ANA Brand Activation Shopper Marketing @ Coca Cola

When
Start: Wednesday, November 8, 2017 at 8:15am
End: Wednesday, November 8, 2017 at 4:00pm

Where:
Coca Cola
1 Coca-Cola Plaza
RCG Hall
Atlanta, GA 30313

Agenda

8:15am **Breakfast**

9:00am **General Session**

FROM SHOPPER MARKETING TO TRANSFORMATIVE SHOPPER EXPERIENCES

Hear from James and John how Coca-Cola is collaborating with their retail sales customers to create irresistible shopping experiences that enable shoppers to have a more meaningful shopping experience. Coca-Cola does this through their Coca-Cola Customer Commitment in which proprietary insights, innovative processes and exceptional design capabilities lead to custom shopper solutions that really connect with shoppers beverage occasion needs, sparking demand and ultimately driving enhanced sales revenue for our customers.

John Mount
Vice President, National Retail Sales Customer Marketing The Coca-Cola Company

James Sommerville
Vice President of Global Design The Coca-Cola Company

GENDER EQUITY & SHOPPER RELEVANCE – REMOVING BIAS TO UNLOCK GROWTH

Georgia Pacific's Brawny brand needed to "strongly" break through category noise and soft sales with something emotive, intellectual and relevant to their core consumer.

Simultaneously, the brand began to align with the evolution of gender and gender roles and recognize the renewed energy that has emerged in our culture to reject staid images of male vs. female and all the trappings involved in favor of a more equitable perspective unbound by old paradigms.

Together with its agency, Catapult, G-P will share how how more expansive, equitable and authentic gender portrayals are driving better relevance and conversion in the marketplace.

This will include a review of the work done on Brawny, Dixie and Angel Soft; an overview of G-P's progressive innovation on how to be more expansive on the roles of men and women in society and garner greater brand equity and improved conversation within the shopper context.

Brian Sullivano
Senior Director – Shopper Marketing & Media Georgia-Pacific

DyShaun Muhammad
Senior Vice President – Client Services Catapult

CHICKENS, NINJAS AND BEARS...OH MY!

How to create innovative disruption in a hurricane of chaos. The world is changing quickly and disruption is all around us. How we choose to lead against this disruption determines whether we will be the disruptor or the disrupted. Meet an organization that is building the heart and culture of true change.

Tim Lowe
CEO Lowes Foods

SURVIVING THE RETAIL APOCALYPSE

As the role of the store continues to evolve, shifts in retail and shopping are changing the game for retailers and brands in their quest to meet the rising expectations of shoppers. Learn the new laws of attraction needed to survive the retail apocalypse happening today and into tomorrow. Hear successful examples that deliver on what now matters in creating transformative shopper experiences.

Tina Manikas
President FCB/RED

Curt Munk
SVP, Director of Planning FCB/RED

EVOLVING SHOPPER MARKETING: FROM ANNIVERSARY EVENTS TO CATEGORY GROWTH

More info coming soon...

Matt Barresi
Brand Director – North American Selling & Market Operations Proctor & Gamble

Jessica Hendrix
President/CEO Saatchi & Saatchi X

HOW COCA-COLA, HERSHEY'S AND MONDELEZ ADDED NEW FLAVOR TO MARCH MADNESS AT KROGER

More info coming soon...

Vince Thompson
Founder / Chairman / CEO MELT Sports & Entertainment