

BrandFinance® Forum 2010

Understanding the value of advertising



25th & 26th October 2010
Agenda

Venues

25 October 2010

The Royal Automobile Club (RAC), Pall Mall London

26 October 2010

The British Academy of Film & Television Arts (BAFTA), Piccadilly London

International Media Sponsor:



Other Sponsors:



Knowledge Partner:



Supported by:



Global Marketing Network
When we talk marketing, we really mean business



Inspiring Excellence in Communications Worldwide



About Brand Finance



Brand Finance is the world's leading brand valuation consultancy. We advise strongly branded organisations on how to maximise their value through the effective management of their brands and intangible assets. Headquartered in London, Brand Finance is represented in over 20 countries worldwide.

Each year Brand Finance publishes The BrandFinance® Global 500, The BrandFinance® Banking 500 and The BrandFinance® Telecoms 500, which give the indicative value of the world's leading brands. These studies provide a point-in-time opinion on the value of the world's leading brands. Each brand is accorded a brand rating: a benchmarking study of the strength, risk and future potential of a brand relative to its competitor set, as well as a brand value: a summary measure of the financial strength of the brand.

Brand Finance uses the royalty relief methodology, which is a discounted cash flow (DCF) technique to discount estimated future royalties, at an appropriate discount rate, to arrive at a net present value (NPV) of the trademark and associated intellectual property: the brand value. The royalty relief approach is used for three reasons: it is favoured by tax authorities and the courts because it calculates brand values by reference to documented third-party transactions; it can be done based on publicly available financial information and it is compliant to the requirement under the International Valuation Standards Committee (IVSC) to determine Fair Market Value of brands.



The Brand Finance Institute is the education and training division of Brand Finance plc in which theoretical and practical issues surrounding brands are explored. The Brand Finance Institute organises events around the world featuring leading edge thinkers in the area of brand strategy, brand building and brand valuation, who come together to share their experiences and to better understand the process by which valuable brands are created.



Keynote Speaker

John A. Quelch, Lincoln Filene Professor of Business Administration, Harvard Business School will make a keynote speech at the main event.

Every CEO, CFO, CMO, Brand Manager and Agency professional wants to know what consumers really think about their communications. For many years the big questions have kept coming back...

- What is best practice in brand advertising?
- Is there evidence of a long term value add to brands from advertising?
- Which parts of our communications activity provides the most value?
- How can we amplify the value of our marketing spend?
- How can we improve the marketing process for greater efficiency?
- Can we truly measure and articulate the value of advertising to brand equity?

For the past 15 years Brand Finance has been at the centre of the branding sector, working with strongly branded organisations to help them maximize value through effective management of intangible assets.

As part of that process we host an annual forum which focuses on the value of a series of trends and influences to brands and businesses. This year, as the Institute of Practitioners in Advertising celebrates 30 years of their Advertising Effectiveness Awards, we will scrutinise the value of advertising to brands.

The advertising of brands is a US\$450 billion business, yet are we totally clear about the correlation between spend and brand equity? Moreover, Brand Finance research indicates that as much as 62% of the World's business is now intangible – what are the implications for M&A, bid defence and balance sheet valuations?

We hope you can join us as we take an objective look at the evidence and aim to answer these key questions with help from some of the leading figures in our industry including our keynote speaker John A. Quelch, Lincoln Filene Professor of Business Administration, Harvard Business School.

Who should attend?

The delegates of previous forums have included CEOs, CMOs and CFOs of business to business and consumer facing brands at the national and international level. Academics, marketers, advertising consultants, politicians and senior NGO staff have also found our events of great interest. The Brand Finance Forum 2010 'Understanding the Value of Advertising' will be our largest event to date with a greater range and seniority of speakers than ever before.

Day 1: Monday 25th October 2010

Workshop I: 'Building brands the Indian way'

Venue: The Royal Automobile Club, 89 Pall Mall, London SW1Y 5HS, The Mountbatten Room

Timing	Synopsis	Speakers
08.30 - 09.00	Registration and Coffee	
09.00 - 09.05 (5 mins)	Welcome address	Unni Krishnan Managing Director, Brand Finance India
09.05 - 09.50 (45 mins)	'Rapidly changing dynamics of the Indian market'	Prof. Rajendra K Srivastava Provost & Dept President (Academic Affairs) Singapore Management University (SMU)
09.50 - 10.15 (25 mins)	'Similarities and differences between Indian and other consumers'	Jannie Hofmeyr Global Director of Innovation for Brand & Communications Research, Synovate Ltd
10.15 - 10.40 (25 mins)	'Similarities and differences between Indian business houses and MNCs'	Richard Seymour Co-founder, Seymourpowell Ltd
10.40 - 11.10	Break	
11.10 - 11.35 (25 mins)	'Building a global Indian brand from a niche proposition: The Cobra story'	Lord Karan Bilimoria Founder & Chairman, Cobra Beer Partnership Ltd
11.35 - 12.00 (25 mins)	'Taking the long view: the genius of Indian brand led business'	Unni Krishnan Managing Director, Brand Finance India
12.00 - 12.30 (30 mins)	Panel Session Chaired by: Rajan Datar , Presenter, BBC World News <ul style="list-style-type: none"> • Prof. Rajendra K Srivastava, SMU • Jannie Hofmeyr, Synovate Ltd • Richard Seymour, Seymourpowell Ltd • Lord Karan Bilimoria, Cobra Beer Partnership Ltd • Unni Krishnan, Brand Finance plc 	
12.30 - 13.30	Lunch	

Workshop 2: 'New techniques for measuring & managing advertising'

