advertisers including ITV, Starcom, and The Economist and a growing subscription base of agencies and advertisers worldwide, the brand moved online in 2007. Earlier this year, *Cream*’s publisher began a significant market review and invested in a new state-of-the-art architecture and global editorial team.

ABOUT DAVID MORGAN

C Squared has also appointed David Morgan to the role of Business Development Director, with a specific responsibility to lead the launch and global roll-out of *Cream*. David’s previous role was at Universal McCann, where he was Chief Client Officer. Prior to this, he was President of Universal McCann Asia Pacific, based in Singapore. Before joining Interpublic, David held a number of senior roles in the Asia Pacific region, including being a founder director of WPP’s Mindshare, Regional Brand Director of Euro RSCG Asia, and CEO of Mediaedge:cia Asia Pacific. David began his career at JWT London and prior to moving to Asia held senior roles at Leo Burnett and the media agency BBJ.

The new service is now live at www.creamglobal.com.

 Follow *Cream* on twitter: http://twitter.com/cream_tweets

 Join *Cream*’s group on LinkedIn

ABOUT C SQUARED

C Squared is an independent information, technology and event business specialising in the global media and marketing industry. It is the producer of *The Festival of Media*, a unique forum designed to showcase media creativity and to bring global clients, agencies and vendors together to discuss the many issues arising from trends such as convergence and globalisation. C Squared also publishes *Media & Marketing* (“M&M”), the leading magazine for the international advertising industry – distributed in over 60 countries – and *Cream*, the only online intelligence service that indexes and analyses the world’s media and marketing innovations. In addition to C Squared’s industry brands, the company manages a number of consultancy projects for clients such as the BBC and Dubai Holding, through its *Special Projects Division*. Headquartered in London, C Squared has partners and clients across the world and is one of the fastest growing business publishers in the UK.