

The Realtime Project

OUR PERSPECTIVE

INNOVATION
FOR
THE CULTURE
OF NOW

**Values and behaviour
have changed**

Values and behaviour have changed

empowered, conscientious, transparent, connected

distrustful, frugal, impatient, anxious

**Technology and media
have changed**

Technology and media have changed

mobile, internet, multimedia, multisensory, context-aware,
intelligent, personalised, social

**PHYSICAL AND DIGITAL
ARE CONVERGING**

empowered

connected

conscientious

impatient

transparent

frugal

distrustful

anxious

WELCOME TO Realtime

mobile

context-aware

internet

personalised

multimedia

multisensory

social

intelligent

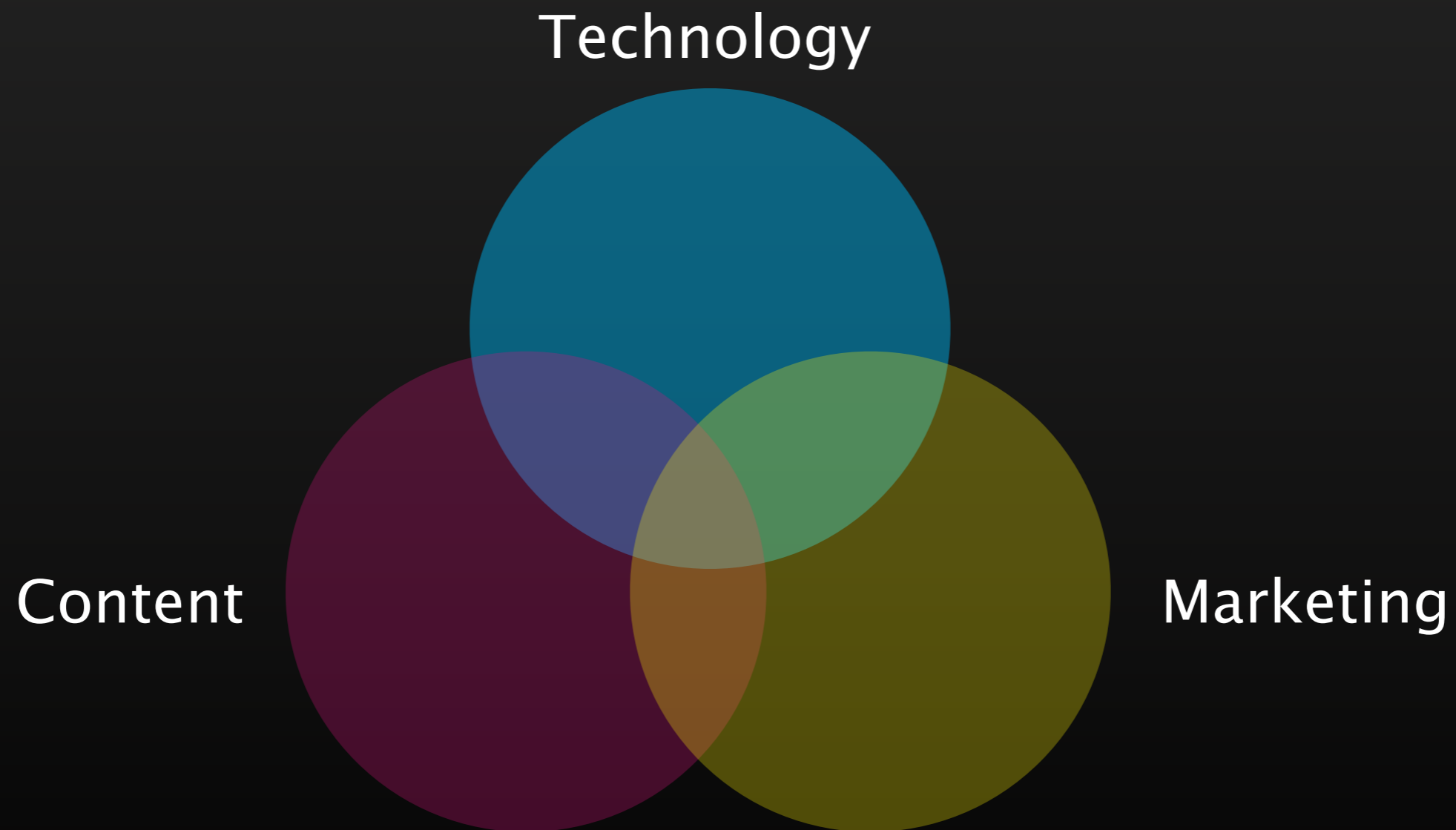
A distinct point of view

Realtime

- The convergence of live, connected information with physical space, objects and experiences.
- The demand for interactivity, authenticity, relevance and immediate utility in all communication.

Multidisciplinary

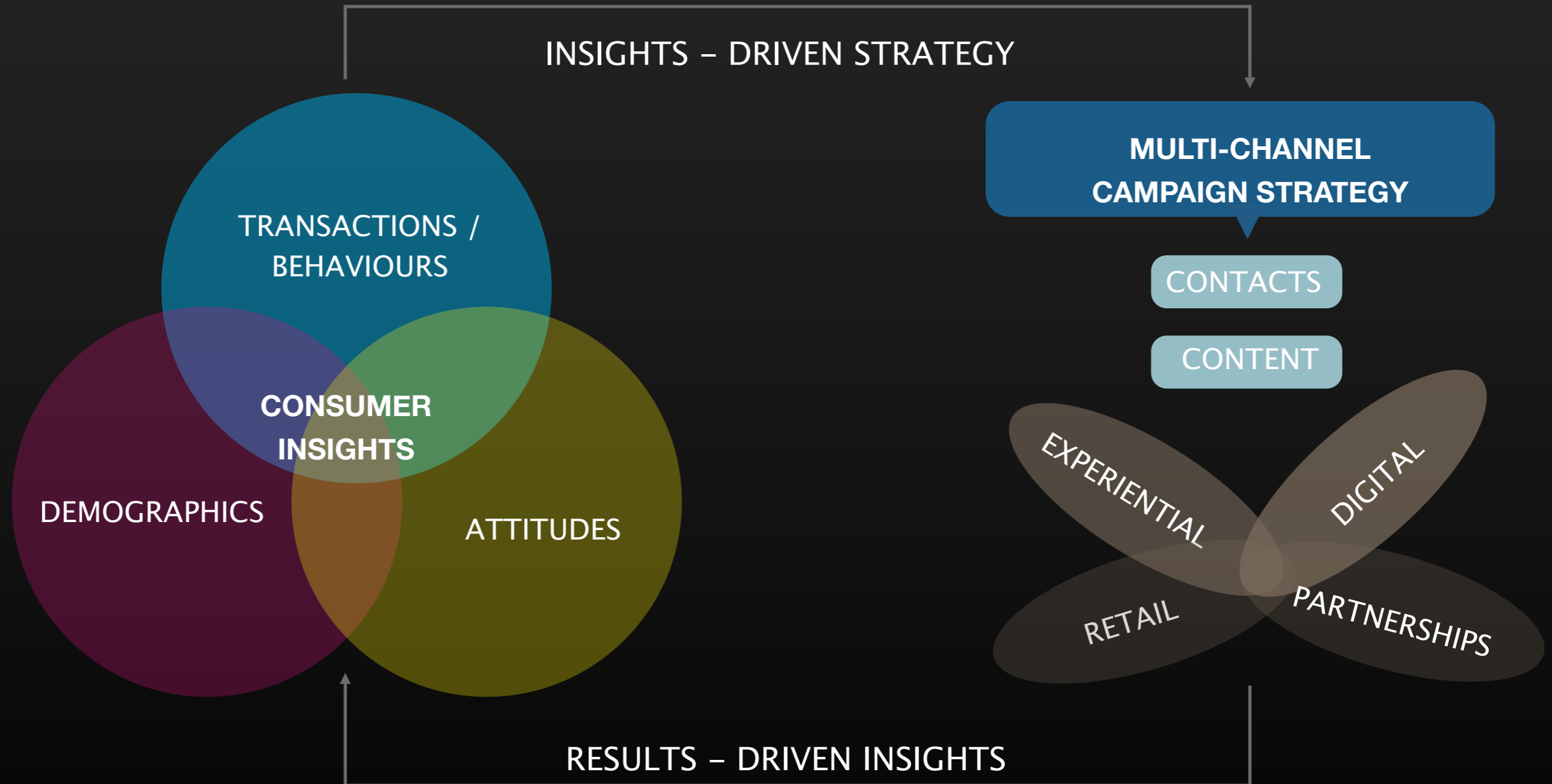
Our sweet spot is the intersection of **Technology**, **Content**, and **Marketing**.



