

# 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-of-the-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 %

Media Partner:



## 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**

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 Palmer**

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 interactive 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 eco-sustainability 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,

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Day 2

7th March, 2008

## Booking Line

Tel: +44(0)20 3002 3276

Fax: +44(0)20 3002 3016

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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 EFFECTIVENESS

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  
Mars

### USING THE WEB 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**  
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