



CHICAGO AMA
FOR MARKETING PROFESSIONALS



brandsmart

2003 CONFERENCE

creating impact. building value. delivering experience.

FEBRUARY 27, 2003 | CHICAGO, ILLINOIS

Chicago AMA 2002/2003 Chapter-wide Sponsor:

AQUENT



are you brandsmart?

Do you understand why people trust a brand or change brands?
Does your brand deliver the experience that will win the hearts
and minds of consumers?

Today, more than ever, successful brands require nurturing,
guidance and true strategic management. If you are in the throes
of introducing, revitalizing or managing a brand, you can't afford
to miss this valuable forum solely on the topic of branding.

At this unique conference, you will gain insights from a wide
range of brand executives, authors, and experts. You will learn
how to manage and measure critical issues such as brand
experience and brand metrics. You will hear research, hot off the
press, about who and what consumers trust. And you will
explore the latest theories and practices in commitment-based
marketing and emotional branding. All at an incredible value.

Don't wait—space is strictly limited to 150 registrants.

Conference Sponsors:



brandsmart 2003: impacting the heart and mind

7:45 – 8:30a.m.	registration and continental breakfast
8:30 – 9:15	General Session 1: The 5 Realities Every Brand Must Face Mr. Daryl Travis , CEO, Brandtrust
9:15 – 10:00	General Session 2: Brand Manager's Checklist: The 15 Most Important Things You Need to Know About Building Winning Brands Mr. Brad VanAuken , President, BrandForward
10:00 – 10:15	Break
10:15 – 11:00	morning breakout sessions
	Session A: Selling Your Brand to Wall Street Ms. Donni Case , President, FRB Webber Shandwick
	Session B: Branding in a Retail Environment Mr. Bob Steinman , President, Ingersoll Rand Security & Safety with Schlage Lock, Kryptonite and other brands Mr. Dick Sanderson , Vice Chairman, Noble BBD
11:00 – 11:15	Break
11:15 – 12:00p.m.	General Session 3: The Truth About Trust, An FCB Trust Study Ms. Paula Ausick , Director, Brand Equities FCB
12:00 – 12:45	networking lunch
12:45 – 1:30	General Session 4: Evolving Corporate Identity: Philip Morris Companies Becomes Altria Mr. David Sylvia , Director, Corporate Identity, Altria Corporate Services
1:30 – 1:45	Break
1:45 – 2:45	The Life of A Brand: An Executive Panel Discussion Moderator: Mr. Jim Kirk , Marketing Columnist, Chicago Tribune Panelists: Mr. Scott Eirinberg , Co-Founder, Managing Director, Land of Nod Mr. John Scola , V.P., Global Branding, Monster.com Ms. Randy Wagner , Corporate V.P., Strategic Brand Marketing–Worldwide, McDonald's Mr. Kevin Brown , President, Lettuce Entertain You Restaurants
2:45 – 3:00	Break
3:00 – 3:45	afternoon breakout sessions
	Session A: Brand Metrics: Measuring Return on Your Brand Investment Mr. Michael Million , Prophet
	Session B: Using Archetypes and Storytelling to Build Emotional Brand Ties Mr. Sandy Dunlop , Principal, Alexander Dunlop, Ltd.
	Session C: Managing the Brand Experience Mr. Lou Carbone , President, Experience Engineering
3:45 – 4:00	Break
4:00 – 4:45	General Session 5: Commitment Based Marketing Dr. Jannie Hofmeyer , Co-Founder, The Conversion Model–the world's only academic model of consumer behavior.

The 5 Realities Every Brand Must Face

> **Mr. Daryl Travis**, CEO, Brandtrust

Learn about the five realities every brand manager must face to navigate through today's challenging and changing environment from Daryl Travis, CEO of Brandtrust, a highly regarded corps of brand consultants. For 30 years Daryl has been involved in building and leveraging brands, including helping FedEx get off to a flying start, reviving Nipper the RCA dog and leveraging "Second-Hand" and "Smoke" as a brand on behalf of the Centers for Disease Control and Prevention.

Brand Manager's Checklist: The 15 Most Important Things You Need to Know About Building Winning Brands

> **Mr. Brad VanAuken**, President, BrandForward

Brad is the author of the comprehensive "how to" guide on building winning brands, [The Brand Manager's Checklist](#), which has piqued the interest of brand marketers across Europe. He will give us a practical primer on brand building as a preview to the North American publishing of his book under the name [Brand Aid](#).

Selling Your Brand to Wall Street

> **Ms. Donni Case**, President, FRB Webber Shandwick

Developing a strong brand on Wall Street just doesn't happen by chance. In today's changed landscape, investors have more options to consider. At the same time the information distribution channel of analysts and brokers is shrinking. In this session, you will learn about some of the key factors that will get investors' attention and set your brand apart from the rest.

Branding in a Retail Environment: Maintaining Brand Equity, and Meeting the Needs of Dominant Mega-retailers

> **Mr. Bob Steinman**, President, Ingersoll Rand Security & Safety with Schlage Lock, Kryptonite and other brands

> **Mr. Dick Sanderson**, Vice Chairman, Noble BBD

The concentration and resulting dominance of large retailers, such as The Home Depot, Lowe's, Wal-Mart and others, places unprecedented pressure on marketers to maintain brand control and equity with end users. In this breakout session Bob Steinman, president of Ingersoll Rand Security & Safety with brands such as Schlage Lock, Kryptonite and more, and Dick Sanderson, Vice Chairman of Noble BBD will discuss case histories in the home improvement market that demonstrate strategies for successful marketing in partnership with these retailers.

