

Goodway Group Appoints Paul Frampton President of Europe for Launch of Control v. Exposed (CvE)

Submitted by: Bluestripe Media Services Limited

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BToday Control v. Exposed (CvE) announces its European launch with the appointment of Paul Frampton, formerly Havas Media Group UK & Ireland CEO, as President for Europe.

CvE, a division of US-headquartered Goodway Group, is a new type of marketing services company which recognises that being an agency alone is no longer enough to serve marketers' rapidly changing needs: CvE brings together the best of a consultancy, media agency and tech company, with over 10% of its headcount in engineering.

Goodway Group, the 90-year-old independent, family own business which delivers digital advertising solutions via proprietary tech, exclusive data partnerships and the brightest minds, launched Control v. Exposed in the US in 2018 to meet the demands of international brands.

Jay Friedman, President of Goodway Group and CvE said: "We know that global CMOs appreciate that different service providers bring different value whether it is the audience planning and executional capability of a media agency, the solution-oriented and analytical expertise of a consulting firm or the engineering and coding skills of a tech company. Marketers want all of this but they want it without black boxes: they deserve 100% transparency. And they want all this from a single entity. That model simply didn't exist. So we created it: Control v Exposed."

The expansion into the UK and Europe follows the successful Asian launch in February 2019 when CvE established itself in Singapore.

Commenting on Frampton's appointment, Brody O'Harran, EVP of CvE: "We knew we needed an exceptional leader in place for Europe, and Paul is a unique triple-threat. He has great pedigree in terms of media knowledge and relationships both with clients and media owners; experience building and scaling businesses and is also known for being a 'challenger' himself. This business is his to build – he has the support of his peers on the global board, plus the clout and client support from Goodway Group – and we know he will do great things."

"Until I met Goodway and learned about the opportunity to lead Control v Exposed, and after experiencing the fast pace of the tech sector, I didn't think I would return to the media industry." said Frampton. "I'm delighted to be joining such a nimble, forward-thinking company which truly puts the customer at the heart. It is a refreshing antithesis to top-heavy, P&L-driven agency groups."

He continued: "It's time for a re-set. The European launch comes at a perfect time: the traditional agency model is under threat, all growth in the industry is coming from digital, we are post-GDPR, facing the demise of the 3rd party cookie and Europe is crying out for innovation to counter all of this. The timing is also ripe for addressable TV and programmatic OOH where CvE can lead from the front, using its learnings from the US."

"I look forward to leveraging CvE's solutions focus to help marketers navigate the weighty challenges of today, whether that be martech or 1st party data strategy or building in-house capability."

In addition to the uniqueness of combining media, consulting and tech services, CvE has also taken a challenger approach to talent. Recognising the well publicised challenges around work/life balance in agency life and the rise of focus on agency staff mental health, CvE is committed to operating as a virtual company. The company will emulate the strategy of its parent Goodway Group, attracting senior talent who work primarily remotely so that the agency can quickly scale to best serve client needs. Rather than establish a bricks and mortar HQ, the business will operate a remote working model and take some co-working space in London.

Key senior appointments will be announced in the coming months.

Frampton joins CvE's global board which includes Jay Friedman, President; Brody O'Harran, Executive Vice President; and Vice President's Amanda Martin, Ned Gorges, Doug Markin and Justin Orkin.

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Notes to Editors:

About Control v. Exposed (CvE)

Control v. Exposed is a challenger brand: a new global agency purpose-built to deliver measurable business success through advertising whilst always maintaining client trust and transparency. It partners with like-minded clients who seek truth, answers and performance from their advertising in the form of measurable business outcomes. CvE is a division of Goodway Group, a 90-year-old privately-owned, US marketing services provider.

Control v Exposed refers to the practice of analysing a control group who have not been exposed to a certain variable within advertising versus an exposed group who have been and the obsessive focus on analyzing the lift and the incremental impact of the right message in the right place at the right time. CvE takes a highly analytical approach to strategy and execution in digital using data science techniques to establish exactly what does work, do more of that and remove budget that is spent on tactics that simply don't drive incremental value.

CvE first launched in the US in 2018, in Asia in early 2019 and in Europe in September of 2019.

<https://controlvexposed.com/>

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About Goodway Group

Goodway Group is the digital partner advertisers trust to drive campaign performance and media efficiency. Proud to be completely independently owned and operated, Goodway provides trustworthy expertise that meets its clients' needs – and no one else's. Using predictive intelligence, Goodway helps advertisers get the most value out of every impression across all paid digital media. Through the combination of employing the smartest technology and the most experienced people in the industry, Goodway delivers authentic results. Find Goodway Group online at goodwaygroup.com