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# CERTAINTY

IS THE ONE THING THAT  
WE ALL YEARN FOR

## *Certainty that if we do X, that Y will happen.*

Marketers have lost face and standing over many years with their financial colleagues because they have not been able to accurately predict what would happen if they spent money on that marketing activity or another, on that sponsorship partner or another, on developing the product in that way or this. For 25 years, Robert Passikoff and the team at Brand Keys in the USA have been worrying away at this 'uncertainty' problem and every year, they have made steps closer to cracking the problem. Indeed, the Advertising Research Foundation has verified that they regularly achieve 0.85% correlations on their predictions of action and effect for clients.

In 2010, Brand Keys London will be launched and to mark the occasion there will be two workshops at the IPA on the 24th February looking at some of the key case histories that illustrate the progress they have made on helping clients with certainty.

Brand Keys London

| 44 Belgrave Square

| 24th February 2010



# WORKSHOPS TIMETABLE

## Workshop 1 – Brand Architecture

09.30 Delegate registration

10.00 Introduction

*Mark Gordon, UK Project Leader*

As all marketers know, getting the communication right on a brand is only half of the story. Making the right decisions on distribution channels, pricing, product/service features and trading partnerships are equally important to optimise a brand's performance.

Having marketed global brands like Disney, T-Mobile and Mastercard, Mark Gordon sets the scene for the day on the architecture challenges facing marketers and why he believes that the Brand Keys predictive tools help brand owners to make significantly better and accountable decisions.

10.15 Philosophy of Brand Keys

*Robert Passikoff, Founder, Brand Keys USA*

Robert will quickly outline Brand Keys basic start point on brands and how that philosophy has led them over a quarter of a century to build a unique set of tools to point at a myriad of brand challenges.

10.35 Case in point

*Amy Shea, EVP & Director of Brand Development, Brand Keys USA*



We passionately believe that actions speak louder than words and theory is okay but proof is paramount. We quickly move the session on therefore to some interesting case studies that show how Brand Keys tools predicted the share price collapse of the once untouchable Starbucks brand plus how we plotted the demise of GM and the rise of Toyota in the US.

11.00 Under the hood *Speed learning - case histories*



BURBERRY



Clearly with 25 years of experience, there are a lot of client case studies in the Brand Keys library to explore under the heading of Brand Architecture. This is your opportunity to do a bit of speed learning by choosing two of three case histories that will be debriefed in groups over the next hour. Your choices are:

- How consumers really view the airline category: Virgin
- What consumers really expect from a fashion brand: Burberry
- Are you really a UK brand?

11.55 Q&A

*Facilitated by Jan Smith, UK Project Leader*

We hand over to Jan Smith, another accomplished brand marketer, to answer the inevitable question - isn't what Brand Keys does just a variation on a theme of hundreds of businesses already in the UK? - And to facilitate any questions that you might have on practical applications.

12.20-13.30 AM workshop closes

*Buffet lunch served*

We hope that you will join us for a quick bite post workshop.

## Workshop 2 - Media & Communication Planning

12.45 Buffet lunch

Delegates joining for the afternoon workshop are welcome to join us for a buffet lunch also.

13.30 Introduction

*Mark Palmer, UK Project Leader*

It's not always what you say, it is the way that you say it. Neither is it what you spend on a brand - it is where and when you spend it.

Mark Palmer, renowned as one of the UK's top 10 media thinkers, outlines the challenge that he sees for brands looking to achieve that all important 'cut through' in the ever-changing media landscape.

He will briefly explain why he believes that the Brand Keys predictive tools help brand owners to make significantly better and accountable decisions on media selection and messaging.

13.45 Philosophy of Brand Keys

*Robert Passikoff, Founder, Brand Keys USA*

Robert will quickly outline Brand Keys basic start point on brands and how that philosophy has led them over a quarter of a century to build a unique set of tools to point at a myriad of brand challenges.

14.05 Case in point

*Amy Shea, EVP & Director of Brand Development, Brand Keys USA*



Microsoft

Dove

Having established the basic thinking, we move swiftly on to two cases in point. The first looking at how we predicted who would be the winner of the battle between Microsoft and Apple for consumer's hearts and minds. The second looking at how Dove maximised the return on their media selection.

14.30 Under the hood *Speed learning - case histories*

BlackBerry

Liz Claiborne

RALPH LAUREN

The client case studies in the Brand Keys library under the heading of Brand messaging and media selection are also endless. This is your opportunity to do a bit of speed learning by choosing two of three case histories that will be debriefed in groups over the next hour. Your choices are:

- How much does digital matter: BlackBerry
- Does more media matter: Liz Claiborne
- Does magazine position really matter: Ralph Lauren

15.25 Q&A

*Andrew Crosthwaite, UK Project Leader*

The final word goes to Andrew, a Fellow of the IPA and a previous judge and winner of the Effectiveness Awards, to critique the tools available from Brand Keys against the more traditional communication testing techniques already available. He will also facilitate any outstanding delegate questions for the presenters.

15.50 Workshop close

There are only 40 places available on each workshop, so please confirm a place by emailing - [workshops@brandkeys.co.uk](mailto:workshops@brandkeys.co.uk) Further information on Brand Keys can be accessed at [www.brandkeys.co.uk](http://www.brandkeys.co.uk)