

# Festival of Media second-day highlights

MONTREUX, SWITZERLAND: Pepsico CMO Salman Amin opened Day 2 of the Festival of Media and urged agencies not to bring him any media plans but to [bring him "amazing stories, insights and ideas."](#)



This was followed by three global media directors from Sony Mobile, Heineken and MasterCard tackling the contentious issue of transparency and media rebates. [Colgate-Palmolive CMO Nigel Burton](#) and MEC CEO Charles Courtier closed the Festival with a discussion on successful agency relationships that help grow and drive global businesses.



## [Pepsico CMO declares TV is here to stay](#)

Pepsico executive vice-president and chief marketing officer Salman Amin kicked off Day Two of the Festival of Media Global declaring that television will be the next best thing and is here to stay.



## [Yahoo, Mofilm and RTL Interactive try to woo Nestlé](#)

Yahoo EMEA senior VP and managing director Rich Riley won a head-to-head battle against RTL Interactive managing director Marc Schröder and Mofilm president Andy Baker to impress Nestlé's Pete Blackshaw.



## [Colgate-Palmolive CMO backs agency integration](#)

Colgate-Palmolive chief marketing officer Nigel Burton has proclaimed his "firm beliefs" that "consumers should receive an integrated message across all touch points" and that agency integration is a must.



## [Excitement builds for FOMG Awards shortlisted agencies](#)

Anticipation is running high for the shortlisted media agencies that are up for awards at tonight's Festival of Media Global 2012 Awards ceremony. The winners will be announced at a gala dinner this

evening.