Venue: The Royal Automobile Club, 89 Pall Mall, London SW1Y 5HS, The Mountbatten Room

Timing	Synopsis	Speakers
13.45 - 14.00	Registration	
14.00 - 14.15 (15 mins)	Welcome address	Prof. Malcolm McDonald Emeritus Professor of Marketing, Cranfield School of Business
14.15 - 14.30 (15 mins)	Setting the stage	Prof. Don Schultz Emeritus Professor of Integrated Marketing Communication, Medill School, North Western University
14.30 - 15.05 (35 mins)	'Creating a consumer-built brand: Why the category ideal is the blueprint that matters'	Amy Shea Executive VP, Director of Brand Development Brand Keys, Inc.
15.05 - 15.40 (35 mins)	'Measuring the outputs: For your brand to become one large global sales-force'	Oscar Jamhuri Chairman, Integration-imc
15.40 - 16.30 (50 mins)	'A Financial View of Advertising and Marketing Communications in an Interactive Marketplace'	Prof. Don Schultz Emeritus Professor of Integrated Marketing Communication, Medill School, North Western University
16.30 - 16.45	Coffee	
16.45 - 17.15 (30 mins)	'Various case studies on advertising development and campaigns'	Nigel Gilbert Former Group Marketing Director, Lloyds Banking Group plc
17.15 - 17.55 (40 mins)	Panel Session Chaired by: Prof. Rajendra K Srivastava , SMU • Prof. Malcolm McDonald , Cranfield School of Business • Nigel Gilbert , Lloyds Banking Group plc • Don Schultz , Medill School, NWU • Amy Shea , Brand Keys, Inc. • Oscar Jamhuri , Integration-imc	
17.55 - 18.55 (60 mins)	'Creative part of advertising'	Jagdip Bakshi Global Business Director, JWT Donald Gunn Founder, The Gunn Report
18.55 - 19.00 (5 mins)	Concluding remarks	David Haigh Chief Executive, Brand Finance plc

Brand Finance Forum: ‘Understanding the value of advertising’

Venue: The British Academy of Film & Television Arts, 195 Piccadilly, London W1J 9LN, Princess Anne Theatre

Timing	Session / Activity	Synopsis	Speakers
07.30 - 08.45	VIP Breakfast	(By invitation only)	
08.30 - 09.00	Forum Delegates Registration and Coffee in the Reception and the Foyer Bar/David Lean Room		
09.00 - 09.05	Main conference starts & welcome	Introduction to the Brand Finance Forum and the reasons for this year’s theme	David Haigh Chief Executive, Brand Finance plc
09.05 - 10.00 (55 mins)	Keynote Speech: Is there convincing evidence that advertising adds business value?	<p>We start the day by hearing the objective views of a leading academic, who has spent his career listening to the arguments on the value of advertising, reviewing the research and looking for break through insights on what builds strong brands.</p> <p>He tells us how he sees the world of brands today and helps us to frame the questions that CFOs, CMOs and CEOs should be asking of themselves as they plan strategies that will pay dividends to their shareholders in the future.</p>	John A. Quelch Lincoln Filene Professor of Business Administration Harvard Business School
10.00 - 11.00 (10 mins each + 30 mins discussion) (60 mins)	Future Perspectives - How the consumer and media landscapes are changing in the New World of Advertising	<p>The consumer of the 1950’s and 2010 are poles apart - so much has changed in attitudes, in technology, in behaviours - so what does that mean? Has the value of advertising diminished or strengthened as a result?</p> <p>We hear perspectives from:</p> <ul style="list-style-type: none"> • An independent research guru on what consumers really think about the influence of advertising on them in the digital age • An accomplished creative practitioner who will explain the relevance of behavioural economics to brands • A leading consultant from the world of media, who will offer thoughts on navigating this puzzle for the best results 	<p>Melanie Howard Chair, Future Foundation</p> <p>Rory Sutherland President, IPA & Vice Chairman, Ogilvy Group UK</p> <p>John Brady Director, Aegis</p>

11.00 - 11.30 *Coffee break in the David Lean Room*

11.30 - 12.15
(45 mins)

Latest techniques -
What drives advertising
effectiveness?
Findings from IPA research

One of the industry's greats, Jeremy Bullmore, described advertising as, 'A multibillion pound activity whose precise function has yet to be agreed upon by those who practise it and whose value is openly doubted by many of those who pay for it.' So what are the Institute of Practitioners in Advertising (IPA) doing on the eve of the 30th anniversary of the advertising effectiveness awards to help brands find clarity?

We hear about the latest three initiatives that the IPA are working on including a special new report on brand's share of voice, a project looking at the creative X factor and the second part of an initiative on marketing ROI.

Hamish Pringle
Director General,
IPA

Peter Field
Marketing Consultant

12.15 - 13.00
(45 mins)

Latest techniques:
A briefing on the Brand
Finance toolkit for
monitoring advertising
effectiveness

Including results of a major study on advertising value added from Brand Finance plc.

It is notoriously difficult to measure the effect of advertising on a business' sales. Advertising is just one of the variables that might affect sales in a particular period. If we believe that advertising is a value-add to brands, then by what degree? Which measurement techniques are sound indicators? Are there new valuation approaches that give better correlations? Brand Finance is asked every week by a major brand, what they should be spending on marketing within this geography or in this category. At this year's Forum, the Group CEO will reveal the findings of a study over the Summer which looks at the relationship between brand and enterprise value.

