

# THE 2008 EUROPEAN ADVERTISING EFFECTIVENESS SYMPOSIUM 'EMOTIONAL ENGAGEMENT'

24th-25th April, Barcelona

An uncertain economic climate always increases sharply the focus on marketing's overall performance. What are the risks when cutting the budget, especially at a time when many manufacturers are being forced to raise prices because of the rising cost of commodities? The cost of cutting budgets in such circumstances to brand value, brand equity and, ultimately shareholder value, could be catastrophic.

Many of the pressures relating to accountability are counter-productive to advertising effectiveness. In the main this is because much accepted wisdom about what works is mistaken and therefore much common practice is inefficient. Our keynote paper examines 880 case studies to identify key areas where accepted wisdom is found wanting and no areas are spared: the setting of objectives, communications strategy, media, budget setting, evaluation and payback are all found wanting. We also need to gain a clearer understanding of advertising's long-term effects as these are what deliver real brand asset value.

Sophisticated modelling techniques are enabling us to factor the effect of word-of-mouth, social media and viral activity alongside traditional channels. Meanwhile, as progress is made towards real single-source data we are gaining a deeper understanding of marketing mix variables - in home, out of home and in store. In particular, we are gaining a deeper understanding of consumers' response to promotional activity.

Another day - another article on neuroscience. Is this about to transform advertising research or is it all hype? Are its conclusions true for all advertising, or simply certain categories? If true, how can we measure emotional involvement in a meaningful way? Maybe measures need to be developed that don't depend upon rational consideration. Is emotional involvement the same as likeability? Perhaps a more useful concept is 'personal meaning'.

## Thursday, April 24th Session 1

At a time when the advertising industry shows little sign of growth, we need to understand what is meant by brand value and how it creates brand equity. When and how does advertising create the most value? How can uncertainty be factored into budget allocation and how does this change the decision as to how much to spend? Consumers' emotional relationships with brands are important and these need to take account of the wider social concerns consumers feel.

- 09.30** Chairman's opening remarks  
**Malcolm White**  
Founder  
*krow*  
& Chairman  
*Account Planning Group (UK)*
- 9.40** Advertising growth: orthodox and unorthodox attempts to stimulate it  
**John Philip Jones**  
Professor of Communications  
*University of Syracuse*
- 10.10** How advertising contributes to brand value growth  
**David Haigh**  
CEO  
*Brand Finance*
- 10.40** Coffee
- 11.00** Monte Carlo or bust: budgeting in an uncertain economic climate  
**Karl Weaver**  
Director  
*Data2Decisions*
- 11.30** Social trends are about to bite your bottom line - a practitioner's guide to corporate social responsibility  
**Peter Jones**  
Strategic Counsel
- 12.00** Panel Session
- 12.30** Lunch

## Thursday, April 24th Session 2

What are the main learnings to be gained from a detailed study of the 880 case histories held by the IPA? What does a study looking at 760 brands over 13 years and across 7 very different categories tell us about advertising's long-term effects? How much can we learn of what works from a comparative study of brand execution in TV ads in the US and the UK? What can actual consumer behaviour tell us of the importance of promotional activity?

- 13.45** Keynote:  
Effectiveness in the era of accountability  
**Peter Field**  
Marketing Consultant
- 14.45** The long-term returns to TV advertising  
**Andrew Sharp**  
Director, Brand Economics and Finance  
*PwC*
- 15.15** Coffee
- 15.35** Branding execution in TV advertisements  
**Karen Nelson Field**  
Senior Researcher  
*Ehrenberg-Bass Institute for Marketing Science*
- 16.05** Unlocking the secrets of multi-media optimisation in the age of social media  
**Nigel Foote**  
Global CEO  
*ohal*
- 16.35** Connecting the dots towards true single-source data  
**Martin Hayward**  
Director of Consumer Strategies and Futures,  
*dunnhumby*
- 17.05** Panel Session
- 17.30** Close of day 1

## Friday, April 25th Session 3

Is advertising research about to be transformed by biometrics and techniques borrowed from neuroscience or is it all hype? What is the best way to measure the extent to which consumers' emotions are likely to be engaged? What is the relationship between likeability and engagement and is 'personal meaning' a more useful concept? How can digital communication channels be used to further develop emotional engagement?

- 09.30** Chairman's opening remarks:  
**Colin McDonald**  
McDonald Research
- 09.45** Keynote:  
Attention, emotion and engagement. What really goes on in the mind of the consumer?  
**Robert Heath**  
*Centre for Research into Advertising and Consumption,  
University of Bath School of Management*
- 10.15** Lighting up the brain - biometrics, neuroscience and advertising research  
**Graham Page**  
Global Director of Innovation  
*Millward Brown*
- 10.45** Measuring consumers' emotional engagement with brands  
**David Penn**  
Managing Director  
*Conquest*
- 11.15** Coffee
- 11.35** Copy-testing: likeability, emotional engagement or personal meaning?  
**Rory Thomas**  
Director  
*Synovate UK*
- 12.05** Successful advertising could be down to emotional engagement. But is it?  
**Arie den Boon**  
General Manager  
*GfK Daphne Communication Management*

**12.35** Panel Session

**13.00** Lunch

## Friday, April 25th Session 4

If we are getting a clearer understanding of how consumers process information and are becoming more aware of the need for brands to develop strong emotional relationships with them, does on-line communication afford significant opportunities to do so? Theoretically, social networks should provide perfect environments for such communications - but can it be done? Can these digital communities be monetised?

