

ANA Brand Activation Shopper Marketing @ Coca Cola

When:

Start: Tuesday, January 30, 2018 at 8:15am

End: Tuesday, January 30, 2018 at 4:00pm

Where:

Coca Cola

1 Coca-Cola Plaza

RCG Hall

Atlanta, GA 30313

Agenda

TIME	EVENT DETAILS
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

TIME	EVENT DETAILS
------	---------------

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 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 Sullivan

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

TIME	EVENT DETAILS
------	---------------

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...

Jessica Hendrix

President/CEO Saatchi & Saatchi X

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

Long-time NCAA March Madness sponsor, The Coca-Cola Company, has since 2003 been a major sponsor in this annual 3-week tournament affectionately known as "March Madness." Coca-Cola has long been a pioneer in bringing this sponsorship property to life both in retail and on-site and in 2003, actually created, with MELT, "March Madness Music Festival " which is now a three-day music festival attended by more than 100,000 fans during The Final 4 held annually during the first weekend of April. Retail activation surrounding this property has always been robust, but with The Coca-Cola Company deciding to make a strategic shift to marketing "Coke with Food", TCCC and MELT decided to try something new and different, hence, "The Taste of The Tournament" was born in 2017. Hear in greater detail about how this sponsorship and retail activation changed the game for the shopper experience.

Vince Thompson

Founder / Chairman / CEO MELT Sports & Entertainment