David Haigh
Chief Executive,
Brand Finance plc

Jannie Hofmeyr
Global Director of
Innovation for Brand
& Communications
Research, Synovate Ltd

13.00 - 14.00 *Buffet Lunch in the David Lean Room*

14.00 - 15.00
(10 mins each
+ 30 mins
discussion)
(60 mins)

Panel Discussion:
The Brand Owner's
and Investors
perspective

Chaired by:
Nick Higham, BBC Presenter
The senior management of three global brand owning entities discuss their views on setting and monitoring advertising budgets. Do they believe advertising produces the expected results and creates shareholder value? What challenges do they face in assessing ROI in their businesses?

Gavin Laws
CMO,
Standard Chartered Bank
plc & Chairman, Standard
Chartered Strategic Brand Ltd

Bruno Motta
Chairman,
Shell Brand International AG

Adele Littame
Global Brand Director,
Fosters Brands Ltd

Timing	Session / Activity	Synopsis	Speakers
15.00 - 16.00 (15 mins each + 30 mins discussion) (60 mins)	Panel Discussion: The Marketing Perspective	Chaired by: Nick Higham , BBC Presenter The CMOs of three quite different branded businesses explain why their companies have invested in advertising their brands and what returns they expect to achieve. What challenges have they faced in demonstrating the return on investment and that the investment has been worthwhile?	Chris Clark Group Head of Customer Experience, HSBC Group plc David Radford Group Marketing Director, LV=
16.00 - 16.30	Short break		
16.30 - 17.45 (15 mins each + 30 mins discussion) (75 mins)	Panel Discussion: The CEO's perspective	Chaired by: Nick Higham , BBC Presenter The CEOs of three highly successful and fast growing businesses consider whether enough is being done to improve the results delivered by advertising. What advice do they have for their CFOs and CMOs.	Andy Rubin CEO, Pentland plc Martin Glenn CEO, Birds Eye Iglo plc Frazer Thompson CEO, Chapel Down Winery English Wines Group plc
17.45 - 18.00	Concluding remarks		David Haigh Chief Executive, Brand Finance plc
18.00 onwards	Mad Men themed cocktail party in the David Lean Room		



David Haigh, Chief Executive, Brand Finance plc

David is the CEO and founder of Brand Finance plc, the leading independent brand valuation consultancy. David qualified as a Chartered Accountant with Price Waterhouse in London. He has worked in the area of branded business, brand and intangible asset valuation since 1991 and since January 1995 has specialized entirely in this area. David has represented the British Standards institute on the International Standards Committee working party on the standardisation of brand valuation methods and practices, whose standard (ISO 10668) is due to be published in early 2010. David is a passionate writer and has written many articles for the marketing and financial press on branded businesses and brand valuation and is the author of numerous publications. He also lectures on the subject of branded business, brand and intangible asset valuation at many of the leading business schools around the world.



John A. Quelch, Lincoln Filene Professor of Business Administration, Harvard Business School

John A. Quelch is the Lincoln Filene Professor of Business Administration at Harvard Business School where he teaches Marketing to senior executives on the School's Advanced Management Program. Between 1998 and 2001 he was Dean of London Business School and, between 2001 and 2008, Senior Associate Dean at Harvard Business School. Prior to 1998, he was the Sebastian S. Kresge Professor of Marketing and Co-Chair of the Marketing Unit at Harvard Business School. Professor Quelch was on sabbatical in Shanghai in 2009 as the La Caixa Visiting Professor of International Management and Chairman of the Academic Advisory Council at the China Europe International Business School (CEIBS). Professor Quelch is known for his teaching materials and innovations in pedagogy. In 1995, he developed the first HBS interactive CD-ROM exercise and in 1999, he developed and presented a series of twelve one hour programs on Marketing Management for the Public Broadcasting System. His research focus is on global marketing and branding in emerging as well as developed markets.



Jagdip Bakshi, Global Business Director on Unilever, JWT

Jagdip graduated with Honours in Economics in 1977, followed soon after with an MBA. He joined JWT in 1980, working closely with Unilever over the years. Starting in Bangalore, he was appointed Unilever's leader on beverages for Central Asia and the Middle East. He moved to London in 2000 and was global business manager on Lipton and Lux. In 2002 he returned to India to take charge of JWT Delhi, doubling profits in under 3 years and was later appointed CEO of Contract Advertising, India. In September 2008 he returned to London as global team leader on Unilever for JWT. Over the last 25 months he has steadied a troubled relationship, demonstrated by this year's acquisition of a new global brand. A keen industry champion, Jagdip sits on the executive committee of the Advertising Agencies Association of India (AAAI) and is co-founder and Chairman of Goafest, India's national advertising festival.



Lord Karan Bilimoria, Founder & Chair, Cobra Beer

In 2006 Karan Bilimoria was appointed the Lord Bilimoria of Chelsea, making him the first ever Parsi to sit in the House of Lords. Lord Bilimoria holds a number of public appointments, including President of the UK-India Business Council, Deputy President of the London Chamber of Commerce and Industry, and Chancellor of Thames Valley University, one of Britain's largest universities, and he is a former Deputy Lieutenant of Greater London. He has served on the Government's National Employment Panel, and was Chairman of the Panel's Small and Medium Enterprise Board from 2001 to 2005. Lord Bilimoria is the founder of Cobra Beer, and Chairman of the Cobra Beer Partnership Limited, which remains one of the fastest growing beer brands in the UK. In 2004 he was awarded the Commander of the British Empire, and in 2007 he was awarded the Pravasi Bharti Samman by the President of India.



