



CHICAGO AMA
FOR MARKETING PROFESSIONALS

brandsmart

2004 CONFERENCE

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MARCH 11, 2004 | CHICAGO, ILLINOIS

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Are you introducing a brand, revitalizing a brand or just managing your brand through the turbulence of a challenging economy and changing consumer behaviors? Then you can't afford to miss this exclusive event on the topic of branding today.

More than ever before, successful brands require nurturing, guidance and true strategic management. Do you understand how and why people relate to brands? Why they are loyal to brands? Are you winning hearts and minds with your brand experience and brand story?

Come hear from brand experts, brand researchers, and other brand executives about managing brands in today's marketplace.

Don't miss this unique forum to learn, discuss and network on the topic of brands.

But don't wait too long because just like last year, space is strictly limited for this unique event.

brandsmart 2004: thursday, march 11, 2004

8:00 – 8:40a.m.	Registration and Continental Breakfast
8:40 – 8:45	Welcome and Opening Remarks
8:45 – 9:30	"Ten Threats to the Future of Advertising" Joe Cappel , Crain's Chicago Business
9:30 – 10:15	"Building the Brand-Driven Business: Operationalize Your Brand to Drive Profitable Growth" Michael Leiser , Prophet
10:15 – 10:45	Krispy Kreme Donut and Coffee Break Sponsored by Movéo
10:45 – 11:45	Concurrent Presentations Session A: "Brand Harmony: The End of Brute Force Branding" Steve Yastrow , President of Yastrow Marketing and Brand Editor for TomPeters.com Session B: "Understanding Consumers: A Short Course in Brain Surgery" Daryl Travis , CEO of BrandTrust
11:45 – 1:00p.m.	Networking Lunch Sponsored by Socratic Technologies
1:00 – 1:45	"Strengthening and Expanding a Brand: UPS' Brand Development Program" Ed Buckley , UPS, Vice President of Brand Management
1:45 – 2:30	"Wal-Mart is Changing Your Consumer" Paula Ausick , FCB Chicago, SVP, Director of Brand Equities
2:30 – 3:00	Break
3:00 – 4:00	Views From the Top: An Open Forum with Brand Leaders Moderator: Steve Yastrow , Brand Editor for the TomPeters.com Brand Cafe Panelists: Eileen Hutchison , Vice President – Marketing, Humana Kathryn Olson , Vice President – Consumer Marketing, Wm. Wrigley Jr. Company Martin Pazzani , Chief Marketing Officer, Bally's Fitness
4:00 – 4:45	"From Clicks to Conversation: A New Approach to Interactivity to Enrich the Brand Experience" Harry Gottlieb , Founder of Jellyvision
4:45 – 5:00	Conference Closing Comments and Adjournment



Ten Threats to the Future of Advertising

> **Joe Cappelletti**, Crain's Chicago Business

Tremendous changes have taken place in the advertising and marketing world in the last 15 years. Many of these changes are forcing elements in the marketing arena to redefine themselves for the future. Those that don't redefine may find that they don't have a future.

Joe Cappelletti, author of "The Future of Advertising" (included in this conference package) and former editor at large and columnist of Crain's Chicago Business, publisher of Crain's Chicago Business and Advertising Age and world president of the International Advertising Association, will share the ten largest threats to advertising and what marketers need to readjust their advertising strategies.



Building the Brand-Driven Business: Operationalize Your Brand to Drive Profitable Growth

> **Michael Leiser**, Prophet

Every time an employee gets to touch a customer or a customer gets to touch the brand, that company gets the opportunity to either reinforce its brand promise or totally denigrate it. Mapping out a strategy that can help an entire organization manage and live (not just think about) its brand is critical to success. As such, effective brand management is a cross-functional, company-wide endeavor. Utilizing proven frameworks and approaches as well as interactive case studies, Mike Leiser, Partner, will provide a step-by-step approach that clearly demonstrates how to bring a brand to life and increase the bottom line.

You will learn the necessary steps to:

- Create value by linking brand and business strategy and making brand a strategic priority within your organization
- Operationalize your brand by identifying, prioritizing, and optimizing high-impact brand touchpoints
- Establish a brand-driven culture within your organization so that building the brand becomes everyone's job



Brand Harmony: The End of Brute Force Branding

> **Steve Yastrow**, President of Yastrow Marketing and Brand Editor for TomPeters.com

What makes a customer fall in love with a brand? Repeated exposure to powerful marketing and sales promises? No, says Steve Yastrow, author of the new book, Brand Harmony, from The Tom Peters Company Press. Strong brand impressions are created when all experiences a customer has with a product blend to tell a clear, compelling story. Hear Steve talk about the end of the era of "brute force branding," and the new world of Brand Harmony.



