

# ANA Effective Brand Marketing at InterContinental Hotel Groups

## Building Brand and Business with Today's Digital Customer

Today's consumer is digitally-centered: Lifestyle, Communication, and Media Consumption are all digitally-dependent across devices that range from smartphone to auto to appliances.

Customers fluidly move between direct response, social, scripted entertainment, and everything in between – seemingly simultaneously. Data is ubiquitous, facilitating ubiquitous personalization across paid, owned, and earned media. Measurement and optimization have never been more sophisticated. This complimentary ANA members-only conference will feature sessions from leading marketers who will share their experiences, innovations, lessons learned, and strategies for building both brand and business in the digital age through content, data, influencers, marketing technology, and more.

### When:

**Start:** Wednesday, January 10, 2018 at 8:15am

**End:** Wednesday, January 10, 2018 at 4:00pm

### Where:

InterContinental Hotel Groups (IHG)

3 Ravinia Drive

Atlanta, GA 30346

## Agenda

TIME	EVENT DETAILS
8:15am	<b>Breakfast</b>
9:00am	<b>General Session</b>  <b>CROWNE-PLAZA: BRAND RE-LAUNCH FOR THE MODERN TRAVELER</b>  IHG's Crowne Plaza branded properties and guest services have always been designed to help business travelers accomplish what's important both

TIME	EVENT DETAILS
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professionally and personally while they're on the road. Earlier this year, they re-launched their brand to modernize it for the business traveler of today. In this session, they will take us behind the scenes on their new campaign, 'We're All Business, *Mostly*,' and share the insights, lessons learned, and implications for marketers. Hear how Crowne Plaza is reaffirming their brand promise to guests, while executing against a broader program designed to build guest love, drive performance and deliver high quality growth to their Owners.

**Eric Lent**

Vice President, Americas InterContinental Hotels Group

**CHURCH'S CHICKEN: CUSTOMER LOYALTY AND DIGITAL-FIRST APPROACH TO WIN BIG**

Founded in San Antonio, Texas, in 1952 by George W. Church, **Church's Chicken** is one of the largest quick service restaurant chicken chains in the world. They have an incredibly loyal following and have embraced technology as a way to connect with their consumers through their dynamic mobile app as well as a robust content marketing strategy. In this session, the Senior Director of Media, Digital & PR will share their approach to integrated marketing and media and how being a digital-first organization allows them to win big.

**Laura Reese**

Senior Director, Media, Digital & PR Church's Chicken

**VANGUARD GROUP: CONTENT MARKETING FRAMEWORK DRIVES BRAND GROWTH**

The Vanguard Group is an American investment management company based in **Malvern, Pennsylvania** with over \$4.4 trillion in assets under management. It is the largest provider of **mutual funds** and the second-largest provider of exchange-traded funds (ETFs) in the world.

The Vanguard Group knows that content can be an easy addition to any marketing plan, but it can fall flat when trying to tie creative content to business results. During this presentation, discover how Vanguard's large amount of content is being streamlined through a creative framework that helps prioritize,

TIME	EVENT DETAILS
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develop high impact creative, and measures multi-channel touch points through the path to conversion.

**Bonnie Cruice**

Senior Advertising Creative Strategist The Vanguard Group

**HOLIDAY INN EXPRESS: CONNECTING WITH MILLENNIALS THROUGH CONTENT MARKETING**

In this session, the Head of Holiday Inn Express will share how content marketing connects them with Millennial travelers who are avid travelers and care about specific parts of the travel experience – selfies and breakfast, to name a few. In this session, the Head of Holiday Inn Express will reveal how they have been successful in connecting with Millennials through insight-driven content marketing across multiple channels.

**Seth Freeman**

Head of Holiday Inn Express InterContinental Hotels Group

**KRISPY KREME'S DIGITAL STRATEGY FOCUSES ON WHAT'S IMPORTANT: DONUTS**

Krispy Kreme was brand was built on word of mouth marketing and they have never been a big spender on traditional media. Naturally, they were an early adopter of digital to bring their brand into the hearts and minds (and mouths!) of their customers. In this session, learn how they are building their brand with digital innovations like gamification, influencers, and content marketing.

**Kelley O'Brien**

Director of Social Media Krispy Kreme Doughnut Corporation