Alternative Advertising and Marketing

Expanding market opportunity by leveraging alternative advertising to support traditional marketing campaigns

London, UK

6th & 7th March, 2008

Attending this premier **marcus evans** conference will enable you to:

- Gain an understanding of the growing importance of out-ofthe-box advertising channels
- Utilise emerging technology for interactive audience engagement
- Demonstrate ROI on alternative spend
- Build the best ambient marketing campaign
- Understand the importance of social media as a key component of an integrated marketing strategy
- Evaluate how mobile marketing will allow you to uniquely reach your marketing goals
- Explore the subconscious marketing approach
- Spread your visibility by word-of-mouth advertising
- Produce campaigns on small investments

Learn from case study presentations how:

- Daimler Chrysler Bank AG creates a digital marketing strategy to maximise audience reach
- Nokia Mobile Advertising connects with its customers to allow them to interact with Nokia's brand
- Ogilvy Public Relations discusses marketing and advertising opportunities in social networks
- Vonage UK develops a green marketing strategy for its products and becomes an environmentally friendly organization
- Saatchi & Saatchi give campaign its own life through viral marketing
- AdmCom Integrated Communications connects with the customers through experimental and ambient marketing strategy
- STA Travel Group utilises Web 2.0 to share the brand with customers and foster loyalty

Early Bird Special Offer:

Book by 17/01/2008 and save 10 %

Get your brand recognised through use of unique and eye-catching advertising formats.



Your Expert Speaker Panel:

Advertising Agencies:

Aldo Cernuto

Executive Creative Director and Vice President Young & Rubicam Italy

Jim Dowling

Creative Director, EAME
Ogilvy Public Relations Worldwide

Simon Wooller

Creative Director
Saatchi and Saatchi, Denmark

Ivan Palmer

Word of Mouth Marketing Strategist WildFire, Grey London Group

Maurizio Cinti

Creative Director AdmCom Integrated Communications, Italy

Adam Wylie

Managing Partner **23red, London**

Brand Owners.

Patrick Eikelenboom

Direct to Consumer Marketing Leader, Europe Mars

Robert Huber

Online Marketing Manager Daimler Chrysler Bank AG

Minh Tran

Head of Sales and Marketing Nokia Mobile Advertising

Vincent Potier

Vice President of Marketing Vonage UK

Craig Hepburn

Global Webmaster STA Travel Group

Karl Peterson

Project Manager and Web Editor Swedish Institute

Research Advertising Companies:

Peter Haslett

Chairman Ipsos ASI, UK

Media Partner:





Day 1

6th March, 2008

Booking Line

Tel: +44(0)20 3002 3276 Fax: +44(0)20 3002 3016

www.marcusevans.com

08.30 Registration and Morning Coffee

09.10 Chairman's Opening Address

09.25 Keynote

Effectiveness of Communicating the Advertising Message

Young & Rubicam, Inc. (Y&R) is a global leading consolidated marketing and communications company specialising in advertising, public relations and brand identity consulting.

Aldo Cernuto

Executive Creative Director and Vice President Young & Rubicam Italy

THE GROWING IMPORTANCE OF 'OUT-OF-THE-BOX' MARKETING AND ADVERTISING CHANNELS

10.05 Case Study

Creating a Digital Marketing Strategy to Maximise Audience Reach

- Evaluating and understanding your audience demographics for online and their use of new technologies
- Building a brand identity across multiple platforms
- How to interact, connect and empower the audience
- Discussing cross-promotion across media channels
- Utilising the latest technologies and new media platforms: podcasting, mobile phones, aggregation and subscription
- Differentiating yourself from competitors

Robert Huber

Online Marketing Manager Daimler Chrysler Bank AG

10.50 Morning Coffee Break

11.20 Case Study

Creating Virtual Marketing Opportunities through Second Life

- Exploring the motives for choosing Second Life
- Who uses Second Life? Who will use it?
- Looking at the core principles of community marketing Why is Second Life at a rapid development?
- Assessing the Return on Investment who it works for and why?

Karl Peterson

Project Manager and Web Editor Swedish Institute

12.05 Case Study

Mobile Marketing – Connecting with Your Customers and Allowing Them to Interact with Your Brand

- Evaluating how mobile marketing will uniquely allow you to reach your marketing goals
- Profiling your audience and understanding how they use mobile phones
- Investigating the advertising models from SMS to the future
- How will the evolution of mobile technology and acceptance of mobile communication impact the bottom line of your marketing program?

