

the internationalist

presents



## *Reinventing Marketing Leadership amid Global Complexity*

**Wednesday, April 13, 2011 at the Trump SoHo in New York**

246 Spring Street- between Ave of Americas & Varick; New York, NY 10013 (+1-212-842-5500)

8:00— Registration Opens & Breakfast Begins

8:45— PROGRAM BEGINS

*Co-Hosted by Deborah Malone of The Internationalist and Rajan Datar of BBC World News*

*8:45— 10:30 (4 sessions during this segment)*

### **The End of the World: ING Investment Management Goes from Global to Local**

What happens when a global company shrinks its world? As ING Group begins its worldwide goal of spinning off its insurance and investment management businesses in Europe, Asia and The Americas, the ING Investment Management marketing team took on the unique branding challenges to transfer the equity of a global company to regional businesses with an entirely new brand.

- **Toby Hoden, CMO of ING Investment Management and Larry Oakner, Managing Director of CoreBrand will present their solutions.**

### **Reinvention: How Do You Use It to Your Marketing Advantage?**

Hasbro has reinvented some of the world's best-loved brands. MONOPOLY, now 75 years old, has transformed from board game to digital fun on Facebook, while SCRABBLE, now in its 63<sup>rd</sup> year, has become Toy of the Year, thanks to electronic tiles. Reinvention, reimagining and putting the consumer at the center of all strategy is critical to keeping these brands relevant. Katy Giffault leads Hasbro's global consumer insights team after spending six years directing the global branding program at United Technologies Corporation (UTC), a company whose products include the likes of Pratt & Whitney aircraft engines, Sikorsky helicopters, and Hamilton Sundstrand aerospace systems. She's now moved from marketing the Sikorsky Black Hawk helicopter to the G.I. Joe action figure and from spacesuits to Transformers. Katy admits: "I guess you can say I'm good with toys big and small."

- **Katy Giffault, Vice President/Global Consumer Insights at Hasbro**

## **The Survival of the Fittest: Why Think Global, Act Local is no longer enough**

Think Global, Act Local, commonly referred to as Global-Local or Glocal, is more than just a tagline describing the cross-border pollination of ideas and products of today's global economy. It was originally used as a rallying cry for people to consider the health of the entire planet and take action in their communities. Today, it takes on a much broader context—from environmental, to public policy, to business—many have even embraced the Think Global, Act Local mantra as the philosophical foundation of running a successful global brand. We now need now a 360-degree view of how we can best prepare businesses for sustained, long-term profitable growth. We need to Think Holistic, Act Personal.

- **Luis Gallardo, Global Director of Brand & Marketing- Deloitte**

## **Thriving in a Real-Time Marketing World: Are You Prepared for What's Next?**

Google's Henrique DeCastro helps you prepare for what's next by outlining some of the key trends that will affect marketing today and tomorrow. Not only is he a true internationalist with a work and life footprint spanning multiple continents, but prior to Google he ran Dell's enterprise business in Western Europe and worked for McKinsey. Now with worldwide responsibility for YouTube and all Google platforms business, he has a unique vantage point for anticipating marketing's next steps.

- **Henrique De Castro, President Global Media, Mobile & Platforms- Google**

## **10:45 – 11:00—NETWORKING BREAK**

*11:00- 12:30 (3 sessions during this segment)*

## **Unlocking the Potential of the Corporate Brand**

Despite significant innovation and investments in sustainable and responsible business practices, global companies operate in a persistent trust deficit. Disruptive technologies, shifting societal expectations, regulatory pressures and calls for radical transparency all contribute to the need for an integrated and aligned corporate response. In this session, **GlobeScan:**

- Shares key consumer trends from emerging and developed economies (including from China, India, Brazil, UK, US, and others)
- Outlines implications for global marketers
- Offers case studies that demonstrate the hidden value of corporate brands in re-building and consolidating trust
- **Simon Jimenez, Vice President- GlobeScan Incorporated, Toronto**

## **Driving Innovation Through Marketing + Technology Integration**

Marketers today are challenged more than ever to be on top on their game when it comes to embracing digital channels, technologies and devices for competitive advantage. This can be done to more effectively engage, transact, acquire, retain, monetize and support their markets. With customer experience frequently dependent on the level of personalized interaction, content relevance and timely response, marketers have to be more adept at teaming with IT groups and to innovate and improve web sites, call centers, social media, mobile touch and point-of-sale or service transactions. Often brands can stand out and differentiate themselves by enhancing the conversion process, purchase cycle, delivery and use of products and services by enabling technology solutions.

- **Moderated by Liz Miller, Director- CMO Council**
- **Jessica Kornacki, SVP Marketing & Sales- Wyndham Worldwide Resorts**
- **Jack Haber, VP of Advertising & e-Business- Colgate-Palmolive**
- **Howard Jacobs, CMO- Madison Square Garden**

## **Throw away your old marketing plan: The New Model for Marketing in the 21st Century**

Paul Price, CEO of Creative Realities, will introduce new thinking for marketing strategy based on the sweeping changes occurring in today's marketplaces. He will explore new ways of defining consumers, brands and gathering insights about them that are more meaningful and actionable. Plus, he'll focus on the most important new digital behaviors that disruptive new enablers are driving, as well as the new and near-new tools to leverage them.

- **Paul Price, CEO- Creative Realities**

### **12:30 – 1:30—LUNCH & KEYNOTE PRESENTATION:**

#### **Branding that works, metrics that matter.**

##### **The 2010 Brand Power Ranking Report: Measuring the Size & Quality of Corporate Brands**

- **James Gregory, CEO & Founder of CoreBrand**

Jim Gregory is one of the communications industry's recognized experts and leading advocates of corporate branding. His company, CoreBrand, has over 25 years of experience in analyzing the effects of strong brands on corporate performance. Jim created the Corporate Branding Index®, an annual research survey designed to capture vital reputation and financial statistics for CoreBrand's various measurement products. Such products include the CoreBrand® Analysis, which helps corporations and their agencies determine the return on investment for advertising and communications.

