



Cass Business School
CITY UNIVERSITY LONDON



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

Global Brand Forum

Tuesday 7 September 2010

Agenda

9.15 – 9.20 Welcome:

Professor Steven Haberman, Deputy Dean, Cass Business School

9.20-9.30 Co-Chair Introduction

Professor Vince Mitchell and Darrell Kofkin

SETTING THE CONTEXT- THE CHANGING WORLD

9.30 – 10.00

David Haigh, Chief Executive Brand Finance plc

David will update us on the latest practice in brand valuation, why the world has changed due to the new International Accounting Standard in Brand Valuation and what it means for marketers.

10.00 - 10.20

Professor Leslie de Chernatony, Università della Svizzera italiana, Lugano

Value and the eyes of the beholder

Brand choice is influenced by the perceived value a brand relative to its competitors. Leslie will explore the nature of the concept of value and frameworks and present ways of engendering more value.

10.20 – 10.40

Dr Markus Pfeiffer, Managing Director, Vivaldi Partners

Social Currency: How to create lasting consumer value in a digital world?

Creating value from any digital marketing activity has become a major concern of marketing and communications management. Especially the rapid growth of social media and the mobile web has created a world in which the efficiency of any brand and marketing activity is very difficult to obtain and to measure. Vivaldi's Markus Pfeiffer will present a groundbreaking study on social currency, conducted in collaboration with Fast Company in the US, which defines measures beyond sentiment analyses and text mining. In fact, the results show that the creation of social currency is a long-term task that has major impact on brand loyalty and therefore should become a priority in the board room.

10.40 – 11.00

**Plenary Session; David Haigh, Leslie de Chernatony, Markus Pfeiffer
Chair; Vince Mitchell**

BREAK 1: 11.00 - 11.25



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NEW INSIGHTS

11.25 – 11.45

Rikke Duus, Senior Lecturer in Marketing, and Muditha Cooray MBA Programme Director, University of Hertfordshire Business School

Convert, Defend and Acquire: Evaluating consumer preference through brand mindscape

Proliferation of choice within low-involvement product categories is a key challenge for brand managers. Whilst establishing unique differentiators become harder to achieve, marketers are having to develop more precision tools to evaluate their strategic options. Brand building investments are typically non-scientific and brand marketers are required to demonstrate the ROI. Rikke and Muditha propose a multiattribute model of brand mind-space for low-involvement FMCG brands - a strategic tool to identify your own and your competitors' market position.

11.45 – 12.05

Jonathan Wilson – Senior Lecturer in Marketing, University of Greenwich
An insight into Halal and Islamic branding

The phenomenon of Islamic Marketing and Branding as a new and separate discipline has attracted the attention of both academics and practitioners – from within and outside of the Muslim world. Evidence of this can be seen in Emerald's launch of the *Journal of Islamic Marketing* and *Ogilvy Noor*, an Islamic Branding consulting service, created by Ogilvy and Mather. Areas of interest which continue to challenge practitioners and academics alike, and will be discussed in this presentation are what defines a brand as being Islamic, what is halal and does being halal necessarily translate into being Islamic, how can brand theories be applied within this context, and moving forward, what emotional elements are acceptable within the halal paradigm, how can they be evoked, and to what degree can they be deployed?

12.05 – 12.25

Steven Cheliotis, Chief Executive, The Centre for Brand Analysis and Tim Bourne, CEO, Exposure Group

Chitter chatter, what makes people talk about your brand

In the midst of an extensive project exploring brands in conversation, the team at The Exposure Group and The Centre for Brand Analysis will give you an exclusive first glimpse of the findings and learnings from their comprehensive study on which brands are being talked about and why. The talk will also reveal what really motivates people to talk about brands, both on and off-line, and how brands can start conversations

12.30 – 12.50

Plenary Session; Steve Cheliotis, Tim Bourne, Jonathan Wilson, Rikke Duus, Muditha Cooray
Chair; Darrell Kofkin

LUNCH 12.50 - 1.40



GLOBAL BRAND STRATEGY

1.40 - 2.00

Ardi Kolah, Chief Executive, Guru in a Bottle
Giving CSR a Sporting Chance

Ardi explores the role of corporate social responsibility (CSR) within sports sponsorship and the impact this has on your brand. He will evaluate why CSR has become a key strategic issue for many sponsors and what makes CSR work. Ardi will also share details of a new research study by Judge Business School, Cambridge, early findings from the study and some conclusions for the future of CSR within brands associated with sports sponsorship

2.00 - 2.20

Sean McAuliffe, Head of Business Development, The FA
Only sing when you're winning!

