

Finding Pockets of Opportunity

An Interview with Corinne Casagrande, Senior Vice President, Strategy, Broadbeam Media, a subsidiary of Active International

People, Process and Promotion

An Interview with Gemma Atkinson, Chief Operating Officer, International Division, Active International

COMPANY BRIEF Active International's (activeinternational.com) purpose is to transform data into insights, strategy into action, and vision into value. With the entrepreneurial spirit of a startup, and the capabilities of a global corporation, Active continues to redefine what's possible and turn possibilities into positive business outcomes. Active drives performance through industry expertise, its Corporate Trade Model, and portfolio of companies with a core competency in media, to create and deliver value for leading brands throughout their business life cycles.



Corinne Casagrande

EDITORS' NOTE Corinne Casagrande brings more than 17 years of experience to Broadbeam Media, a subsidiary of Active International, where in her role as Senior Vice President, Strategy, she leverages her background in business analytics to identify pockets of previously unforeseen opportunity, maximizing marketing spend. Casagrande spent the majority of her career in the creative agency world where she spearheaded rebranding and marketing strategy, as well as conducted consumer research and wrote integrated marketing plans.

Will you provide an overview of your role and key areas of focus?

I help clients grow their business by finding pockets of opportunity. Opportunity looks different for every brand - it could be a new audience, a new marketing strategy or a media tactic. It requires creativity, but I need to power that with research & analytics to find data-driven insights. Digital media is an area of focus for me because there is always a new tactic or technology to evaluate and it could be a big opportunity or a big waste of money.

How do you define the Active culture and how critical is culture to the success of the company?

There is no innovation without risk, but employees need to feel brave to take risks. The Active culture is incredibly supportive of risk-takers and it allows me to do my job better and create more value for clients. Creating an environment that rewards and encourages creative solutions is very difficult in a large organization, but Active has managed to create an entrepreneurial culture. As a result, the entire company grows and evolves with our rapidly changing industry.

Will you highlight Active's investment in digital and the growth opportunities that digital offers?

There have never been more ways to reach and study consumers than through their actions online. As a result, there is an explosion of technology and tools to help plan, buy and attribute digital media. Active has a unique purview on digital investment that comes from decades of early investment in high potential media as the landscape evolved. A great example of this today is our Private Programmatic Marketplace, in which we have leveraged positions across one billion unique impressions online to connect our clients, agency and media partners. By making strategic early investments, we're able to deliver premium inventory with precise targeting capabilities in a way that delivers outsized value for both our clients and agency partners.

Will you discuss Active's commitment and emphasis to research?

Research is a key way of mitigating risk in untested or unproven marketing strategies. At Active, we dive deep into the consumer, industry and marketplace. Active has partners in all aspects of media and marketing. Our partners provide us with timely and invaluable information, and the company has invested to make sure we have access to data and cold, hard facts to hold our partners accountable. Having our own source of truth empowers us to be better collaborators, negotiators and partners. ●



Gemma Atkinson

EDITORS' NOTE Gemma Atkinson is an experienced business leader and Chief Operating Officer at Active International, where she has responsibility for designing and implementing business strategy and people strategy across Active's international offices. She began her career in TV production before moving to media sales where she later held the position of Sales Director at DCM. She spent time in recruitment before joining Active International as U.K. Head of New Business before progressing to her current position. She is a qualified Executive Coach who takes an action-focused approach to aid personal and professional development. Atkinson is also an NLP Practitioner qualified in psychometrics including MBTI and Hogan. She earned an M.B.A. from Edinburgh Business School.

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Will you provide an overview of your role and key areas of focus?

As COO of the International Division, the remit is broad covering many areas of our business. My key focus can be described as people, process and promotion. People is a focus on how we develop our "Activians" through a culture that is embedded in learning and a growth mindset. Process is everything to do with ensuring we have the infrastructure and foundations for a successful organization, crafting our long-range plan and strategy. Promotion is both external and internal and is about how we engage with our partners through marketing, account management and taking a proactive approach to the next alongside the now. Promotion is also about harnessing our internal values, culture and sense of belonging to the Active ambition. Across the division we celebrate the importance of being active as well as reflective, both at a company and individual level.

Will you highlight Active's international operations and global footprint?

The International division has a presence in Australia, Canada, Chile, France, Germany, Hungary, Italy, South Korea, Mexico, Poland, Spain and the U.K. alongside our U.S. business and China. Each office has expertise in Corporate Trade with an offering that is tailored to the local market while also enabling multi-territory opportunities for brands, agencies and advertisers. Our ambition is to "Achieve More" for all our partners, delivering value and positive business impact.

Where do you see the greatest opportunities for growth for Active's international business?

The "What's Next Economy" is a term that is widely debated given the current climate and is something Active has a relentless focus on. We have many opportunities given our unique and impactful business model including, but not limited to, cross-border opportunities for our multinational clients, growth in business from SME's and disruptor categories and brands such as e-commerce and D2C. I also believe a key opportunity for growth is in developing our individuals through a commitment to learning and curiosity that will enable us to see more and do more. ●