

# ANA Brand Activation Promotion Marketing @ Reed Smith

## When:

**Start:** Thursday, December 7, 2017 at 8:15am

**End:** Thursday, December 7, 2017 at 4:00pm

## Where:

Reed Smith

599 Lexington Avenue

New York, NY 10022

## Agenda

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TIME	EVENT DETAILS
8:15am	<b>Breakfast</b>
9:00am	<b>General Sessions</b>  <b>HOW HERITAGE-BASED STORYTELLING INFLUENCES CULTURE, BRAND &amp; CUSTOMERS</b>  Competitive enterprises are constantly looking to better align their culture, brand, products and services to foster greater performance and growth. Yet despite all of the focus on processes, data analytics and technology, consistently producing and distributing differentiated content continues to be critical.  In an era when authenticity and substance are at a premium, heritage is a subtle yet powerful weapon in the marketers' arsenal. Heritage-based content offers a wellspring of compelling stories that, when strategically deployed, can powerfully connect with consumers' hearts and minds to enhance differentiation, elevate the consumers' experience, and build loyalty.  Through an exploration of practical, best practices and examples of best-in-class brands amplifying their messages with heritage-based storytelling, participants will gain insights for how to tap into their own past to help drive their brands' future.  <b>Rick Beller</b> EVP & COO The History Factory

TIME	EVENT DETAILS
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### FANDANGO: WE LOVE MOVIES

A look into how Fandango has grown from an online movie ticket company, to an entertainment company offering the entire movie experience from box office to movie streaming. A wholly-owned subsidiary of NBC Universal and the Comcast Corporation, Adam will present Fandango's capabilities for brands to advertise, promote and generate awareness through the entertainment industry.

**Adam Rockmore**  
CMO Fandango

### PRESENTATION FROM ATLANTIC RECORDS

Disruptive technology in the music industry constantly changes the way record labels promote artists. Find out how Atlantic records adapts to the changing landscape and successfully markets to a broad range of consumers.

**Tom Mullen**  
Vice President, Marketing Catalog Atlantic Records

### DRIVING BRAND CONSUMPTION THROUGH THE SPORTS VIEWING OCCASION

The sports viewing occasion is engrained in human behavior. Year over year, Heineken has used a mix of branding and digital engagement to make the viewing and the drinking occasion synonymous to ensure growth. Join John Lim, CEO of Life in Mobile, for a discussion about how human behavior guided the evolution of the Heineken Soccer digital activations on a national and regional level to continually drive the brands position within the sport.

**John Lim**  
CEO Life in Mobile