John Brady, Director, Aegis Group plc

John spent the bulk of his career – nearly 25 years – with McKinsey & Company. He was a director for the last 10 years, and led the firm's European Retailing and Marketing practices. He focussed mainly on serving global consumer goods and retailing clients, working on a broad range of strategic, organisational and operational issues. Over the past five years, he has served as a non-executive director of various companies – Hanson plc, Greene King plc, Aegis plc, Invest Northern Ireland and Piper Private Equity. He has also acted as an advisor to a number of small and medium sized enterprises.



Chris Clark, Group Head of Customer Experience, HSBC Group plc

In February 2001, Chris Clark joined HSBC Holdings plc as Head of E-Marketing, with responsibility for the development of global e-marketing programmes and personal internet banking, in addition to this he was assigned a role in Group Marketing looking at a future brand strategy for the bank. In Oct 2002 he formally moved into Group Marketing as Head of Market Planning and Brand Strategy. He was one of the team responsible for the original work that found 'the world's local bank' positioning. In November 2006 he was appointed as Head of Marketing HSBC Group. In March 2009 he was appointed as Group Head of Customer Experience. In August 2010 he assumed the interim management of Marketing for the bank. The bulk of his career prior to HSBC was in the advertising business in the UK and USA.



Peter Field, Independent Marketing Consultant

Peter spent 15 years as a strategic planner in advertising, starting his career in 1982 at Boase Massimi Pollitt (now DDB London). He spent nine years working for Abbott Mead Vickers BBDO Ltd, leaving to join the management team of Bates London (now absorbed into WPP) and, subsequently, Grey London. In 1997, Peter left advertising to pursue a consultancy role supporting both clients and their agencies as well as founding Express Train, a training partnership for the advertising and marketing industries. In 1999, he helped start Eatbigfish, the challenger brand consultancy, and supported it in its early years. Peter was a member of the IPA Effectiveness Awards Committee for five years and helped set up and run the IPA dataBANK. He has been a judge of the prestigious IPA Effectiveness Awards and has contributed over many years to IPA education and training programmes.



Nigel Gilbert, Former Group Marketing Director, Lloyds Banking Group

Until the beginning of this year, Nigel was Group Marketing Director of Lloyds Banking Group. He developed the multi brand strategy for the Group, including Lloyds TSB brand proposition, “for the journey...” and secured the first official sponsorship of the London 2012 Olympic Games. Pre-Lloyds, Nigel spent his career in advertising. At Lowe Worldwide in London he headed the global team that created the HSBC brand proposition ‘the world’s local bank’, and latterly was CEO Lowe Asia-Pacific. Before Lowe, Nigel worked at Y&R Europe out of Stockholm and London, where he ran Ericsson mobile phones and prior to that he ran DY&R’s agency in Hong Kong. He began his advertising career in London at Allen Brady & Marsh before spending 10 years at Collett, Dickenson, Pearce, latterly as Director of European operations.



Martin Glenn, Chief Executive Officer, Birds Eye Iglo plc

Martin Glenn is the CEO of the Permira that owned Birds Eye Iglo Group which was bought from Unilever in November 2006. Martin has worked on some of the UK & Europe’s most famous brands in his 25 years in the Food Industry. He worked for Pepsico between 1992 and 2006 where he helped grow the Walkers Snackfoods business in the UK, initially as Marketing Director and then as CEO. In 2003 he was given responsibility for Pepsico’s entire UK and Irish business encompassing Quaker Foods and Tropicana as well as the Pepsi soft drink franchise. The Birds Eye Iglo Group has prospered under Permira’s ownership: profitability has improved steadily driven by productivity and a strong programme of product innovation and renovation. In July 2010 Martin oversaw the acquisition of Findus Italy from Unilever, enlarging the Company by 40%.



Donald Gunn, Founder, The Gunn Report

Donald joined Leo Burnett in London, fresh from Cambridge University in 1962. He worked as an Account Executive for 6 years, before becoming a Copywriter. He subsequently served as Burnett’s Managing Director in the Netherlands and Switzerland and Creative Director in South Africa and France. In 1984, Donald was appointed Leo Burnett’s Director of Creative Resources Worldwide. In this job, he created several Burnett institutions which are the envy of the industry – including the World TV Update and the Worldbeater reels, and the Global Product Committee – as well as spearheading the worldwide study on creativity and effectiveness. “Do Award Winning Commercials Sell?”. He became dubbed by Ad Age as “the man with the best job in advertising”. In 1999, Donald launched the annual Gunn Report & Showreel of the Year, which seems to have caught on worldwide as “the official” measure of competitive excellence for the advertising industry.



Jannie Hofmeyr, Global Director of Innovation for Brand & Communications Research, Synovate

South Africa-based Jan Hofmeyr is one of the world's leading brand commitment experts. In 1986, he developed The Conversion Model measuring the commitment of people to their current choices and closeness to conversion. The Conversion Model is the most widely used customer equity measure in the world, and has been or is currently used by 22 of the 25 most valuable brands in the world, ranging from Coca-Cola to IBM. In 1989 Jan and Butch Rice won the best paper award at the annual convention of the South African Marketing Research Association. Dr. Hofmeyr is a frequent speaker at conferences and seminars internationally. He has also lectured at University of Chicago and Harvard Business School. He is also an author or co-authored 3 books. In 2006, Jannie joined Synovate to become Synovate's Global Director of Innovation for brand and communications research.