### **1:30—3:30 (4 sessions during this segment)**

#### **Building a Future-Focused Global Brand:**

##### **Naked's Paul Woolmington Talks with Morten Albaek, Group SVP/ Group Marketing & Customer Insight of Vestas Wind Systems (1:30-1:55)**

Vestas, the world's largest manufacturer of wind turbines, has an extraordinary vision: A world where Wind Energy can take its place alongside Oil & Gas. The company is committed to generating and sustaining the greatest return on wind for its customers. Morten Albæk is responsible for leading the transformation of Vestas from a product-oriented company to become one of the most customer-centric business-to-business organizations in the world by 2015, while also developing and deploying a new Brand Strategy.

Paul Woolmington, of the integrated marketing communications consultancy Naked, seeks to offer 21<sup>st</sup> century solutions for brands so they might best structure for success. Through lively discussion, we'll see what they conclude.

#### **Bringing Science to the Art of Marketing**

IBM uses technology, analytics and business strategy consulting to help expand the role of the Chief Marketing Officer through bringing "science to the art of marketing". This "Smarter Commerce" approach enables a company's marketing department to be more transformational to business as a whole. Matthias Hartmann, VP Global Strategy & Industries for IBM Global Business Services will not only talk about how IBM is transforming its own marketing approach, but he'll provoke new thinking about how marketing can apply more systematic thinking through IBM client examples ranging from Best Buy to TD Waterhouse.

- **Matthias Hartmann, VP Global Strategy & Industries- IBM Global Business Solutions**

## **NEW Solutions: Crowdsourcing has entered the marketing mainstream. Will it work for you?**

Zooppa is the world's largest source of user-generated advertising. CEO Wil Merritt will show through successful brand examples how crowdsourcing is becoming a proven, cost-effective marketing tool. It is now acting as a highbred between traditional and social media, generating not only quality content, but also consumer awareness, engagement and insights. Plus, crowdsourcing can capture the essence of a brand in ways that resonate with a new generation of consumers.

- **Wil Merritt, CEO- ZOOPPA**

## **NEW Solutions: The Right Message, The Right Person, The Right Time**

Many are calling 2011 The Year of Mobility, and Kerstin Trikalitis, the vibrant CEO of Out There Media, the international leader in mobile advertising, will show how such brands as **HSBC, BMW, Coca-Cola, Nokia, Herbal Essences Shampoo** and **Pampers with UNICEF** can use mobile to build sales, build brands and build reputations through sustainable projects. Out There Media's unique approach of combining mobile expertise with marketing knowledge and advertising creativity via their Mobucks™ Mobile Advertising Marketplace enables them to reach 500 million individually-targeted mobile subscribers around the globe.

- **Kerstin Trikalitis, CEO- Out There Media, plus panel participants**

## **3:30 – 3:45—NETWORKING BREAK**

*3:45—5:30-- (3 sessions during this segment)*

## **All conversation is not created equal: Learnings from Starbucks Betacup**

The Starbucks betacup challenge was conceived to eliminate paper cup waste. Promising new solutions were found by opening up a usually closed research and development process to customers with design, communications and strategy skills. While open innovation is not new, it had not been used as communications strategy in the form of significant awareness, positive sentiment, engagement and strong public support for a concept which was further developed and is presently in store trials. Shaun Abrahamson co-founded and produced the betacup. He will discuss the betacup process and results and the broader possibilities for open business processes to play a role in earning media.

- Shaun Abrahamson is CEO of Colaboratorie Mutopo, a Social Production consultancy

## **Re-entering the Windtunnel: How 21st Century brands must Avoid Analog Errors (4:05-4:30)**

Powerful brand communication typically combines the qualities of Relevance and Difference. In this brief provocation, we'll explore how supposed "best practice" in advertising/communication development worldwide has over-prioritized Relevance, and failed to deliver sufficient Difference. The result is "Windtunnel Marketing": widespread examples of advertising with all distinctiveness blown away, leaving a blur of brand-interchangeable imagery, copy and claims. The phenomenon now appears to be repeating itself in the digital sphere - with Facebook pages, OLA executions, Twitter-streams, and apps sometimes varying little from brand to brand. We'll learn a few of the root causes of the Windtunnel and some practical actions to avoid it, drawing on examples from **Google, The Coca-Cola Company** and **Unilever**.

- **Emma Cookson, New York Chairman- BBH**

## **How Do You Market Effectively with Greater Demands for Alignment & Accountability?**

Business now exists amid an Age of Responsibility. Marketers succeed when brand decisions and messages are fully integrated—internally and externally-- and synchronized across all media channels. However, new pressures from procurement departments as well as from top management looking for effective use of funds, tangible growth, cutting-edge communications and purpose-driven initiatives make extraordinary demands on marketing leaders.

- **Lee Ann Daly, EVP/Chief Marketing Officer- Thomson Reuters**
- **Jon Achenbaum, SVP/Global Strategic Marketing- Bayer Healthcare**
- **Marisa Ricciardi, Chief Marketing Officer- NYSE Euronext**

### **FOLLOWED BY NETWORKING RECEPTION**

To benefit the Red Cross and Salvation Army Rescue and Relief Efforts in Japan

And Honor the Japanese Spirit in this time of Great Tragedy

**Hosted by Members of the Japanese Media Community**



**We hope for the joy of early cherry blossoms and a bright spring for all of Japan.**