- 14.15** Maximising the emotional engagement of social networks and other on-line usage  
**Wayne Arnold**  
Managing Director  
*Profero*
- 14.45** Monetising digital communities  
**Jouko Ahvenainen**  
CEO and co-founder  
*Xtract Ltd*

**15.15** Panel Session

**15.45** Close of conference

# BOOKING FORM

We wish to make bookings for the following delegates to attend (please tick to indicate your choice) :

- The 2008 European Effective Communications Symposium: £575 (€ 770)  
**Early booking fee: £475 (€ 640)**
- The 2008 European Advertising Effectiveness Symposium: £975 (€ 1300)  
**Early booking fee: £875 (€ 1170)**
- The 2008 European Effective Communications Symposium AND  
The 2008 European Advertising Effectiveness Symposium: £1375 (€ 1840)  
**Early booking fee: £1220 (€ 1630)**

## Delegate details

Mr/Mrs/Miss/Ms

Forename(s).....

Surname.....

Job Title.....

Company.....

Address.....

.....

Country.....

Post Code.....

Tel No.....

Fax No.....

e-mail.....

**Early Booking Fee :**  
**(if booked on or before March 12th)**

..... delegates at £..... each £.....

**Delegate Fee :**  
**(if booked after March 12th)**

..... delegates at £..... each £.....

**TOTAL** £.....

## Details of additional delegates (if applicable)

Mr/Mrs/Miss/Ms

Forename(s).....

Surname.....

Job Title.....

Mr/Mrs/Miss/Ms

Forename(s).....

Surname.....

Job Title.....

## Payment method:

### Cheque

- Enclosed is our cheque for  
£..... made payable to **asi**

### Credit Card

- Please debit my credit card
- Amex     Visa     Mastercard

Card Number:

.....

Expiry date:...../.....

Cardholder's name:

.....

Signature.....

Card Billing Address (if different from company address)

Address.....

.....

Country.....

Post Code.....

### Bank Transfer

- We have transferred £.....  
to the **asi** bank account

### Bank Details:

HSBC Bank, 93 Fore Street,  
Saltash, PL12 6AE  
Acc. No. 31386557  
Bank Sort Code 40 40 15  
SWIFT Code: MIDLGB2152W  
IBAN:GB29MIDL40401531386557

## ADMINISTRATIVE DETAILS

CONFERENCE DATES	Communications: Wednesday, 23rd April Advertising Effectiveness: Thursday, 24th April Friday, 25th April
VENUE	Hotel Melia Barcelona Avda. Sarriá 50 08029 Barcelona Spain
TELEPHONE AND FAX	Tel: +(34) 93 410 60 60 Fax: +(34) 93 410 77 44
REGISTRATION	Delegates should register for the conferences between 08.45 and 09.30 a.m.
DELEGATE FEE	Communications: £575 sterling (€ 770) Advertising: £975 sterling (€ 1300) Both: £1375 sterling (€ 1840) The fees include all refreshments, lunches, and documentation.
EARLY BOOKING FEE	<b>Communications: £475 (€ 640)</b> <b>Advertising: £875 (€ 1170)</b> <b>Both: £1220 (€ 1630)</b> <b>These rates apply if booked on or before Wednesday, March 12th</b>
ENQUIRIES TO	Mike Sainsbury/Kate Maitland Smith asi Ltd 111 Whitchurch Road, Tavistock, PL19 9BQ, UK Tel: +(44) 1822 618 628 Fax: +(44) 1822 618 629 <a href="http://www.asi.eu.com">www.asi.eu.com</a> e-mail: <a href="mailto:asi@dial.pipex.com">asi@dial.pipex.com</a>
BOOKING	Complete the booking form and return it, with payment, to <b>asi</b> at the above address. Payment may be made by cheque made payable to <b>asi</b> or by transfer to <b>asi's</b> bankers, HSBC Bank, 93 Fore Street, Saltash, PL12 6AE; Bank Sort Code No 40 40 15; Account Number 31386557; payment may also be made by Amex, Visa or Mastercard. <b>Bookings can only be accepted on receipt of payment, after which an admission pass will be sent to you. All payments should be made in pounds sterling or euros. Cheques and transfers should be drawn on a UK bank.</b>
CANCELLATION	Cancellation received in writing on or before Wednesday, March 12th, 2008, will result in our returning the fee to you minus a £75 handling charge. For cancellations made after this date, no refund will be made. You may send somebody in your place if you are unable to attend.
ACCOMMODATION	<b>asi</b> has arranged specially discounted rooms at the Hotel Melia Barcelona for those attending the conferences.* Single: € 215 Double: € 235 (including breakfast) <b>If you wish to reserve accommodation at the hotel you should contact the reservations office direct and indicate you will be attending the asi 2008 European Communications/Advertising Symposium.</b>

\* N.B. These rates will only be guaranteed for rooms booked on or before March 12th