Melanie Howard, Chair, Future Foundation

As co-founder and now Chair of the Future Foundation, Melanie is one of the country's most experienced and respected social forecasters and commentators. She has been analysing the impact of emerging and new media on consumer behaviour for nearly 20 years starting with Teleculture 2000 (described as 'seminal' by the FT) and including a multi-client study on the Future of Entertainment in 2008. She also devised and directed the IPA's Future of Advertising and Agencies 2016 scenario project and now acts as Special Advisor to the Advertising Association's Front Foot initiative, and has worked with organisations in all sectors of the marketing communications industry. Amongst other roles, she is a Visiting Business Research fellow at the Royal College of Art; a Trustee of the Women's Sport and Fitness Foundation and a Tribunal Member for the Freedom of Information Act.



Oscar Jamhuri, Chairman, Integration-IMC

Oscar Jamhuri is the Founder & Chief Executive Officer of Integration® Group of Companies. It was Oscar's personal commitment to "deliver accountability in marketing and communications" that resulted in the creation of Integration more than 16 years ago. Today, Oscar leads a global group of companies that specializes in the measurement and the management of marketing as well as the development of marketing accountability systems. Prior to founding Integration, Oscar Jamhuri has been a Director at BBDO. He is a regular guest speaker in the field of Integrated Marketing & Communications at INSEAD, IAA, ESOMAR, and Cannes Lions Festival. He has also been invited to speak at universities around the world like Brazil, Argentina, USA, and Singapore.



Unni Krishnan, Managing Director, Brand Finance India

Unni trained in TQM and Marketing at the Taj Group of hotels. He pioneers the strategic applications of brand valuation in India and Sri Lanka. Unni's main area of focus is on how to integrate the rigor of fact-driven analysis with the creative insight of intuition in areas of value based marketing and brand scorecards. Unni has worked in the areas of brand valuation, strategy, corporate identity, planning and research with clients and worked on a wide variety of projects for companies in sectors including telecoms, insurance, financial services, media, airlines, housing and infrastructure, leisure, automobiles and food/beverages. Prior to joining Brand Finance he played a lead consulting role at Interbrand and worked extensively with research and planning firms like IMRB/Millward Brown and TNS/MBL. This wide-ranging experience in quantitative and qualitative research techniques enables him to evaluate and synthesize brand equity drivers into brand valuation models.



Gavin Laws, Chief Marketing Officer, Standard Chartered plc & Chairman, Standard Chartered Strategic Brand Ltd

Gavin Laws was appointed Group Head of Corporate Affairs in March 2009. In his role he is responsible, amongst other things, for the Group's brand and sponsorship activity and was the driving force behind Standard Chartered's multi million dollar sponsorship of Liverpool FC. Gavin joined Standard Chartered Bank over 34 years ago and in that time has had a number of management roles in Consumer and Wholesale Banking as well as heading global operational teams in trade and cash management. As Head of Governance Gavin became actively involved in the Bank's CSR activities. Gavin is a Trustee of the Bank's pension scheme and Chairman of Standard Chartered Strategic Brand Management Company Ltd which is the brand management subsidiary of the Bank. Gavin is also a non executive director of Travelex Holdings Ltd.



Adele Littame, Global Brand Director, Fosters Brands Limited

Adele Littame has been involved in the brewing industry for over 18 years, having held various positions in Foster's Group Limited. Adele started her career with KMPG in Australia as an auditor and later joined Foster's Group in 1989 as an internal auditor and qualifying as a CPA. Following a time in corporate office in Melbourne, Adele transferred to the Group's beer operations in New Zealand as Financial Controller, later returning back to Melbourne as Financial Controller for beer export division within Carlton & United Breweries. Adele also took on responsibility for Strategy and Commercial Planning. Her responsibilities included development of strategic plans for business and brand growth, assessing, negotiating and management of various commercial arrangements. Her role was further expanded to take on responsibility for global brand management of Foster's brand. Adele was responsible for establishing a dedicated Brand IP company in 2007 in the UK, which saw her pick up responsibility as Global Brand Director, moving to the UK in 2008 to take on this role.



Professor Malcolm McDonald, Emeritus Professor of Marketing, Cranfield School of Business

Professor Malcolm McDonald until recently was Professor of Marketing and Deputy Director, Cranfield University School of Management, with special responsibility for e-business, and is now an Emeritus Professor at the University as well as being an Honorary Professor at Warwick Business School. He has written over 40 books, including the best seller 'Marketing Plans: How to prepare them, how to use them', and more than one hundred articles and papers. Coming from a background in business which included a number of years as Marketing Director of Canada Dry, Malcolm has successfully maintained a close link between academic rigour and commercial application. He has consulted to many major companies from the UK, Europe, USA, Far East, South-East Asia, Australasia and Africa, in the areas of strategic marketing and marketing planning, market segmentation, key account management, international marketing and marketing accountability.



Bruno Motta, Managing Director, Shell Brand International AG

Graduated in Social Communications and post-graduated in Marketing, Bruno worked as salesman, teacher and marketing manager before joining Shell in Brazil 25 years ago. Since then, he lived and worked in different places in Brazil and abroad (UK, NL and CH) and experienced jobs in Marketing and Sales, acting as Global Advertising, Promotions and Sponsorship manager, Global Autogas Manager, Retail Latin America Marketing Manager and Latin America Commercial Fuels GM, among others. Bruno is currently Chairman for Shell Brands International, a Shell subsidiary proprietor of Shell trademarks, and manages their licensing to Shell companies and third parties. SBI is also responsible for the development of the Shell brand strategy and related advertising campaigns, global coordination for Shell Group marketing communications and for the management and activation of Shell global sponsorship properties like Ferrari.