Capabilities



Breakthrough Consumer Insights and Superior Strategies



From Strategy to Execution

KNOWLEDGE FOUNDATION

- Key internal stakeholder interviews
- Category trends analysis
- Consumer behaviour and needs analysis
- Current marketing activities assessment
- Competitive benchmarking and best-practices study

STRATEGIC FRAMEWORK

- Consumer strategy and key insights
- Positioning strategy
- Contact and channel strategy
- Creative conceptualisation
- Measurement and testing strategy

CREATIVE DEVELOPMENT

- Creative concept
- Concept testing
- Creative development and production
- Budgeting and cost allocation
- In-market operations

MEASUREMENT & REFINEMENT

- Data collection and tracking
- Performance analysis
- Program refinement

Who we've worked with

We develop **realtime** solutions for the world's leading businesses and brands in the arenas of **technology**, **content**, and **marketing**.



Principles



Angela
Kyle

With a 15+ year track record in business development and strategy, Angela has spent her entire career at the forefront of technology-driven innovation in the media and entertainment sector. With experience in senior strategy and business development roles in blue-chip global companies such as Turner Broadcasting and IMG, as well as hands-on management experience at a number of dynamic start-up enterprises, she combines the discipline and process of strategy with an entrepreneurial focus on identifying and developing new opportunities. In addition to advising corporate clients, Angela is currently the Strategy Lead for the EU-backed Screen Leaders 2010 program, facilitating a program of workshops and one-on-one tutorials with the CEO's and senior management teams of 10 EU companies to develop action-oriented growth strategies.



Kit
Macgillivray

A pioneer in the arena of mobile product development and location-based services, Kit Macgillivray has been at the forefront of this field over the last 10 years. After driving the product strategy and implementation for a series of startups, Kit moved to Telmap, a leading mobile sat nav provider, where he established their London-based operations and development. As an internal change agent within Telmap, in 2007 Kit developed the business plan for Telmap Direct, and was given the mandate to launch and grow this new venture. He is passionate about the accelerating convergence of the digital and physical, and the opportunity to work across diverse sectors helping both startups and large-scale companies understand how they can benefit from the collision of mobile computing, social location and user-generated content.



Mark
Reardon

Veteran marketing and branding executive, Mark Reardon comes to The Realtime Project with twenty years of experience and a significant management track record in the global marketing services arena. In a career spanning Europe, North America and Latin America, Mark has worked with some of the world's leading brands including Diageo, Proctor & Gamble, McDonald's and Coca Cola. Formerly President of Arc Worldwide (Leo Burnett), Mark's career has included senior management roles at EuroRSCG KLP, Darwin Digital (Saatchi & Saatchi's digital agency) and Publicis Groupe SA. His career trademark has been in the brand development, innovation, and management of the world's leading drinks and FMCG brands. Mark has utilised the breadth of his expertise – advertising, digital, experiential, and retail – to deliver comprehensive strategic marketing solutions with measurable results.

Contact Us:

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