

ANA Integrated Marketing Members-Only Conference

at Microsoft Advertising

June 4, 2013 | Chicago, Ill.



Microsoft®
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at Microsoft Advertising

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Agenda

ANA Integrated Marketing Members-Only Conference at Microsoft Advertising

Tuesday, June 4

Breakfast (8:15 a.m.)

General Session (9:00 a.m.)

COCA-COLA LETS FANS DECIDE THE ENDING OF THEIR BIG GAME CAMPAIGN

After their award-winning Polar Bowl campaign in Super Bowl 2012, Coca-Cola knew they had to up the ante for 2013 and set out to create an interactive fan experience like never before. The 2013 “Coke Chase” Super Bowl campaign centered around the idea that “You decide the ending”, giving fans and consumers the opportunity to choose how the story ends on the world’s biggest stage, the Super Bowl. Hear how Coca-Cola gamified the Big Game with content across broadcast, digital, and social with calls to action for fans to participate and engage with the brand before, during, and after the game.

Jennifer Healan

Group Director, Integrated Marketing Content

Coca-Cola

CARS.COM “NO DRAMA” APPROACH TO INTEGRATED MARKETING

Cars.com’s 2013 Super Bowl ad kicked off the organization’s first truly integrated marketing campaign spanning all audiences: consumers, customers, the industry, and employees. All centered around one BIG IDEA: the campaign drives a consistent message across all consumer and B2B channels. As a company, Cars.com is living the brand message of “ALL DRIVE. No drama.” Whether you are a consumer, customer, or employee, the connectivity of their first integrated communications message is clear: delivering a stress-free shopping experience for all.

Jen Leemis

Senior Manager, Brand Marketing

Cars.com

Alice Marder

Senior Manager, Integrated Marketing

Cars.com

MULTISCREEN MAYHEM: CREATING ENGAGING CONTENT ACROSS MULTIPLE SCREENS

More consumers own upwards of four connected devices, relating with content in a way that was never before possible. While marketers are poised to reap the benefit of more touchpoints across screens, there is still little understanding of the best ways to engage consumers and guide the user experience across multiple screens. Microsoft’s Cross Screen Engagement Study will shed light on how marketers can provide flexible, portable, engaging content that will resonate across devices.

Kelly Jones

Head, Global Thought Leadership

Research Program

Microsoft Advertising

Agenda

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DOMTAR'S PAPERBECAUSE CAMPAIGN: BEHIND THE SCENES OF A PAPER MOVEMENT

In this digital, environmentally conscious age, paper was getting a bad rap. As North America's leading maker of copier and printer paper, Domtar knew it had to do something about it. But with a limited budget, a broad consumer advertising campaign wasn't in the cards. So Domtar is fighting back with an integrated effort targeted to opinion leaders and purchasers of large volumes of paper. This campaign uses a combination of digital, social, viral, video, PR — and, of course, print — to send a powerful message. Paper: because it is personal, emotional, creative, memorable, effective and yes, sustainable. It's become a movement that's changed opinions about paper and, in the process, created preference for the Domtar brand.

Paige Goff

Vice President, Sustainability
and Business Communications

Domtar

Matt Ferguson

Managing Partner

Eric Mower + Associates

Luncheon (12:50 p.m.)

General Session Cont. (1:50 p.m.)

MARKETING DOESN'T WORK IN A SILO... SO DON'T MEASURE IT THAT WAY

Most companies today measure their cross media activities in silos. Instead, marketers need to crack the code to gather the value of their marketing tactics, their impact on short- and long-term value, the correct attribution and synergies, and how to use this information to optimize and predict future business performance. This session will teach marketers how to achieve measurable and incremental value from their marketing investments while sharing media benchmarks and client case studies across a number of industries.

Doug Brooks

Executive Vice President, Global
Strategic Account Management

Marketing Management Analytics (MMA)

VICKS: HOW TO SELL THERMOMETERS WHEN NO ONE GETS THE FLU

A child's comfort and safety is a mom's number one priority. During flu season, moms are always looking for quick and reliable ways to detect symptoms early to save their child the discomfort of becoming sick. To introduce Vicks' new Behind Ear Thermometer, Kaz had to overcome our mom's innate belief that there's no reason to change from her current, traditional thermometer that already fulfills her needs to take a measurement in a brand new location. Learn how Vicks created a fully-integrated campaign featuring a hyper-targeted mobile experience that successfully drove moms into retailers to purchase the new thermometer during the lowest flu season on record.

