

Introducing the EMEA Client Council

Nicola Mendelsohn, VP Facebook EMEA

As part of our mission to make the world more open and connected, it is essential for Facebook to partner with and listen to our customers so we can align on priorities to drive greater impact across our region. Today, we're delighted to announce the creation of the EMEA Client Council as a step towards achieving that goal.

Our new EMEA Client Council will include representatives from brands and agencies across Europe, Africa and the Middle East, alongside senior Facebook leaders. We believe that developed and high-growth countries have much to learn from each other and wanted to create a forum where some of the best minds in the business can listen, inspire and share ideas about the future of marketing.

That future will rest on connected devices and the mobile internet. People are coming online at staggering rates, while devices like mobile phones, tablets and even wearable technology are transforming how they behave and will unlock growth across EMEA. In parts of Africa and the Middle East for example, the mobile phone is a true lifeline, providing information about market prices, healthcare, banking, employment and entertainment.

"It's exciting to see the commitment that Facebook is making to mobile and naturally that drives marketers like Unilever to also become more mobile-centric. The challenge that lies ahead is to make sure that we are creating the right assets, engaging them in the right way and measuring appropriately, all on the mobile platform." — Rob Master, VP, Media: Americas & Europe, Unilever

The evolution in consumer behaviour also creates enormous opportunities for marketers. Today, businesses can – and must – become personal again while still reaching people at scale. However, in some high-growth countries advertisers have limited or fragmented media options. That's why our teams have accelerated the development of more customised ads solutions in our high-growth countries. We know people will experience Facebook in unique ways across the world and we are building new solutions inspired by the natural ways people communicate on mobile. We want our clients and agency partners to provide feedback and be part of this journey.

"In all the debate around data, we often forget that what we are about is people. What this group does is enable the debate to move forward, from the purely transactional, data-oriented conversation to a conversation that is about people, entertaining creative and better engagement by brands at scale." — Iain Jacob, President of Dynamic Markets, Starcom MediaVest Group.

At Facebook, we also believe that technology should enable better creativity not replace it. That's why we put storytelling at the heart of our platform. Our EMEA Client Council will help us reshape the fundamentals of delivering great creative – superb copywriting and rich imagery – with content that reflects people's unique interests, passions and personality.

We have a lot of opportunity to give people the best experiences online, support brands and marketers with tools and strategies to reach the people that matter effectively, and develop the next generation of marketing innovation.

Our teams are excited to get that work underway.