Minh Tran

Head of Sales and Marketing Nokia Mobile Advertising

12.50 Networking Lunch

14.00 Case Study

Spreading Your Visibility throughout the Network of People – Word-of-Mouth Advertising in the Offline World

- Explaining why Word-of-Mouth works wonders?
- Planning and executing an intelligent strategy of WOM for your campaign
- Measuring WOM and ROI
- Assessing why WOM is important for the success of your business

Ivan Palmor

Word of Mouth Marketing Strategist WildFire, Grey London Group

14.45 Case Study

Alternative Approach to Traditional Media – The Non-Traditional Side of TV

- Turning your mind into alternative thinking non traditional advertising through a media channel
- The potential on advertising on TV
- Creating an internative TV

Adam Wylie

Creative Director 23red, UK

15.30 Afternoon Coffee Break

16.00 Case Study

Entering the Era of Social Media. Exploring the Community Marketing: My Space, Facebook... etc

- How brands should consider social media as a key component to their integrated marketing strategy?
- Valuing social networks How to get best value and advertise effectively in these spaces?
- Targeting and profiling the audience understanding the end users
- Looking at those spaces are you attracting or repelling your customers?
- Addressing the risks and benefits connected with blogging and social marketing and how this can affect your business

Jim Dowling

Creative Director, EAME

Ogilvy Public Relations Worldwide

16.45 Case Study

Green Marketing – The Competitive Advantage of Sustainability

Businesses are increasingly recognising the many competitive advantages and business opportunities to be gained from ecosustainability and green marketing.

- Bottom line incentives and top line growth possibilities
- The 'green' strategy behind the products to access new markets
- Determining the four P's of the green marketing: product, places, price, promotion
- Who is the green consumer?

Vincent Potier

Vice President of Marketing Vonage UK

17.30 Closing Remarks from the Chair

17.40 Close of Day One

I would like to thank everyone who has assisted with the research and organisation of the event, particularly the speakers for their support and commitment.

Aneta Ogorek, Conference Producer, marcus evans Prague, Tel: +420 255 707 245

Email: AnetaO@marcusevanscz.com

Day 2

7th March, 2008

Booking Line

Tel: +44(0)20 3002 3276 Fax: +44(0)20 3002 3016

www.marcusevans.com

08.30 Registration and Morning Coffee

09.00 Chairman's Opening Address

MOVING FORWARD: IS SCIENCE THE FUTURE OF MARKETING?

09.10 Expert View

Turning to Science to Get Inside Consumers' Head -Discussing the Emotional and Subconscious Marketing Approach

- Is this an expanding advertising strategy, or something different?
- How does a marketer reach the subconscious?
- Tapping into the basic human emotions of what compels people to order a product or service from you hypnotically driving them to place an order

Peter Haslett

Chairman

Ipsos ASI, UK

CONNECT! EVANGELIZE! INFLUENCE

09.55 Case Study

Experiential and Ambient Marketing a Fundamental Basis for the Future of Marketing Strategy

- Giving the customers an opportunity to engage and interact with brands
- Managing impact, cost effectiveness and re-call
- Do it right incorporating a distinctive and creative marketing strategy to win the brand loyalty for your product
- Looking at experiential marketing trends

Maurizio Cinti

Creative Director

AdmCom Integrated Communications, Italy

10.35 Morning Coffee Break

11.00 Case Study

Giving Your Campaigns Life on its Own - Viral Marketing

- Getting your customer's attention: it is all about a good story!
- Making your customer's feel something but how?
- The strategy behind viral marketing: creating a strong emotion
- It is not about exclusivity. It is about getting it out there for everyone to see

Simon Wooller

Creative Director

Saatchi and Saatchi, Denmark

WHAT TO WATCH FOR

11.45 What Lies Ahead – Discussing Key Predictions for the Industry

- Investing in the right media tools for better results tomorrow
- Where to market? How consumer behaviour is shaping market needs?
- Aligning with the global market trends

Speaker to be confirmed

12.30 Networking Lunch

THINKING CREATIVELY TO MAXIMISE FEFECTIVENESS

13.30 Case Study

Capitalising on Power of Online Video Advertising

- What is the best way to capitalise on this trend?
- Why should your brand focus on online video?
- Assessing the success of video or video-related campaigns

Patrick Eikelenboom

Direct to Consumer Marketing Leader, Europe

USING THE WER TO GENERATE AND DRIVE TRAFFIC

14.15 Case Study

Sharing and Preserving Your Brand in Web 2.0

- Seizing the opportunities presented by Web 2.0
- Maximising the consumer engagement in 2.0 world
- Extending your brand through user generated content
- Fostering loyalty amongst your target user group
- Examining successful online brand campaigns across Europe

Craig Hepburn

Global Webmaster

STA Travel Group

15.00 Afternoon Coffee Break

HOW TO MAKE BIG PROFITS FROM SMALL INVESTMENTS

15.30 Panel Discussion

Effectively Demonstrating and Measuring ROI on New Media: How and When?