The FA is the governing body of football in England. As a not-for-profit organisation all surplus revenues are invested back into the game. Representing some of the most high profile sports brands and rights in the world Sean will explain how The FA continues to engage with consumers to offer a relevant, exciting and compelling brand experience.

2.20 - 2.40

Professor Rajeev Batra, Professor of Marketing and Director of Yaffe Center for Persuasive Communication, University of Michigan
Lessons from the Global Branding efforts of Emerging Market Multinationals

Rajeev and collaborators Amitava Chattopadhyay (INSEAD) and Aysegul Ozsomer (Koc, Turkey) have just finished interviewing nearly 40 'Emerging Market' companies (including HTC, Haeir, Lenovo, Tata Motors, Arcelik) on how they are managing to build global brands despite small budgets and negative country of origin quality imagery. What can we all learn from their "competing from below" brand-building strategies?

2.40 – 3.05

Professor Robert Shaw, CEO Value Based Marketing Forum and David Moody, Director of Business Strategy, Freedman International
Global Marketing Efficiently - Faster, Cheaper, Better

Faster, cheaper, better are three key objectives for tough economic times. But how to achieve them successfully? Robert Shaw will describe the theory, techniques and tools needed to succeed. But how to apply them globally? David Moody will provide insights from case examples of successful organizations that have successfully enhanced marketing's efficiency on a global scale.

3.05 – 3.25

Crispin Reed, Managing Director, Brandhouse

Always look on the bright side of life: a case history in building optimism in to a brand

At last year's GMN conference Crispin talked about the role that emotion plays in branding and revealed the results of The Brandhouse Emotion 100. This year Crispin gives an insight in to how these principles of understanding emotion and the methodology behind the original study



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have been practically applied to revitalising a long-established brand...with some uplifting results.

3.25-3.45

**Plenary Session; Ardi Kolah, Sean McAuliffe, Crispin Reed, Professor Robert Shaw, David Moody
Chair; Vince Mitchell**

BREAK 2: 3.45 – 4.05

VIRTUAL BRANDS

4.05 – 4.25

**Professor Michael Solomon, Director, Center for Consumer Research, Haub School of Business,
St Joseph's University
The Brand that Isn't There**

In 2010, U.S. consumers will pay \$1.6 billion for products that don't exist. They will eagerly purchase clothes, furniture, cars and bling for digital avatars who reside in virtual worlds. They will acquire props and badges that enable these characters to battle ferociously, flirt more successfully with other byte-sized denizens, or simply flaunt their status. *Virtual consumption* forms the bedrock of emerging practices of digital identity management, where our physical and digital selves merge and jointly express who we are, who we are not, and who we want to be. These practices transcend geographic boundaries as avatars from around the globe freely mingle with one another in real time – and display real brands from many markets. Michael will explore this rapidly growing universe, and show why digital branding should be a key component of a marketer's strategic portfolio as consumers continue their migration toward a hybrid identity that merges the real and the imagined.

DIGITAL BRANDING

4.25 - 4.45

**Damon Segal, CEO, Emotio Design Group
Seven Secrets of Online Success**

As a prelude to the new Certificate in Digital Marketing that Damon is creating with Global Marketing Network he reveals the seven secrets of getting the best from the internet for your business and your own personal brand. In just 20 minutes you will discover the top 10 questions to help choose your web agency, discover some of the best practices in usability, technology and hosting - giving you the tools to know what should be expected from a company you engage. You will also be able to exploit different methods of making revenue from the internet and most importantly will be able to make your presence known whether from Search Engine Marketing or Social Media Optimisation. Damon will share more than a decade of experience working with the world's largest Search Engine Optimisation organisations and will lift the veil on the 'dark art' of getting the best out of Google.



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PUTTING IT ALL TOGETHER

4.45-5.05

David King, Marketing Director, Berry Bros and Rudd Spirits

Berry Bros & Rudd have launched a super-premium gin. Not only may it seem 'bonkers' launching a super-premium product in the current climate but also the development process was highly unusual...no consumers were involved and they are taking a non-traditional approach to marketing...on a limited budget. The launch has been a huge success, selling out their first run immediately and the press accolades and awards have been fantastic. Marketing Director David shares with us how they did it!

5.05– 5.20

Plenary Session; Professor Michael Solomon, Damon Segal, David King Chair; Darrell Kofkin

AND FINALLY

5.20– 5.30

Concluding remarks and thanks; Professor Vince Mitchell and Darrell Kofkin

5.30 – 7.00

Networking reception and spirits tasting, courtesy of Berry Bros and Rudd Spirits