Hamish Pringle, Director General, IPA

Since 2001, Hamish has been Director General of the IPA and represents agency interests on a number of key industry bodies including the Advertising Association, the Advertising Standards Boards of Finance, BARB, RAJAR, the EACA and the UKTI Creative Industries Marketing Strategy Advisory Board. He began his agency career at Ogilvy, Benson & Mather after graduating in PPE from Trinity College, Oxford in 1973. He then worked at McCormick Richards, Boase Massimi Pollitt, McCormick Intermarco-Farner/Publicis, Abbott Mead Vickers, Madell Wilmot Pringle, Leagas Delaney, CME KHBB, Saatchi & Saatchi and Brand Beliefs. He has written 'Celebrity Sells', coauthored, 'Brand Spirit', 'Brand Manners' and 'Brand Immortality', and is currently co-authoring a book on media strategy. He is the inventor of the Diagonal Thinking concept which has resulted in the free online self-assessment at www.diagonalthinking.co.uk.



David Radford, Group Marketing Director, LV=

David is Group Marketing Director at LV=, the transformed mutual financial services group (formerly Liverpool Victoria). He was previously Marketing Communications Director for retail financial services at Barclays and UK Marketing Director at Labatt Brewing. David began his career in advertising with Ogilvy and Mather. David has a BSc (Econ) Hons from Cardiff Business School, a first class MA, is a Fellow of the Chartered Institute of Marketing (FCIM), a Freeman of both the City of London and the Worshipful Company of Marketors.



Andy Rubin, Chief Executive Officer, Chief Executive Officer, Pentland plc

Andy Rubin, is CEO of Pentland Brands plc, a UK based private, family owned company started in the 1930's with a single shoe shop. Andy is the third generation to lead the family business. He joined the Group in 1991, was appointed to the Main Board as Marketing Director in 1995 and appointed CEO in 1998. Pentland owns a number of well known sports, outdoor and fashion brands, including: Speedo, Berghaus, Brasher, Mitre, Ellesse, Red or Dead, One True Saxon and Boxfresh. Pentland is the global licensee for Lacoste and Ted Baker footwear and is licensee for Kickers in the UK. Pentland is also a shareholder in Hunter Boots and Gio Goi. Pentland sells its products in over 170 countries worldwide. Pentland is also the majority owner of JD Sports Fashion plc which operates over 500 sports and fashion stores in Europe under the "JD", "Scotts", "Bank", "Size" and "Chausport" fascias.



Professor Don Schultz, Emeritus Professor of Integrated Marketing Communication, Medill School, North Western University

Don E. Schultz is Professor (Emeritus-in-Service) of Integrated Marketing Communication, Northwestern University, Evanston, IL. He is also president of the global marketing consultancy Agora, Inc. also located in Evanston. Prior to his academic career, Dr. Schultz spent 15 years in media and advertising agency management, the last ten at Tracy-Locke Advertising and Public Relations, Dallas, Texas where he was a senior vice president and management supervisor on a number of national accounts. He resigned from Tracy-Locke to pursue a career in academia. Schultz lectures, conducts seminars and conferences and consults on five continents. His current research and teaching focuses on communication integration, branding and the financial measures of marketing and communication and internal marketing. He has or currently holds Visiting/Adjunct/Guest professorship appointments at several leading universities in the world.



Richard Seymour, Co-founder, Seymourpowell

Richard Seymour is co-founder of internationally renowned design and innovation company Seymourpowell. As one of Britain's best-known and most accomplished designers, Richard Seymour has a career spanning more than 30 years and a huge range of creative disciplines. In this time he has become a global champion for design, picking up numerous awards along the way, including the D&AD President's Award for Outstanding Contribution to Design. Initially trained as a graphic designer and illustrator, Richard moved through advertising and film production design before launching Seymourpowell with Dick Powell in 1984. Founded in 1984, Seymourpowell has produced some of the 'milestone' products of the last two decades.



Amy Shea, Brand Keys, Inc.

Amy Shea's unique background in brand communications encompasses both creative development and strategic research. Her work on the ARF/AAAA's Committee to Study Emotional Response in Advertising, as well as her published work with MTV Networks, established her as a key contributor to the growing body of knowledge on engagement. Prior to joining Brand Keys, she was VP and Research Director for Ameritest, where she worked on global research for some of the world's top advertisers. In 2003 her team's efforts were recognized with the David Ogilvy Excellence Award for its work with IBM, taking both the Grand Ogilvy and First in Category. Shea presents world-wide on a regular basis. Her new book (co-authored) *The Certainty Principle: How to Guarantee Brand Profits in the Consumer Engagement Marketplace* provides companies with a consumer-generated predictive approach to brand strategy, creative development and assessment, and engagement ROI.



Professor Rajendra K Srivastava, Provost & Department President (Academic Affairs), Singapore Management University

Professor Srivastava was a visiting faculty at London Business School, Indian School of Business and Helsinki School of Economics, and serves on the faculty at the University of Texas at Austin, Emory University and Singapore Management University. His interests and outlook in integrating operations, finance and marketing reinforce a unique perspective on managing business processes and corporate performance. His work on the impact of market-based assets on shareholder value in the *Journal of Marketing* received both the 1998 Maynard and MSI/Paul Root Awards for the article judged to contribute most to the theory and practice of marketing respectively, and more recently, the Sheth Foundation Award for long-term contributions to the Marketing discipline. As a leading authority on the impact of marketing on business performance, he is frequently invited as a keynote speaker on topics such as marketing metrics, value of market-based intangible assets (brands, channels) and management of growth and risk.