Lara Peterson

Vice President of Marketing, Healthcare

Kaz, Inc

Sarah VanHeirseele

Vice President, Digital

Blue Chip Marketing Worldwide

Conference Adjournment (3:30 p.m.)

Speaker Bios

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Doug Brooks
Executive Vice President,
Global Strategic Account
Management
**Marketing Management
Analytics (MMA)**

A recognized leader in marketing, advanced analytics and management consulting, Doug has advised executives at global brands across almost every industry sector. He has led a variety of innovation initiatives and partnerships related to traditional, digital and social media, and is at the forefront of establishing holistic and leading solutions in these areas. Prior to rejoining and leading Ipsos MMA in 2010, Doug held the position of senior vice president and general manager of modeling & analytics solutions at SymphonyIRI. Before SymphonyIRI, Doug served as senior vice president of Ipsos MMA. Doug has also held leadership roles in the business strategy practices of both Arthur Andersen and Bearing Point. Over the course of his career, Doug has challenged the status quo in seeking to drive innovation and the adoption of advanced analytics to transform his clients' brands. A frequent speaker and author, Doug has written for major advertising publications such as *Advertising Age* and *Brandweek* and spoken at many industry conferences, including events run by The Conference Board, The ARF and ANA.



Matt Ferguson
Managing Partner
**Eric Mower +
Associates**

Matt leads the Charlotte office and serves on the Board of Eric Mower + Associates, one of the top 20 independent marketing communications agencies in the US. With 20 years' experience in marketing and communications, Matt has helped build brands in a variety of industries from luxury goods, to travel and leisure, to commodities and industrial products. He's led successful campaigns for top brands like Disney, Domtar, Nucor, and GE. Matt and his team's campaigns have been recognized by the EFFIE Awards, *Advertising Age*, *Adweek*, Creative Excellence in *Business Advertising*, *Business Marketing Association*, *B-to-B Magazine*, *US Ad Review*, *Archive*, and in university textbooks including Prentice Hall's *Marketing: Real People, Real Choices*. Prior to joining the agency, Matt was with the Walt Disney Company, where he led national advertising and integrated marketing initiatives for Walt Disney World, Disney Resorts, Disney Golf and the ESPN Wide World of Sports. He serves on the board of directors for the American Association of Advertising Agencies' Carolinas Council. He holds a B.S. in advertising from Florida State University.



Paige Goff
Vice President, Sustainability
and Business
Communications
Domtar

Paige Goff is vice president, sustainability and business communications. In this role, she is responsible for advertising and marketing communications for all of Domtar's pulp and paper products, and understanding the current trends and strategies related to sustainability while managing the relationships among environmental non-governmental organizations (NGO) and customers. Paige has 14 years' experience in the paper industry and joined Domtar in 2004. She was also the senior manager, brand and advertising operations and product packaging manager. She has a masters of business administration degree.



Speaker Bios

ANA Integrated Marketing Members-Only Conference at Microsoft Advertising



Jennifer Healan
Group Director of Integrated
Marketing Content
Coca-Cola

“To thine own self be true” — a motto by which Jennifer Healan lives her life. She began her career at McCann-Erickson, first in Atlanta, then their NYC flagship shop. It was there Jennifer first worked on Coca-Cola brands. Her passion for the brands and love for Atlanta brought her to the company’s global headquarters where she spent the next six years developing creative for North America powerhouse brands like Diet Coke, DASANI, POWERADE, and Coca-Cola. In 2006, Jennifer left The Coca-Cola Company for love — moving to Jacksonville, Florida, to be with her husband. She became the director of brand management at Nemours, one of the country’s largest pediatric healthcare organizations. Jennifer developed the organization’s first enterprise-wide marketing campaign and introduced the integrated marketing communications platform to Nemours. In 2011, Jennifer returned to Atlanta for her beloved Coca-Cola. She is now group director of integrated marketing content for Coca-Cola in North America.



Kelly Jones
Head of the Global Thought
Leadership Research Program
Microsoft Advertising

Kelly currently heads up the global thought leadership research program at Microsoft Advertising, where she delves into the guts of human behavior and motivation in order to reveal new ways of thinking about engaging consumers within digital environments. In her seven years at Microsoft, Kelly has been fortunate to work with products such as Bing, MSN, Xbox, Windows 7 Phone and now Windows 8. Her work has fueled executive keynotes, thought leadership articles and marketing campaigns, as well as actionable product insights. She is also a regular speaker at marketing conferences, digital days and customer events featuring some of the world’s top brands. After graduating with a B.S. in journalism, and an M.F.A. in creative writing, Kelly moved to New York City to work in book publishing. And despite her ten-year digital DNA, she still prefers hard cover books and the print version of the *Sunday Times*.



