



Igniting Brand Passion

July 23-24, 2007
Gallup University Chicago Campus
Chicago, Illinois

GALLUP CONSULTING®

Welcome

Igniting Brand Passion

Building Enduring Brand Relationships

Companies spend millions of dollars every year trying to court consumers. They invest in flashy advertising, celebrity endorsements, loyalty programs, Web sites — you name it. And they spend millions more trying to build their businesses through elaborate customer relationship management software programs. Yet most marketers still aren't emotionally connecting with consumers.

In the world of business, brands are more than names that companies use to identify the products and services they want to sell. Brands serve a greater purpose — not just for the marketer, but for the consumer, too. Brands communicate preference, identity, and experience. In this “experience economy,” is your brand promise credible, compelling, and connecting?

At the workshop on **Igniting Brand Passion**, you will:

- learn how some of the world's leading brands have created and executed winning brand promises that generate emotional bonds with customers
- learn what makes profitable brand relationships work — from positioning and refining your brand promise to attract new customers to maintaining profitable brand relationships across products and touchpoints in an increasingly price-focused world
- leave with insights from world-renowned corporations that excel at creating experiences that lead to enduring relationships at every customer interaction

Executives from the following companies will share insights into their brand strategies:

- Neil Golden, Vice President, Marketing and Consumer/Business Insights, McDonald's USA
- Claire Edgar, Brand Leader, Champion Athletic Apparel, a division of Hanesbrands Inc.
- Ryan Garton, Director of Corporate Brand Strategy, Discover Financial Services
- Katie Keating, Senior Director, Customer Engagement Marketing, Adobe Systems Incorporated
- Mindy Chozick, Vice President, Sales Service, and Elizabeth A. Lange, Vice President, Worldwide Customer Service, Tiffany & Co.

You will also learn from two Gallup thought leaders — William J. McEwen, Ph.D., Global Practice Leader, Brand Management and author of *Married to the Brand* and Ed O'Boyle, Brand Consultant — as they release the latest Gallup research on 56 brands across eight industries. They will share insight into how to maximize the potential of your greatest brand ambassadors — your employees — and much more.

The call to brand and marketing leaders is now. Join us this summer at **Igniting Brand Passion** and begin creating measurable performance improvements by maximizing the potential of your greatest brand ambassadors — your employees.

Workshop Agenda

July 23, 2007

Fulton's on the River
315 N. LaSalle Street
(LaSalle and the Chicago River)

6:00 p.m. – 7:00 p.m.

Welcome and Cocktail Reception

7:00 p.m.

Keynote Address: Executing a Brand Promise on a Global Scale

Neil Golden, Vice President, Marketing and Consumer/
Business Insights, McDonald's USA

Mr. Golden will discuss how McDonald's reinvigorated its brand promise to become a contemporary offering and will share insights on the challenges of executing the brand consistently around the world. He also will share insights into building enduring customer relationships that extend beyond a single transaction.

8:00 p.m.

Dinner

July 24, 2007

Gallup University Chicago
111 South Wacker Drive,
47th Floor

8:00 a.m. – 8:30 a.m.

Breakfast

8:30 a.m. – 9:15 a.m.

Managing the Brand: Brand Promises that Connect — and Those That Don't

William J. McEwen, Ph.D., Global Practice Leader, Brand Management, The Gallup Organization and author of *Married to the Brand*

Dr. McEwen will explore the emotional impact a brand promise has on current and potential customers and its ultimate affect on the bottom line. He will also highlight the results of the latest Gallup research that explores consumer responses to the brand promises being made in categories from brokerages to Internet search engines and coffee shops to casual restaurants.

9:15 a.m. – 10:00 a.m.

The Pursuit of Passion: Unleashing the Potential in Your Brand

Claire Edgar, Brand Leader, Champion Athletic Apparel, a division of Hanesbrands Inc.

Ms. Edgar will share the journey undertaken to refocus Champion's positioning in the marketplace. A 12-month evaluation using data and insights gleaned from consumer research and the company's business performance has led to a revitalized and powerful position for the Champion brand.

10:00 a.m. – 10:15 a.m.

Break

Workshop Agenda

July 24, 2007

Gallup University Chicago
111 South Wacker Drive,
47th Floor

10:15 a.m. - 11:00 a.m.

Brand Architecture: Linking Your Brand Promise, Product Names, and the Customer Experience

Ryan Garton, Director of Corporate Brand Strategy, Discover Financial Services

Mr. Garton will share how Discover Financial Services refines its marketing strategy to ensure its brand promise connects with customers and translates into new products. He will answer the question, "What's in a name?"

11:00 a.m. - 11:45 a.m.

Morning Wrap Up

William J. McEwen, Ph.D.

11:45 a.m. - 1:00 p.m.

Lunch

1:00 p.m. - 2:00 p.m.

Managing the Brand Experience: Meeting Today's Challenges by Leveraging Your Brand Ambassadors

Ed O'Boyle, Brand Consultant, The Gallup Organization

Mr. O'Boyle will discuss maximizing brand equity through brand ambassadors — employees. He will share strategies for acquiring customers, providing the ultimate customer experience, and driving customer engagement.

2:00 p.m. - 2:45 p.m.

Building Brand Engagement: Designing Software Solutions to Enhance Engagement

Katie Keating, Senior Director, Customer Engagement Marketing, Adobe Systems Incorporated

Ms. Keating will describe how Adobe is helping companies across industries engage their customers by using technology to create dynamic, compelling experiences. She will discuss how Adobe has leveraged its product development efforts to build stronger brand relationships.

2:45 p.m. - 3:00 p.m.

Break

3:00 p.m. - 3:45 p.m.

