



# New Marketing Realities:

*The Intersection of Technology and Culture*



# Husani Oakley

## EVP, Director of Technology and Innovation Deutsch



Husani is a start-up and technology veteran with nearly fifteen years of building, creating and developing world-class digital experiences. In his current role, he works across clients including AB InBev, Booz Allen Hamilton, Reebok, Siemens, and PNC Bank, among others.

His start-up experience includes founding digital agency Oakley + Partners, cofounding the cultural event newsletter *Flavorpill*, modern furniture company Atlantico USA, and Squareangle, a start-up that developed and executed technology-driven businesses and projects. He joined Deutsch from GoldBean, a fintech startup focusing on women, millennials, and POC, providing investment advice, and ongoing financial education.

Husani's agency experience includes time with Wieden + Kennedy, where he worked on brands including Nike, Heineken, Target, and Delta as the Director of Creative Technology. In addition, he has worked with Disney, Google, Cutwater, Droga5, and more, creating content from websites and microsites to out-of-home and experiential. His work has earned Webby's, One Show, D&AD, FWA: Site of the Day and LIA Awards.

On the speaking circuit, Husani has shared his expertise at The White House, ad:tech, and SXSW, among others. As if that wasn't enough to fill his plate, he is also the Executive Producer at Sessions in Dance, a contemporary dance company based in Brooklyn.

**DEUTSCH**

DEUTSCH

# Algorithms, The New Networks

Husani Oakley | ANA Masters of Marketing

10/2/2019



**SMITHS**



**STERNS**



CBS 



abc









**THE NEWSFEED.**

**THE ALGORITHM.**

A woman with long brown hair, wearing a dark blazer over a light-colored collared shirt, is looking down at a smartphone held in her right hand. The background is a blurred outdoor setting with trees and a building.

# **THE HUMAN DECIDES:**

**Is this creative work interesting to me?**

**Is it culturally relevant? Is it NOW?**

# **THE ROBOT DECIDES:**

**Will this content drive an emotional response?**

**Will this content drive an action?**

**Will the platform make money if a human engages with this content?**

**IT'S JUST MATH,  
Y'ALL.**

$$= \iint_D$$

$$- \iint_D y \, dA =$$

$$\int_0^\pi \int_1^2 (r \sin \theta)$$

$$\int_1^2 r^2 \, dr = \left[ -\cos \theta \right]_0^\pi \left[ \frac{1}{3} r^3 \right]_1^2$$

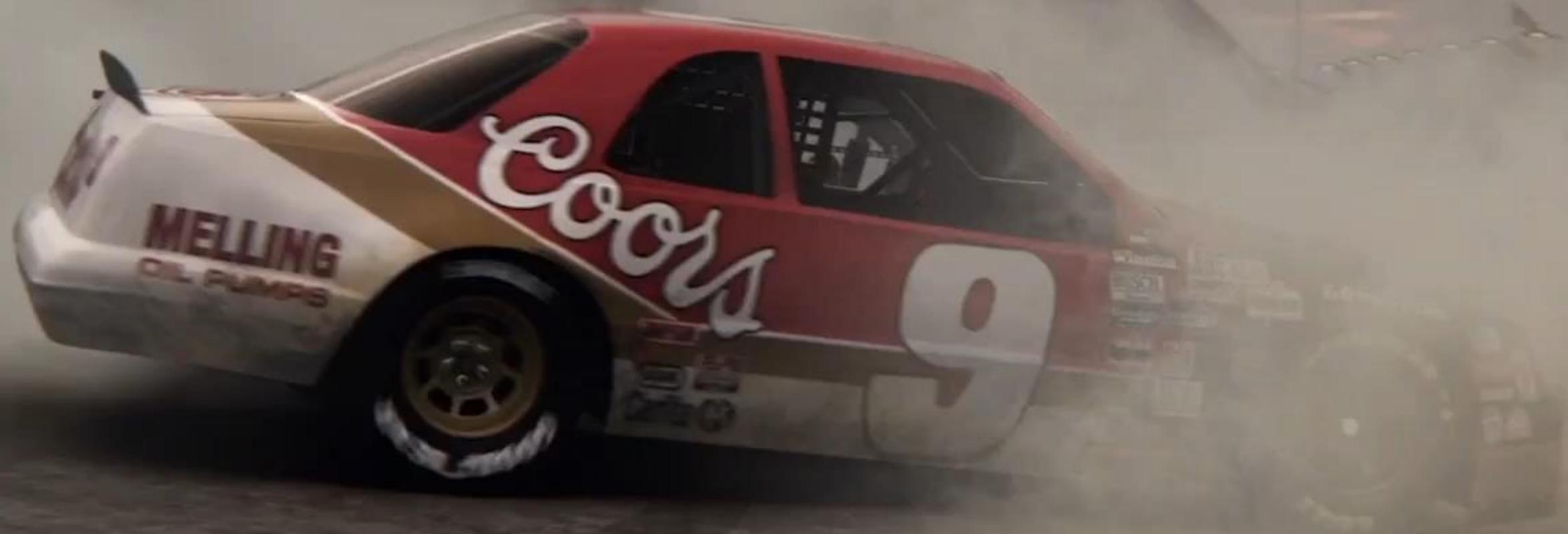
# How the robots decide what humans see:

- Who is the human? How old are they? Gender? Where do they live?
- What other content (brand or not) have they engaged with on this platform?
- Who do they know? What are their friends like?
- What time is it? What else is going on in the world?
- *[Plus super super super secret stuff that only the platforms know]*



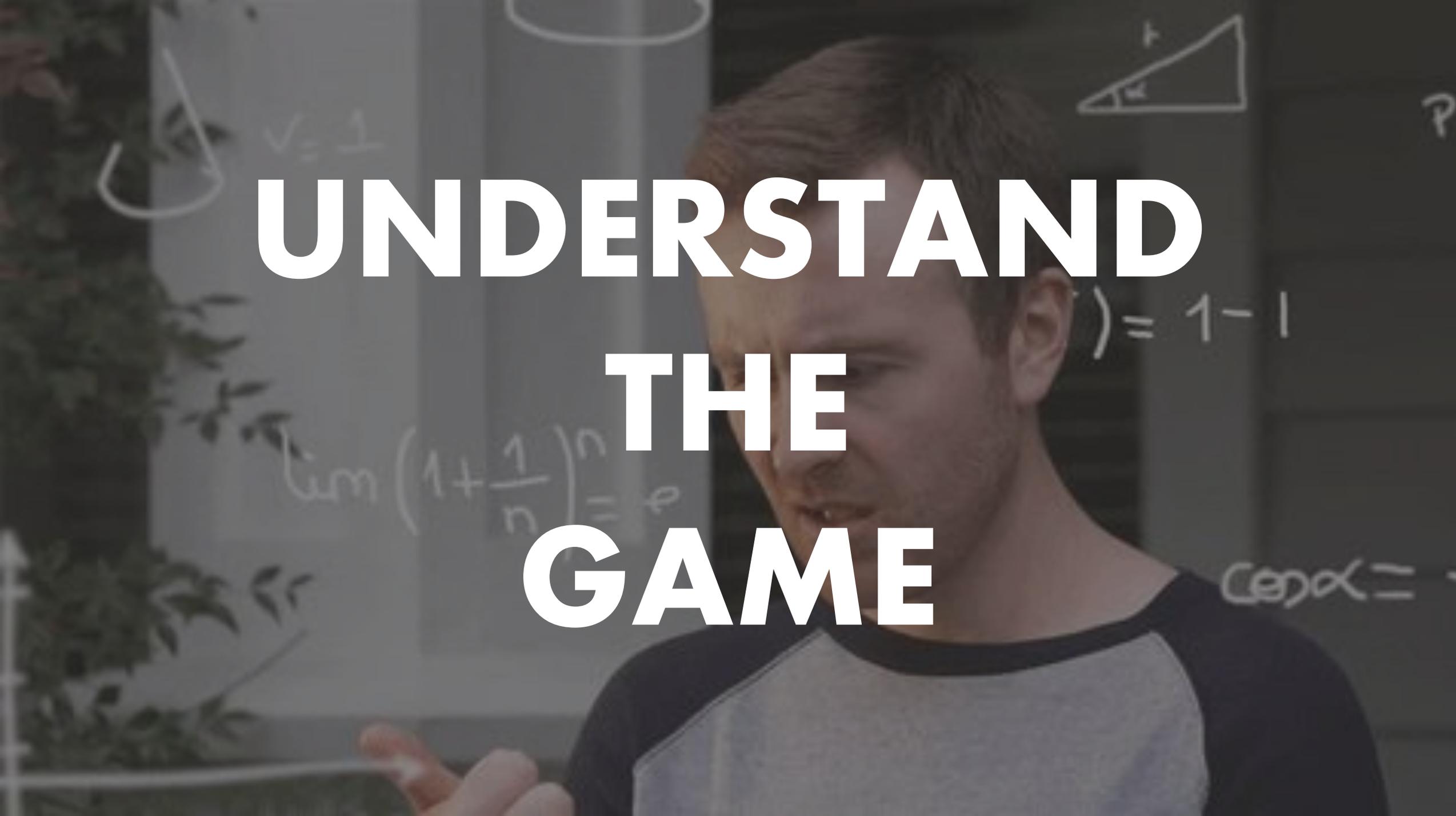


**RUH-OH!**





**MAKE  
GREAT  
WORK**

A man with short brown hair, wearing a grey and black baseball-style shirt, is looking down and to the left with a thoughtful expression. He is standing in front of a whiteboard filled with handwritten mathematical formulas and diagrams. The text "UNDERSTAND THE GAME" is overlaid in large, bold, white capital letters across the center of the image.

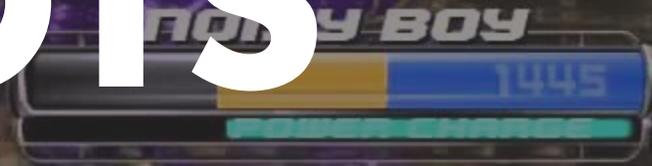
# UNDERSTAND THE GAME

**UNDERSTAND**

**THE**

**GAME**

# USE YOUR OWN ROBOTS





**FEEL**

**SOMETHING**

**THANKS FOR LISTENING.**

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