Rory Sutherland, President of IPA & Vice-Chairman, Ogilvy Group UK

Rory read Classics at Christ's College, Cambridge, before joining Ogilvy as a Graduate Trainee in 1988. After 18 months spent as the world's worst account handler (as a desperate remedial measure he was once booked onto a time management course, but got the date wrong) Rory became a copywriter in June 1990. He was appointed Creative Director of OgilvyOne in 1997 and ECD in 1998. In 2005 he was appointed Vice Chairman on the Ogilvy Group in the UK in recognition of his improved timekeeping. By an amazing stroke of luck Rory first used the Internet in 1987. Hence he had the advantage in 1994 of knowing what it was and what it might do a few years ahead of many colleagues. Most people would have combined this knowledge of marketing and technology to make a fortune; not Rory.



Frazer Thompson, Chief Executive Officer, Chapel Down Wines

Frazer graduated in 1981 and joined Media Audits Ltd. For 2 years before moving to Express Newspapers. He started his marketing career with a 2 year spell at Denby Coloroll, before joining Whitbread Inns as Operational Standards Manager for their Inns division, responsible for 650 managed pubs in the North of England. He led the team that created the famous Boddingtons advertising campaign and the draughtflow widget before moving onto the lager portfolio of Heineken and Stella Artois. He later moved into business development and strategy as Strategy Director of the Whitbread Beer Co reporting directly to Managing Director. He accepted the position of Managing Director of English Wines in November 2001. Since then he has been one of the driving forces that has raised the profile of English wine to such an extent that demand now vastly exceeds supply and trebled value sales.

International Media Sponsor



The BBC attracts a global audience of 241 million people to its international news services including BBC World Service and the BBC World News television channel.

BBC World News, the BBC's commercially funded international 24-hour news and information channel, is owned and operated by BBC World News Ltd, a member of the BBC's commercial group of companies. BBC World News attracts 71 million viewers a week, is available in more than 200 countries and territories worldwide, and reaches 306 million households and more than 1.8 million hotel rooms. The channel's content is also available on 81 cruise ships, 46 airlines, 39 mobile phone networks and a number of major online platforms including bbc.com/news. For further information on how to receive BBC World News, download schedules or find out more about the channel, visit bbcworldnews.com.

Other Sponsor



BPP

BPP is a market leading provider of professional training and higher education, for business, finance and marketing amongst other disciplines, and plays a key role in developing the careers of business professionals, by high quality training for professional qualifications, and now offering its own higher education qualifications. We have a Law School and a Business School, and, are the only private sector company to have the power to award university degrees in the UK. In July 2010 we were the first private sector company in the UK to become a university college.

Our goal is to empower students and organisations to succeed through our relentless focus on quality, supported by flexible learning solutions and outstanding educational material.

Launched in 1976 the company specialised in training for the various accountancy qualifications until it listed on the Stock Exchange in 1986. Since then BPP has grown to embrace exam and non exam based training for various other professions, and now has 2,000 staff and 40 locations worldwide. In 2009, BPP became part of Apollo Global.

Associate Organisations



IPA

The Institute of Practitioners in Advertising (IPA) is the trade association and professional institute for UK advertising agencies. Our 264 corporate members are primarily concerned with providing strategic advice on marketing communications, including creating and/or placing advertising. Based throughout the country, they are responsible for over 85% of the UK's advertising agency business and play a pivotal role in advising the nation's companies on how they should deploy their total marketing communications spend of £42 billion.



IAA

Since its origins in 1938, the IAA has been a recognized force in the marketing and communications industry. Its aims are to advocate freedom of commercial speech and defend a responsible communications industry against unwarranted advertising bans and restrictions; use its global network as a leading platform for sharing knowledge on industry issues, best practices and insights in a rapidly changing business environment and to provide and develop education and professional initiatives that serve the industry, and contribute to recruiting and training talent. The IAA UK Chapter is one of the largest and most successful chapters of this global business association.



The Marketing Society

The Marketing Society is a not-for-profit organisation owned by its members, with over 2500 senior marketers. Over the past 50 years it has emerged as one of the most influential drivers of marketing in the UK business community. The Society challenges its members to think differently and to be bolder marketing leaders by supporting the development of leading-edge thinking, and promoting the evidence of effective marketing.

The British Brands Group

The British Brands Group, founded in 1994, is a non-profit-making membership organisation. Its role is to speak out authoritatively on behalf of brands and to represent them collectively when commercial and regulatory issues threaten both their value and their ability to be a positive force in society. While the Group's work focuses primarily on UK policy makers, it also seeks to deepen understanding of how brands benefit consumers, society and the economy by delivering choice, value for money and innovation to consumers. The Group also provides the prime forum for its members on brand-related issues. The British Brands Group is part of a global network of similar brand associations, and is the UK representative of AIM, the European Brands Association, based in Brussels.

Our mission is to build the optimum climate for brands in Britain and to deliver choice and value to consumers, through constant innovation and fair competition.

Global Marketing Network

Global Marketing Network (GMN), headquartered in the UK, is the worldwide membership association for marketing and business professionals. Founded in 2005, GMN aims to offer everything required to support professional marketers throughout their career, wherever they are in the world. GMN is supported by a Global Advisory Council and a Global Faculty featuring senior marketing and business practitioners and academicians, and Global Strategic Partners such as Brand Finance plc, all working together to contribute to the design, development and delivery of new programmes and standards, with the aim of unifying and strengthening the marketing profession, worldwide.

The launch of The Global Marketer Programme leading to a Masters in Global Marketing Practice and the introduction of the world's first "born global" accreditation System for marketing professionals are just two of the measures GMN has recently introduced designed to raise standards in marketing practice. With a presence in Europe, Africa, ASEA and North America GMN intends to have a presence in at least 20 countries by the end of 2011.

