

Martin Sorrell

Quotes

*Thinking, People, Race, Powerful, Technology, Years, Sports, Reality,
Business, Rights, Running, America, Track, Unique, Optimistic, Community,
Interesting, Hero, Latin, Formulas*

In an era of transparency, you can have innovation without branding, but you cannot have branding without innovation.

~Martin Sorrell

Marketing is an investment, not a cost.

~Martin Sorrell

If you ask what keeps me up at night, it's the pressure in the system forcing us to do all sorts of things. Content, data and technology are forcing us to think about business in a very different way.

~Martin Sorrell

Somebody who is unique - and this will get me into trouble - by definition cannot be replaced.

~Martin Sorrell

You have to see it on a broader level. But you also have to activate it properly.

~Martin Sorrell

In our business, except in media buying, there are few economies of scale. Client perception of creative agencies is that the bigger they are, the worse they are.

~Martin Sorrell

We do things much the same way as we did 50, 60 or even 70 years ago. The answers may not be wrong, but we haven't experimented to see whether they are or not.

~Martin Sorrell

Technology will have moved on to an unimaginable level in ten years.

~Martin Sorrell

In that - and that is my personal view - Singapore delivers the most

value, as they think about Formula One as a complete entertainment event, on and off track.

~Martin Sorrell

That is again a romantic notion: the hero. I think people enjoy a much more levelled playing field where you have the ability for many people to become heroes.

~Martin Sorrell

I believe that Virtual Reality will hit it big time. I know that some of my colleagues disagree, but I believe in it.

~Martin Sorrell

When I think back to 2005, the fast growth markets - what we call the fast growth markets - were probably ten percent of our business. They are now 31 percent.

~Martin Sorrell

It is always easy to criticize, as Bernie Ecclestone is somebody with extreme opinions.

~Martin Sorrell

I was carrying Jackie Stewart's bag! Formula One was pretty much the same back then.

~Martin Sorrell

If you look at the sponsorship yields, Formula One - because it happens every year - generates more sponsorship money for a four-year cycle than anybody else. So it is very powerful.

~Martin Sorrell

One of the reasons why they are optimistic is that there is more competition. Red Bull has become more competitive, the races have become more attractive - and that is what fans want!

~Martin Sorrell

If you pay 50 million for something, you probably pay another 50 to 100 million to activate it. And the more you spend, the better you do. There is no point in just buying rights.

~Martin Sorrell

If you are a driver of a team and have a certain set of sponsors, who is the target market for those sponsors? But, of course, it is also a question of nationality.

~Martin Sorrell

Donald Trumps' senior advisor said on CNN that the US Presidential election was the ultimate reality TV show! Appeal to those you want to reach!

~Martin Sorrell

What still amuses me a bit is that in F1 people see the race basically on TV screens. But I am sure new tracks will be built.

~Martin Sorrell

[Formula One racing looking after Jackie Stewart in 1968] was not so intense and, yes, it was much more dangerous - what was definitely different back then was the level of safety.

~Martin Sorrell

I remember that Jackie [Stewart] was the first driver wearing flameproof underwear! What it definitely was: it was much more flamboyant. But that doesn't really make it better in my point of view.

~Martin Sorrell

Why not look at Indonesia? It will be the third biggest country in the world in population in 25 years' time - after India and China.

~Martin Sorrell

Vodafone is building a digital stadium in Istanbul. It is really worth going to see that. The whole experience will change with the possibilities viewers will have.

~Martin Sorrell

The web attacks traditional ways of doing things and elites, and this is very uncomfortable for traditional businesses to deal with.

~Martin Sorrell

It doesn't make much sense and it's nil premium. They're going to have co-CEOs...which is a very uncomfortable structure.

~Martin Sorrell

Virtual Reality for Formula One could be fantastic - driving the car!

~Martin Sorrell

Monaco was my first race of the season and I spoke with a number of people and all seemed to be very optimistic.

~Martin Sorrell

F1 is exciting, its values are attractive and it could be an even better family sport.

~Martin Sorrell

F1 is a fight for people's time. There are millions of options today for how to spend it. That is probably the biggest difference from 1968 to now.

~Martin Sorrell

[Formula One] is entertainment and it competes with other entertainments - and not with other racing formats. It competes with people's time on a weekend. So you have to deliver.

~Martin Sorrell

Formula One is not just multinationals. It's also about national players wanting to get global coverage.

~Martin Sorrell

The world is changing. And a lot of people in Formula One are starting to understand this.

~Martin Sorrell

The last person in the UK who described his product as being crap in public was one Gerald Ratner - and he was gone immediately.

~Martin Sorrell

Think through whom you are trying to reach. Tailor what you do and how you do it to appeal to those communities.

~Martin Sorrell

The challenges some European economies have are such that it makes it very difficult for them. You have to go where the growth is.

~Martin Sorrell

The technology is already incredible and will improve massively in the next few years. Think about what you could do.

~Martin Sorrell

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