



# MOST CONTAGIOUS PROGRAM /

29. listopadu - 3. prosince 2021

## / Pondělí 29. listopadu

- 11.30 – 12.30 **Most Contagious Revisited:** Audience Engagement  
**Contagious Trend / Movements**  
**Guinness /** Good things (finally) came to those who waited?  
**Contagious Campaign of the Year /** Elena's  
**YouGov /** 2021 UK Best Brand Improvers  
**Adidas /** Who cares, wins
- 15:30 – 16:00 **Most Opinionated:** A look at the key themes and insights from the day's show

## / Úterý 30. listopadu

- 11.30 – 12.30 **Most Contagious Revisited:** Purpose  
**Kenco /** Coffee vs Gangs  
**Ben & Jerry's /** Churning for change
- 14:00 – 15:30 **Contagious Trend /** How Brands Green  
**Reddit /** How to build a brand in 5 seconds  
**Contagious Campaign of the Year /** Save Salla  
**YouGov /** 2021 UK Best Brand Improvers  
**The Financial Times & The Brooklyn Brothers /** Writing a new agenda
- 15:30 – 16:00 **Most Opinionated:** A look at the key themes and insights from the day's show

## / Středa 1. prosince

- 11.30 – 12.30 **Most Contagious Revisited:** Agency-Client Relationships  
**Bodyform /** Own the Womb  
**Ruavieja /** We have to see more of each other
- 14:00 – 15:30 **Contagious Trend /** More Than the Metaverse  
**Channel 4 /** It's Rude Not to Stare  
**Contagious Campaign of the Year /** KFC Backdoor  
**YouGov /** 2021 UK Best Brand Improvers  
**Canesten /** Vagina Academy: The school that fought shame
- 15:30 – 16:00 **Most Opinionated:** A look at the key themes and insights from the day's show

## / Čtvrtek 2. prosince

- 11.30 – 12.30 **Most Contagious Revisited:** Corporate Culture  
**Slack /** Evolution of communication  
**Uncommon /** An uncommon year
- 14:00 – 15:30 **Contagious Trend /** Reality Check  
**Changing the Game /** How a small UK charity teamed up with the world's biggest sports video game
- Contagious Campaign of the Year /** Ninong  
**Contagious Trend /** Finding Your People  
**YouGov /** 2021 UK Best Brand Improvers  
**The Economist /** The World Ahead: 10 trends to watch in 2022
- 15:30 – 16:00 **Most Opinionated:** A look at the key themes and insights from the day's show

## / Pátek 3. prosince

- 11.30 – 12.30 **Most Contagious Revisited:** Heretical Creativity  
**BETC /** AiMen  
**Burger King /** I made Moldy Whopper: Roast me
- 14:00 – 15:30 **Contagious Trend /** Nothing Personal  
**Contagious Campaign of the Year /** KitKat  
**YouGov /** 2021 UK Best Brand Improvers  
**Ikea /** #BuybackFriday: From value to values
- 15:30 – 16:00 **Most Opinionated:** A look at the key themes and insights from the day's show