Warc. The global provider of ideas and evidence for marketing people

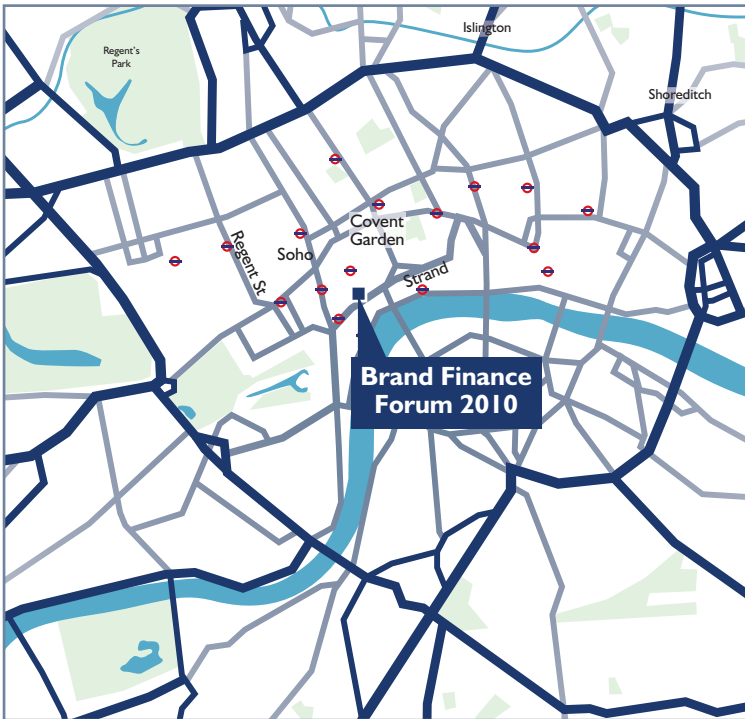
Warc is the most comprehensive marketing information service in the world. It is a trusted resource, recognised for the provision of the latest information and cutting-edge thinking.

Warc's unique online service is relied upon by the global marketing, advertising, media, research and academic communities. Clients range from the BBC, Coca-Cola, HSBC, JWT, Microsoft, Ogilvy, Publicis and Procter & Gamble, to IPSOS, TNS and top business schools. Warc provides authoritative forecasts of advertising expenditure for all major economies, used by researchers worldwide. Warc.com is the single best source of case studies, best practice guides, marketing intelligence, consumer insight, industry trends and latest news from around the world.

Alongside warc.com are two other areas of activity:

- Magazines and journals: Warc publishes five highly respected magazines and market leading journals.
- Events: Warc organises a range of premium conferences and seminars covering topical issues of interest to marketing people across the globe.

To find out more, pay a visit to www.warc.com.



Contact information

Brand Finance plc
Tel: +44 (0) 208 607 0300
Fax: +44 (0) 208 607 0301
Email: events@brandfinance.com
Web: www.brandfinance.com

Event management

Lowri Holness
Mobile: 077 95601 0601
Email: l.holness@brandfinance.com

Robert Haigh
Mobile: +44 (0) 77 6221 1267
Email: r.haigh@brandfinance.com

Nurmala Martin
Mobile: +44 (0) 7789 401 322
Email: n.martin@brandfinance.com

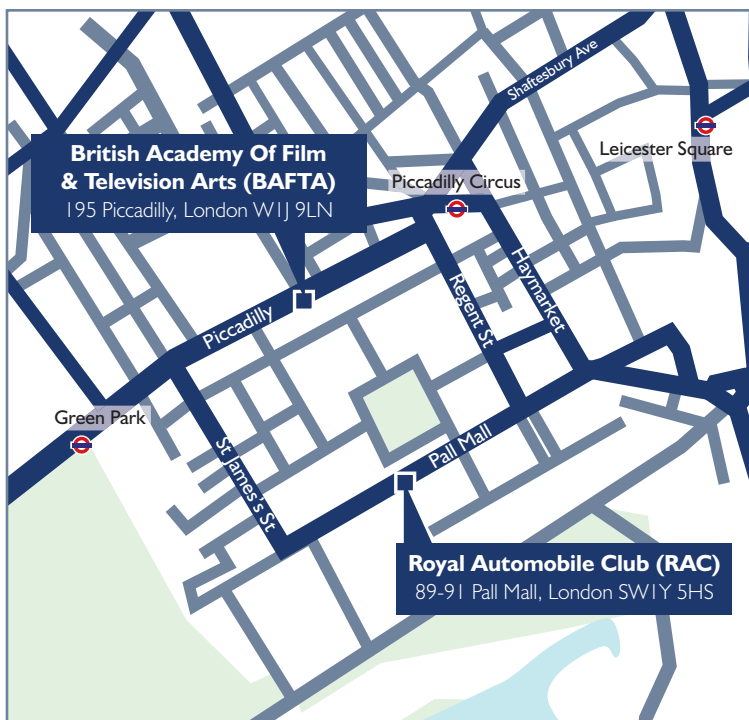
Bernard Lee
Mobile: +44 (0) 7787 545 702
Email: b.lee@brandfinance.Sponsorship

Sponsorship and tickets

Dave Chattaway
Tel: +44 (0) 208 607 0300
Email: d.chattaway@brandfinance.com

Saprina Harrison
Tel: +44 (0) 208 607 0300
Email: s.harrison@brandfinance.com

For more information visit
www.brandfinance.com





www.brandfinance.com