Jen Leemis
Senior Manager, Brand
Marketing
Cars.com

Jen Leemis joined Cars.com’s consumer marketing team just over a year ago, focusing on the company’s brand-building initiatives. In her short time with Cars.com, Jen has made quite the impact by creating a new integrated marketing process and leading a cross-functional team to develop and execute a brand new integrated advertising campaign, “ALL DRIVE. No drama.” that debuted during Super Bowl XLVII. Prior to joining Cars.com, Jen was with the Quaker Division of PepsiCo where she managed various cereal brands, such as Cap’ n Crunch and Oatmeal Squares. While at Quaker, she managed marketing strategy development and tactical execution for these brands while also leading multiple agencies to bring to life the plans for achieving business goals. Her marketing experience spans channels such as TV, print, digital, radio, out-of-home, social, and PR. Jen’s prior experience also includes brand and product management at Kellogg Company and BP. Jen is a graduate of Washington University in St Louis and she earned her M.B.A. from the Kellogg School of Management at Northwestern University. In her free time she loves to spend time with her 11-year-old dog Brewster, cheer on the Red Wings, and travel — having visited 35+ countries and counting.



Speaker Bios

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Alice Marder
Senior Manager, Integrated
Marketing

Cars.com

Alice Marder is the senior manager of integrated marketing at Cars.com. She leads the development, execution and measurement of integrated marketing campaigns in support of new product launches and business initiatives targeting the various Cars.com B2B audiences. Prior to joining Cars.com, Alice was the manager of marketing integration at U.S. Cellular and played an integral role in the development and successful implementation of the organization's new integrated marketing approach. Previously, Alice held positions at various agencies including MindShare and DraftFCB where she worked on all facets of marketing communications with clients such as Sears and Hampton Inn. Alice is a graduate of the University of Wisconsin–Madison and earned her master of science in integrated marketing communications at Northwestern University.



Lara Peterson
Vice President of
Marketing, Healthcare

Kaz USA, Inc.

A dedicated and visionary leader with more than 20 years of marketing and product development experience, Lara Peterson serves as vice president of healthcare marketing at Kaz, the global leader in healthcare devices and home comfort products. Lara is responsible for the strategic direction and growth of the humidification, thermometry, and hot/cool therapy products under the Vicks, Braun, and Honeywell brands. Prior to joining Kaz, Lara was general manager of innovation chain partners, where she streamlined and led the product development process. Additionally, she served as director of marketing for the FoodSaver brand of food storage systems and marketing manager of indoor air quality at Jarden Corporation. When Lara is not working, she can be found with her husband and serving as a Boy Scouting leader for her two boys, Hunter and Cole.



Sarah VanHeirseele
Vice President of Digital

**Blue Chip Marketing
Worldwide**

As vice president of digital, Sarah VanHeirseele leads the strategic vision of the Blue Chip Marketing Worldwide full-service digital department. Sarah has been an integral member of the Blue Chip team for almost six years and is responsible for creating the Blue Chip Digital Department. Sarah's leadership and innovative spirit has grown the team to more than 20 people in two short years and she has enhanced the department's capabilities while consistently delivering best-in-class digital solutions every day for clients such as P&G, Ricola, Heinz, Fisher Nuts, Blue Bunny, EcoTools, PrimeSource, and more. Prior to joining Blue Chip in 2007, Sarah spent three years at a niche B-to-B agency and two years teaching Advertising Strategy at The University of Illinois. When she's not busy with her husband and two children, Sarah can be found on Pinterest finding her next big home design project, craft or recipe.



Attendees

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Matt Anderson
Director, Integrated Marketing
ConAgra Foods Inc.

Vanita Banks
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Allstate Insurance Company

Carol Baricovich
Manager, Brand Communications
and Strategy Development
**Emerson Commercial &
Residential Solutions**

Aisha Barnes
Channel Marketing Manager, Retail
USG Corporation

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Marketing Planning Manager
Sears Holdings Corporation

Michele Bedard
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Sub-Zero Group, Inc.

