

MODERN CRAFT



Strategic communications counsel / Media and stakeholder relations / Partnership development / Contributed articles / Speaking engagements

Based in Vancouver, Canada, Modern Craft is a forward-thinking consultancy focused on helping marketing and customer experience leaders navigate complexity and keep pace with changing customer expectations.

Working closely with the consultancy partners, a successful communication strategy has helped define their go-to-market positioning and establish their credentials across priority US and Canadian markets. With a global mindset and a mix of carefully placed contributed articles in Forbes, Inc., AdWeek and Entrepreneur, among others, along with prominent marketing speaking engagements, Modern Craft has gained a growing reputation as a consultancy leader, servicing clients across North America. Idea Workshop continues to partner with Modern Craft to attract new business opportunities with a refreshing, provocative point of view on the future of marketing and the customer experience.



AMA Nonprofit Marketing Conference

ADWEEK

6 Steps for Overcoming Marketing Anxiety and Forging a Lasting Bond With Consumers

The industry is on a precipice, but there's a silver lining to that dark cloud

By John Ounpuu | June 28, 2018



THE GLOBE AND MAIL

A backlash is brewing: Facebook controversy offers a serious warning for Canadian businesses

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CONTRIBUTED TO THE GLOBE AND MAIL
PUBLISHED APRIL 15, 2018

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It's tempting to feel a little *schadenfreude* for Mark Zuckerberg.

After all, who doesn't find a bit of secret joy in watching the powerful squirm. And Facebook Inc. has certainly grown very powerful, with 2.2 billion active users and a 20-per-cent share of the global advertising market (according to global media agency Zenith).

Lately, of course, Facebook's power has been shaken by an avalanche of embarrassing revelations, negative press and government inquiries.

But before we take too much comfort from the fact that we're not the ones squirming in the spotlight, there's something we must recognize. This story contains an urgent warning for businesses everywhere – Canada included. A warning that all of us ignore at our peril: Treat customer data with respect or risk serious consequences.

Years from now, this scandal will be remembered as a moment of mass awakening. The vivid headlines are propelling data and privacy issues to a new level of public awareness. More and more people are realizing how much of their data is being collected, how easily it can be misused and how damaging those misuses can be.

This dawning awareness builds on a general unease that's been brewing for some time. A 2017 Deloitte study found that 93 per cent of people want the power to delete personal data held by various companies.

A backlash is brewing.