The Truth About Trust: Finding Your Own Truth in Your Own World, An FCB Trust Study

> **Ms. Paula Ausick**, Director, Brand Equities FCB

Paula will share the results of Foote, Cone & Belding's major multinational study, which has significant implications for marketers and customers, as well as for corporations and political and social institutions.

The study will answer questions like: Has the very role of communication and advertising lost its potency in this new world, which has become all but bereft of trust in institutions that were highly esteemed just three decades ago? What are the implications of this erosion of trust and confidence for marketers of long honored brands?

Consequently, the report focuses on marketing strategies to succeed in a less trusting world.

Evolving Corporate Identity: Philip Morris Companies Becomes Altria

> **Mr. David Sylvia**, Director, Corporate Identity, Altria Corporate Services

David will address the development and management of the corporate identity for Altria Group, Inc., the parent company of Kraft Foods Inc, Philip Morris International and Philip Morris USA, Inc. He will outline the evolution of the corporate identity, the overall brand strategy and the challenges the company faces in building and maintaining its identity.

The Life of A Brand: An Executive Panel Discussion

Like people, brands have stages of life. And, like people, they have different needs at different stages of life. Our panel of diverse executives will each give us a glimpse of the key issues facing their unique brands, and then our moderator will lead us in a lively discussion of those issues.

Moderator:

> **Mr. Jim Kirk**, Marketing Columnist, Chicago Tribune

Panelists:

> **Mr. Scott Eirinberg**, Co-Founder, Managing Director, Land of Nod

> **Mr. John Scola**, V.P., Global Branding, Monster.com

> **Ms. Randy Wagner**, Corporate V.P., Strategic Brand Marketing—Worldwide, McDonald's

> **Mr. Kevin Brown**, President, Lettuce Entertain You Restaurants

Brand Metrics: Measuring Return on Your Brand Investment

> **Mr. Michael Million**, Prophet

Smart companies understand that strong brands boost revenues in a variety of ways. And they recognize the need for a mechanism to effectively measure and monitor the brand's performance. Because what is not measured, is not managed. In this session we will:

- > Lay the foundation for an effective brand metrics program.
- > Determine which brand metrics are right for your company.
- > Develop a brand scorecard that serves as a "dashboard" for managing your brand.

Using Archetypes and Storytelling to Build Emotional Brand Ties

> **Mr. Sandy Dunlop**, Principal, Alexander Dunlop, Ltd. and author of [Business Heroes](#)

While we recognize that our customers' needs are often more emotional than functional, it is not always easy to put this into practice. Sandy will illustrate, through the use of timeless language of archetypal personality and recurring story and myth, how we can access the emotions and values at the heart of the human condition and create tangible meaning for brands and our customers.

Managing the Brand Experience

> **Mr. Lou Carbone**, President and Founder, Experience Engineering, Inc., and originator of *Total Experience Management*[®]

We know that brand experience is where the rubber meets the road. But how do you measure it so you can effectively manage it? In this session you will be introduced to a value-based experience management program by using specific disciplines and techniques for implementing and measuring an experience strategy. You will learn how companies, like Avis, Office Depot and Allstate, have dramatically improved brand loyalty and business outcomes by applying this methodology and how you too can create total brand experiences and sustained customer loyalty.

Commitment Based Marketing

> **Dr. Jannie Hofmeyer**, Co-Founder, The Conversion Model, and former lecturer of religious studies at the University of Cape Town

Don't miss the eminent and entertaining Dr. Jannie Hofmeyer speak on his topic – Satisfaction versus Commitment – and learn about the critical differences between loyalty and commitment. Originally conceived as a psychological model of religious conversion, then applied to politics through research for the African National Congress, Dr. Hofmeyer's groundbreaking Conversion Model was the first to introduce the concept of "commitment" to marketing and remains the world's only academic model of consumer behavior. In this session you will learn that just because a person shows loyalty to a product by repeatedly purchasing it does not mean that they are committed to it. Given the right opportunity, a satisfied and loyal customer may switch, while a dissatisfied one may not. Join us in uncovering the secrets of commitment and learn things about your customers you never knew before.

brandsmart: Chicago AMA 2003 conference

When: Thursday, February 27, 2003

Where: The Executive Summit
205 N. Michigan Ave.
Chicago, IL

Time: 7:45 a.m. – 4:45 p.m.

You can register online at www.chicagoama.org
or call the Chicago AMA Registration Hotline at **630.790.6046**.

Early Bird Registration (Before February 10):

Members **\$195**
Non-Members **\$295**

After February 10, 2003:

Members **\$275**
Non-Members **\$375**

Don't wait—space is strictly limited to 150 registrants.

Attend this event at the member discount price.

Visit www.chicagoama.org/join.html for complete membership details and join online!

For information on sponsorship or exhibiting at this event,
call Cindy Bond at **773.549.2710**.

Steering Committee:

Cindy Bond, Chairperson
Laurie Hachmeister
Rob Klein
Elizabeth Randgaard

Conference Committee:

Kyla Akin
Ditmar Berberich
Dan Bulf
Alexis Chiagouris
Dara Crowfoot
Paul Foszcz
Cheryl Grandolfo
Cherya Jenkins
Lomit Patel
John Levine
Michelle Martucci
Mike McKewin
Mindi Terrell
Dave Smith
Andrea Zaacks



CHICAGO AMA
FOR MARKETING PROFESSIONALS

3534 N. Lake Shore Drive
Suite 7D
Chicago, IL 60657

cerebral connection.
emotional attachment.
customer commitment.

