

Q&A with IAB Digital Summit speaker Eyabo Macauley

This week, we chat to Eyabo Macauley, Head of EMEA Advertising at Shazam, to find out why she thinks it's important for brands to create interactive content for campaigns...



Eyabo Macauley, Head of EMEA Advertising at Shazam

As head of EMEA advertising, what are the forthcoming digital trends that you've identified and do you have plans to incorporate them?

Macauley: One of the great things about working at Shazam is that we are still small enough to act quickly, so our road map is constantly evolving, but this year iBeaconing is really making a play and it looks like there is a resurgence of Image recognition through QR codes, so development in these areas is underway.

Digital is the fastest evolving creative industry. What creative processes do you have in place to ensure Shazam continues to be one of the top ten most downloaded apps of all time?

Macauley: Some developments are easier to adopt whilst others take time, but for Shazam, keeping the magic alive for our users means more than any passing fads so we spend a lot of time listening to what they want and seeing how they react to developments.

■ ***How important is it for brands to create interactive content for campaigns?***

Macauley: It's not really about what important to us - it's about what our users want and they want to be able to engage further than just reading some text. We see incredible rates of engagement when the Shazam users are drawn into the interactive world of the brand and really immerse themselves. The campaign that we ran across three markets for Jaguar is a great example of this.

■ ***Can you name a campaign that's inspired you lately?***

Macauley: The Lexus campaign that we're running in multiple markets is very cool! It's showcasing what we do best, combining a Will.I.Am music track and an interactive experience of the car.

■ ***What three songs did you last Shazam?***

Macauley:

- Sunny - Bobby Hebb
- Uptown Funk - Mark Ronson
- 7/11 - Beyonce

■ ***What do you attribute Shazam's success to and what do you think really worked for you to increase engagement?***

Macauley: At the core of what we do is giving someone a one-touch possibility to explore their favourite artists and brands. We make that process seamless and useful and try not to deviate from it. That's why I believe we've been so successful over the past 12 years.

IAB Digital Summit in association with BBC.com and Bookmarks ticket sales are open. Join the local digital industry as it celebrates creativity and innovation with a world-class line up of international and local talent. Seats are limited and due to over 800 entries received tickets are selling fast, go to <http://iabsa.net/summit/home/> to find out more, register to book and avoid disappointment.

To assist in getting you there without breaking the budget, special travel and accommodation packages with kulula.com can be found [here](#), or call 011 454 3534 with any queries.

ABOUT EYABO MACAULEY

Eyabo is integral to the commercial success of Shazam in key European markets such as France, Spain, Germany, Italy, Austria and Switzerland. Now, her expertise will become streamlined in 2015 as she takes on her new role as Regional Commercial Head DACH & Africa.

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