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Allstate Insurance Company

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W.W. Grainger, Inc.

Debra Berman
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Strategy and Engagement
Kraft Foods Group, Inc.

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Mia Billetdeaux
Field Marketing Analyst
Beam Inc.

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AT&T AdWorks

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Walgreen Company

Ken Bostrom
Copy Lead Project Manager
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Doug Brooks
Executive Vice President Global
Strategic Account Management
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Senior Brand Manager
Whirlpool Corporation

Rachel Buonafede
Marketing Consultant
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Sue Burke
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ConAgra Foods Inc.

Jenny Chan
Senior Director, Consumer Marketing
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**Newell Rubbermaid Office
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Tom Corpus
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Sherry Courtney
Digital Marketing Manager
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Senior Marketing Communications
Consultant
TransUnion

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Senior Vice President, Member Relations
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Kevin Dietz
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YMCA of the USA

Mary Dolan
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Andrea Donatucci
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Knowledge and Research Specialist
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[Country Financial](#)

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Nicole Young
Marcom Specialist
Boston Scientific Corporation

THE ANA IS ALL ABOUT YOU.

WE learned to listen to our members and satisfy them with a portfolio of products and services that meets their needs and exceeds their expectations.

—**Bob Liodice**, *president and CEO at the ANA*

ANA



www.ana.net

ANA Member Benefits

The ANA is committed to helping you improve your marketing skills, increase your team's marketing effectiveness, and boost your company's marketing investment.

www.ana.net/membership

Expand Your Marketing Horizons

> Exclusive Industry Content

If knowledge is power, then the ANA's Marketing Knowledge Center is a supercharged source of proprietary marketing material. The center offers members more than 5,000 battle-tested insights, actionable best practices, and illuminating case studies covering all aspects of the communications process. We also publish 12 research surveys throughout the year, giving you essential insight on emerging trends and issues identified by members. If you have a vital marketing question or challenge, our team of research experts provides complimentary customized reports to give you the know-how you need to be successful. www.ana.net/mkc

> Career Enrichment

In a fast-changing marketing landscape, ongoing professional development is a requirement to meet the challenges of tomorrow. The ANA School of Marketing provides you with the core skills necessary to stay current and advance your career. Courses are taught by practicing marketing professionals with hands-on business experience and success, ensuring a real-world experience. If you're pressed for time, our complimentary webinars will get you up to speed quickly on critical industry topics. www.ana.net/schoolofmarketing

> Peer-to-Peer Networking

We offer extensive peer-to-peer networking opportunities throughout the year. You can join one of several ANA committees, which tackle a variety of hot-button industry issues by tapping into the collective intelligence of both members and outside experts. For executive-level marketers, we offer our exclusive "CMO Connections" series, which facilitates peer-to-peer networking with unparalleled access to fresh thinking and new insights. www.ana.net/events and www.ana.net/community

We're dedicated to helping you get the most out of an ANA membership. Our membership team is comprised of seasoned marketers with years of experience across a broad range of industries. To learn more about the benefits of an ANA membership, please visit www.ana.net/membership.

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ANA Member Benefits

The ANA is committed to helping you improve your marketing skills, increase your team's marketing effectiveness, and boost your company's marketing investment.

www.ana.net/membership

Increase Your Team's Marketing Effectiveness

> Onsite Growth Opportunities

The ANA School of Marketing will come straight to your doorstep to help you resolve your most pressing pain points. Led by some of the brightest minds in marketing, each training program is designed to increase your team's marketing effectiveness, reduce marketing waste, and drive ROI. Participants enjoy a hands-on experience customized to fit your specific business needs and culture. www.ana.net/schoolofmarketing

> National and Regional Conferences

Our content-rich national industry conferences take you inside the minds of today's smartest brand marketers, providing your team with the motivation it needs to take that giant step forward. We host nine national and 25+ regional invitation-only events on the most timely and relevant industry topics, including digital, mobile, and social marketing; procurement and sourcing; multicultural marketing; branding; and creativity. www.ana.net/events

> Masters of Marketing

Our signature annual conference is like no other in the industry, bringing together the world's most senior marketers and industry thought leaders for three inspiring days. Your team will learn firsthand how these highly skilled brand mavens drive exponential sales, profitability, and share-of-market results. As one attendee noted, "It is the premier event for marketers to learn and recharge." www.ana.net/events