Managing Engagement at Each Encounter: Brand-Building Talents of Customer-Facing Employees

Mindy Chozick, Vice President, Sales Service, and Elizabeth A. Lange, Vice President, Worldwide Customer Service, Tiffany & Co.

Ms. Chozick and Ms. Lange will discuss creating the Tiffany experience at every customer touchpoint.

3:45 p.m. - 4:30 p.m.

Afternoon Wrap Up

Ed O'Boyle

4:30 p.m.

Adjourn

Event Presenters



Neil Golden

Vice President, Marketing and Consumer/Business Insights, McDonald's USA

Mr. Golden's principal focus is brand and business planning for McDonald's USA. This includes establishing the overall business plan as well as leading the development of all aspects of the system marketing plan. He is also responsible for monitoring the performance of current business and new initiatives and identifying emerging consumer trends, as well as leading overall business planning, marketing planning, ethnic marketing, and pricing strategy.



William J. McEwen, Ph.D.

Global Practice Leader, Brand Management, The Gallup Organization

Bill McEwen is the Global Practice Leader with responsibility for Gallup's initiatives in managing brand equity, brand communications, and brand/customer engagement. He consults with many of Gallup's largest international clients in the automotive, retail, telecommunications, and financial services industries. Bill is the author of *Married to the Brand* (Gallup Press, 2005) and is also coauthor of "Inside the Mind of the Chinese Consumer" (*Harvard Business Review*, March 2006).



Claire Edgar

Brand Leader, Champion Athletic Apparel, a division of Hanesbrands Inc.

As Brand Leader for the Champion Athletic Apparel division of Hanesbrands Inc. (HBI), Ms. Edgar is responsible for brand strategy and consumer marketing. She joined the company in 1998 and has managed consumer brands in the United Kingdom and the United States, including most recently the Bali brand of intimate apparel. Her time at HBI has also included managing the intimate apparel private label business for Marks & Spencer.



Ryan Garton

Director of Corporate Brand Strategy, Discover Financial Services

Mr. Garton and his team of brand specialists are responsible for overall corporate brand strategy for all Discover Card products and programs. The brand team is responsible for integrating overall product development, innovation cycles, and marketing strategy and ensuring communication efforts are fully leveraged across all business activities. Prior to joining Discover Financial Services, Mr. Garton spent 11 years at United Airlines. His marketing leadership roles included both international marketing and product development and brand marketing strategy for all United Airlines branding.

Event Presenters



Ed O'Boyle

Brand Consultant, The Gallup Organization

Mr. O'Boyle is a Brand Consultant for The Gallup Organization. In his role, Mr. O'Boyle is responsible for helping clients uncover valuable insights and turn them into meaningful business growth initiatives. He works closely with organizations to align their customer and human capital strategies with organizational and customer needs. His consulting acumen helps companies change their leadership strategies and management practices to boost organic growth.



Katie Keating

Senior Director, Customer Engagement Marketing, Adobe Systems Incorporated

Ms. Keating is responsible for leading Adobe's customer engagement marketing programs, including the company's worldwide e-commerce and relationship marketing initiatives. In this role, she drives innovative strategies and programs to engage customers in an increasingly relevant dialogue to foster long-term, profitable relationships. Ms. Keating oversees the strategic direction and implementation of interactive, experienced-based campaigns at Adobe. Before taking on her current role, she successfully launched Adobe's first major initiative to build its brand in the enterprise market, reflecting the company's continuing expansion beyond its core creative professional markets.



Mindy Chozick

Vice President, Sales Service, Tiffany & Co.

Ms. Chozick is responsible for sales and service support for e-commerce, catalog sales, business sales, and international retail and trade; she also provides direct oversight for customer relationship management (CRM) at Tiffany & Co. As Vice President, Sales Service, Ms. Chozick provides strategic direction in the development of multichannel, global e-commerce support, the development and implementation of a company-wide CRM strategy, and initiatives to ensure customer service excellence.



Elizabeth A. Lange

Vice President, Worldwide Customer Service, Tiffany & Co.

Ms. Lange is responsible for customer services at more than 170 Tiffany stores in 19 countries. Ms. Lange is charged with positioning and implementing the customer service policy. She is also responsible for all after-sales services, repairs, valuations, and diamond and gemstone documentation, as well as Tiffany's watch facility in St. Sulpice, Switzerland.

Event Details

Workshop Facilities

Monday's opening session will take place at Fulton's on the River, which is located at 315 N. LaSalle Street (LaSalle and the Chicago River). Fulton's is home to striking views of the Chicago River and the city skyline and has a reputation built on delicious food and impeccable service.

Tuesday's workshop will take place at the Gallup University Chicago Campus, which is located on Floor 47 at Gallup Chicago's office. Newly opened in August 2006, the Chicago Campus is located in the heart of the city's financial district at 111 South Wacker Drive (Wacker and Monroe Streets).

Travel Assistance

Gallup is pleased to offer the service of our Travel and Transport Center as you book your travel and lodging for this workshop. Please contact Mickey Hoel at 866-457-8785, and she will be happy to assist you.

Attire

Business professional attire is recommended for workshop activities.

Contacts and Registration

Event Coordinators

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Registration Information

To promote maximum interaction among participants, registration will be limited to a small group of senior executives.

You may apply for registration online by visiting the Web page for Igniting Brand Passion in the Learning Events area on the Gallup Consulting Web site (<http://www.gallupconsulting.com>). The cost to attend this event is \$950.

Additional Information

If you must cancel for any reason, notify Amy White in writing. Cancellations received fewer than 14 days before this workshop will not be eligible for a refund.

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About Gallup

The Gallup Organization has studied human nature and behavior for more than 70 years. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology. Gallup performance management systems help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in 40 offices around the world.

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The Gallup University campus in Omaha, Nebraska opened in August 2003.