Understanding Consumers: A Short Course in Brain Surgery

> **Daryl Travis**, CEO of BrandTrust

Consumers can be tricky to figure out. How often does marketing research indicate overwhelming consumer preference in a specific area, but consumer behavior occurs in entirely different areas? In other words, it's common for consumers to tell us one thing and do another. Ninety-five percent of human behavior is driven by the subconscious, indicating that conventional research isn't always reliable. As a result, we're discovering that brands are about feelings, not necessarily about figures. Daryl Travis, frequent speaker and author of "Emotional Branding: How Successful Brands Gain the Irrational Edge," will offer senior marketers attending BrandSmart 2004 a short course in "brain surgery." Using a case history approach, Mr. Travis will help senior marketers understand new ways to interpret and more importantly, influence consumer behavior. Mr. Travis will demonstrate to senior marketers that once we understand our customers' emotional needs, the brand is our most powerful business tool, and can be used to aggressively grow business, breathe new life into a product or service, protect a company's image and more.



Strengthening and Expanding a Brand: UPS' Brand Development Program

> **Ed Buckley**, UPS, Vice President of Brand Management

UPS launched the largest brand development initiative in American business history in the spring of 2003. It signaled the expanded capabilities of UPS, its global presence, technological innovation and its vision of synchronized commerce. By firmly aligning its brand evolution, advertising, marketing and network of UPS Stores behind its corporate strategy, UPS propelled its shift from a package delivery company to a provider of comprehensive supply chain solutions. Ed Buckley, UPS Vice President of Brand Management and Customer Communications, will discuss the process of brand development at UPS and results achieved to date.



Wal-Mart is Changing Your Consumer

> **Paula Ausick**, FCB Chicago, SVP, Director of Brand Equities

Science has shown that changes in the environment can influence changes in us--that's what's behind the theory of evolution. Imagine its 2010. By that time Wal-Mart is expected to dominate the retail environment with its "We raise people's standard of living" promise. How have consumers evolved in this Wal-Mart world?

Foote Cone & Belding, Chicago (FCB), the advertising agency for clients including Boeing, Kraft, KFC, SC Johnson and Coors Brewing Co., and Leo J. Shapiro and Associates, a research consulting firm, traveled to Oklahoma City to delve into the inner workings of Wal-Mart. Researchers utilized Oklahoma City, the place where Wal-Mart has all of its latest formats, to find out the impact of the retail giant on consumers.

Did you know the typical Wal-Mart shopper is under 35 years old, and is brand loyal? And did you know that even those who are politically opposed to Wal-Mart shop frequently at the store. FCB's Paula Ausick, SVP, Director of Brand Equities, will share these findings and more in the "Wal-Mart is Changing Your Consumer" presentation at Chicago AMA's BrandSmart 2004 Conference.

Views From the Top: An Open Forum with Brand Leaders

Lead by our lively moderator, this diverse panel of executives will discuss the opportunities and challenges facing brand managers today. In the process they will give us a glimpse at the key issues facing companies and industries.

Moderator:

> **Steve Yastrow**, Brand Editor for the TomPeters.com Brand Cafe

Panelists:

> **Eileen Hutchison**, Vice President – Marketing, Humana

> **Kathryn Olson**, Vice President – Consumer Marketing, Wm. Wrigley Jr. Company

> **Martin Pazzani**, Chief Marketing Officer, Bally's Fitness



From Clicks to Conversation: A New Approach to Interactivity to Enrich the Brand Experience

> **Harry Gottlieb**, Founder of Jellyvision

Harry Gottlieb is the Founder of Jellyvision, Inc. an interactive design company perhaps best known for creating YOU DON'T KNOW JACK, one of the fastest selling CD-ROM games of all time.

In his presentation, Harry will discuss how marketers can be more effective at selling, servicing, teaching, and entertaining through better design and a more thoughtful approach to interactivity. He will introduce the Interactive Conversation, a way for machines to seem more like people – to enable a website, for example, to interact with your customers with such seamless pacing and awareness, such personality and personalization, that it feels like a real person is just behind the screen. Harry will describe how marketers are beginning to apply this "human touch" to enrich the customer experience and extend their brands in new and exciting ways.

brandsmart: Chicago AMA 2004 conference

When: Thursday, March 11, 2004

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

Time: 8:00 a.m. – 4:45 p.m.

You can register online at www.chicagoama.org/BrandSmart2004.htm
or call the Chicago AMA Registration Hotline at 630.790.6046.

Early Bird Registration (Before February 18):

Members \$275
Non-Members \$400

After February 18, 2004:

Members \$375
Non-Members \$500

**Don't wait—space is strictly limited.
Last year's event sold out in advance.**

Attend this event at the member discount price.

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



*Conference price includes a copy of
"The Future of Advertising" by Joe Cappo.*

BrandSmart 2004 Conference Co-Chairs:
Cindy Bond
Harvey Morris
Tina Ruddy



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cerebral connection.
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