Boost Your Company's Marketing Investment

> A Voice in Washington

In Washington, D.C., where industry-altering decisions are made, the ANA is a leading voice for the marketing community at both the state and national levels. We work on your company's behalf to address key legislative and regulatory issues, promote industry policies and practices, and protect the ability of all marketers to communicate effectively with consumers. Our government affairs team leverages its leadership to underscore the immense economic value that your marketing investment contributes to individuals and society at large. www.ana.net/advocacy

> Industry-Wide Connections

Our national industry conferences, including the Masters of Marketing, offer the perfect venue for your company to not only network with peers and forge business opportunities, but also discover difference-making ideas. You will have numerous opportunities to connect with thought leaders across the entire marketing ecosystem, including peer marketers, agencies, media companies, associations, consultants, and academicians. www.ana.net/events

ANA Upcoming Events

ANA Integrated Marketing Members-Only Conference

at Microsoft Advertising
www.ana.net/calendar

> June 2013

- 5 | ANA Top Trends and Best Practices in Content Marketing [Webinar](#)
- 6 | ANA Shopper Marketing [Committee Meeting](#) | Chicago, Ill.
- 6 | ANA Media Leadership [Committee Meeting](#) | New York, NY
- 12 | ANA/IEG Sponsorship & Event Marketing [Members-Only Conference](#) at Consolidated Edison Co. | New York, NY
- 12 | ANA The Truth About Advertising [Webinar](#)
- 13 | ANA Agency Relations, West Coast Chapter [Committee Meeting](#) | Los Angeles, Calif.
- 18 | ANA Brand Management [Committee Meeting](#) | New York, NY
- 18 | ANA Advertising Financial Management, West Coast Chapter [Committee Meeting](#) | San Francisco, Calif.
- 19 | ANA Integrated Marketing [Committee Meeting](#) | Chicago, Ill.
- 19 | ANA Driving Brand Relationships Through Social Media [Webinar](#)
- 20 | ANA Multicultural Marketing & Diversity [Committee Meeting](#) | New York, NY
- 26 | ANA Marketing to Millennials [Members-Only Conference](#) at House of Blues | West Hollywood, Calif.
- 26 | ANA Integrated Marketing [Members-Only Conference](#) at Anheuser-Busch, Inc. | St. Louis, Mo.
- 26 | ANA The Marketer's Ultimate Guide To Retargeting [Webinar](#)
- 27 | ANA Advertising Financial Management [Committee Meeting](#) | New York, NY

> July 2013

- 14 | **2013 ANA Digital & Social Media Conference** presented by Meredith | Dana Point, Calif.
- 17 | ANA Legal Affairs [Committee Meeting](#) | New York, NY
- 24 | ANA Innovation Day [Members-Only Conference](#) at Ford Motor Company | Detroit, Mi.

> August 2013

- 7 | ANA Midwest Digital & Social [Committee Meeting](#) | Chicago, Ill.
- 8 | ANA Business-to-Business [Committee Meeting](#) | Santa Cruz, Calif.
- 8 | ANA Social Media [Committee Meeting](#) | New York, NY
- 15 | ANA Social Media, West Coast Chapter [Committee Meeting](#) | Seattle, Wash.
- 21 | ANA Innovation Day [Members-Only Conference](#) at Intuit | Mountain View, Calif.

> September 2013

- 12 | ANA/Effies: Effective Marketing & Media Insights [Members-Only Conference](#) at Time Warner | New York, NY
- 17 | ANA Research & Measurement [Committee Meeting](#) | New York, NY
- 17 | ANA Sponsorship & Event Marketing [Committee Meeting](#) | Chicago, Ill.
- 18 | ANA Agency Relations [Committee Meeting](#) | New York, NY
- 18 | ANA Content Marketing [Members-Only Conference](#) at 3M | St. Paul, Minn.
- 19 | ANA/Effies: Effective Marketing & Media Insights [Members-Only Conference](#) at GRAMMY Museum | Los Angeles, Calif.
- 19 | ANA Advertising Financial Management [Committee Meeting](#) | New York, NY
- 19 | ANA Shopper Marketing [Committee Meeting](#) | Chicago, Ill.
- 24 | ANA Media Leadership [Committee Meeting](#) | New York, NY
- 24 | ANA Innovation Day [Members-Only Conference](#) at Home Depot | Atlanta, Ga.
- 25 | ANA Digital Marketing [Committee Meeting](#) | New York, NY