- Measuring responses and trackable activity in the new media
- Building new audiences through alternative advertising and keeping the old ones
- Brand tracking key markets to monitor where to invest
- Keeping credibility and consistency throughout alternative media forms

This panel will consist of speakers of the day and invited guests. Should you wish to be considered as a panelist contact: **Aneta Ogorek,** Conference Producer, **marcus evans** Prague, Tel: +420 255 707 245, Email: AnetaO@marcusevanscz.com

16.15 Closing remarks from the Chair

16.30 Close of the Conference

Business Development Opportunities

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

Samantha Tan, Sponsorship Manager marcus evans

Tel: +34 93 393 4607

Email: SamanthaT@marcusevanses.com

Alternative Advertising and Marketing

Booking Line

IMPORTANT - Please do not remove or obscure the above label. It contains vital information Postcode Tel Fax Email AUTHORISATION Signatory must be authorised to sign on behalf of contracting organisation Position Signature Date This booking is invalid without a signature

TO BOOK ONLINE GO TO WWW.MARCUSEVANS.COM

Pay in UK Sterling

□ CONFERENCE FEE: @ £1895 + VAT

□ EARLY BIRD DISCOUNT FEE: @ £1705.50 + VAT

Pay in Euro

☐ CONFERENCE FEE: @ €2895 + VAT☐ EARLY BIRD DISCOUNT FEE: @ €2605.50 + VAT

VAT will be charged at the local rate of 17.5%. The prices are inclusive of programme materials, luncheon and refreshments. Please note that Early Bird Discounts only apply to bookings made prior to 17/01/2008

METHODS OF PAYMENTS

Cheque - made payable to marcus evans Conferences Ltd - VAT No. GB 782 8383 85 Cheque – made payable to **marcus evans**. Conterences Ltd – VAI No. GB 782 8383 85 Bank Transfer – **marcus** evans, Barclays Bank Plc, PO Box 544, 54 Lombard Street, London EC3V 9EX – Sort Code: 20 00 00 A/C No: 70427683, quoting delegate name(s) / livnoice number and GM105 as reference. Credit Card – Please debit my MASTERCARD / VISA / EUROCARD / AMEX / DINERS CARD Payment is required within 5 working days

Card Holder's Name Card No

Signature Valid From Expiry date

TWO WAYS TO REGISTER

1. Book online at www.marcusevans.com

2. Fax bookings direct on +44(0)20 3002 3016

Terms and Conditions:

Fees are in inclusive of programme materials and refreshments.
 Payment Terms: Following completion and return of the registra

1. Fees are in inclusive of programme materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE-payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in pounds sterling.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by marcuse evans (as defined above).
Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future marcus evans conference. Thereafter, the full conference fee is payable and is non refundable. The service charge is completely non-refundable and expressed that the state of the conference is to be required to expend the payment terms are fixed seen or received deep not a constitutional deep not.

marcus evans conference. Thereafter, the full conference fee is payable and is non refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-paying non-refundable and constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that marcus evans will not be able to mitigate its losses for any reson, marcus evans decides to cancel or postpone this conference, marcus evans only less than 50% of the total contract value. If, for any reson, marcus evans decides to cancel or postpone this conference, marcus evans for the postpone the conference, marcus evans for the postpone that the conference of the conference of the following that the conference of the retunds, part retunds or alternative offers shall be made. In the event that marcuse evans permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date in serged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another marcuse evans event. No refunds, part refunds or alternative offers shall be made. 7. Governing law: This Agreement shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However marcus evans only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.

There is a lot of buzz surrounding 'out-of-the-box' advertising that appears to be effective. Alternative media is becoming more mainstream for brand marketers trying to capture the attention of increasingly distracted consumers. Alternative advertising has been growing at a high rate and gained momentum in the advertising industry.

This marcus evans conference will present a convergence of information related to 'out-of-the-box' marketing strategies to support traditional marketing campaigns. This event will expand the understanding of effective and measurable ways to use alternative advertising to strengthen alternative portfolios that open up more market opportunity and exposure for the brand owners to target their consumers.

Join this event to meet the experts and develop your knowledge on creating and out-of-the-box advertising tactics. Think 'out-of-the-box': outsmart, out market, out sell competitors!

This conference is intended for:

- Marketing and Advertising Agencies
- Media Companies
- Corporate Companies

Directors/Senior Managers and Heads of:

- Marketing and Advertising Campaigns
- Brand Management and Development
- Digital Adverting
- Promotion
- Brand Strategy
- Product Management
- Consumer Research
- **Business Development**
- Corporate Strategy

If you would like further information about the event or information about how to book, please contact:

Mr. Ola Samuelsson, Senior Marketing Manager,

marcus evans London

Tel: +44 (0) 20 3002 3276

Email: OlaS@marcusevansuk.com

Should you require accommodation whilst attending a marcus evans conference, please do not hesitate to contact our accommodation agent First Option who will be more than happy to make a reservation for you. Please quote the name of the marcus evans conference you are attending. Tel: +44 (0) 161 601 4038

Fax: +44 (0) 161 968 9310

marcusevans@travelocity-business.co.uk www.travelocity-business.co.uk/marcusevans/

