ANA Content Marketing

Members-Only Conference at 3M presented by AT&T AdWorks

Wednesday, September 18, 2013 | 3M Innovation Center | St. Paul, MN







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Agenda

ANA Content Marketing Members-Only Conference at 3M presented by AT&T AdWorks

Breakfast (8:15am)

General Session (9:00am)

3M: UNLEASHING A B2B CONTENT MARKETING STRATEGY

In this session 3M will detail how a B-to-B company embarks on a content marketing journey necessary to drive sales and build and retain loyalty. They will discuss the multiple challenges that come with creating a content marketing strategy that will impact their clients in multiple industries in an engaging and breakthrough way. The 3M team will present their journey, what they are learning, and why a strong content strategy is critical to win in any market.

Keith Haig

Marketing Operations Manager
3M ESPE Division

Mariana Quiroga

Global Business Director

3M Home Care Division

TARGET: INSIGHTS AND BEST PRACTICES IN CONTENT MARKETING

In this session, leading national retailer Target will discuss the impact of new and evolving definitions of content marketing on their marketing strategies, as well as the convergence of the once distinct roles between media distribution and

content creation. You will also learn the company's view on media's role in enabling, discovering, and delivering content. Target will also share their experiences on the importance of being nimble to drive success in content marketing.

Melissa Schoenke

Director, Media Strategy **Target**

CONTENT MARKETING TO MILLENNIALS

It is possible that content marketing is more closely tied to millennials that any other consumer segment. In this session Jeff Fromm, Executive Vice President at Barkley and co-author of *Marketing to Millennials* will provide insight to understanding trends, concerns and habits of this generation. Attendees will get a look at a content platform on millennial marketing and will learn about a model for allocating time against content vs. thought leadership.

Jeff Fromm

Executive Vice President & Co-Author of "Marketing To Millennials"

BARKLEY

Lunch (12:05pm)

General Session Cont. (1:05pm)

USING THE SCIENCE OF DATA TO PERFECTLY COMPLIMENT A CONTENT STRATEGY

The TV ad buying industry has remained relatively unchanged for decades — until now. In this session, you'll discover how the TV advertising landscape is changing to more content driven offerings. Using real world campaigns, this presentation will illustrate how the use of content can effectively drive these new offerings ultimately helping you to achieve your goals.

Meade Camp

Vice President, Integrated & Strategic Partnerships AT&T AdWorks

GENERAL MILLS: BUILDING A NEW DIGITAL BRAND THROUGH STRATEGIC CONTENT

General Mills will discuss how they leverage content as the key driver for Tablespoon. com which has become the company's third largest digital platform. Learn how General Mills built Tablespoon.com from scratch through developing a solid content strategy focusing on key elements such as brand purpose, brand pursuits, focused targets, and tone/voice.

Erin Anderson

Interactive Marketing Manager **General Mills**

3M Innovation Center Tour (3:00pm)



Speaker Bios

ANA Content Marketing Members-Only Conference at 3M presented by AT&T AdWorks



Erin Anderson Interactive Marketing Manager General Mills

Erin Anderson is the manager of Tablespoon.com and LiveBetterAmerica.com — two food and recipe websites owned by General Mills. Her extensive background in CPG marketing has given her valuable insights on how content can drive efficient and meaningful results. Day-to-day, she leads a team of content producers, creators, and editors, publishing 75+ pieces of content monthly. In just three years, she's grown Tablespoon to the third largest General Mills website. In 2012, Tablespoon was awarded the #3 spot in ClickZ's list of top 50 content marketers. Erin was also interviewed by *Forbes* on the success of content marketing. As a member of the Minnesota RollerGirls, Erin served as marketing director where she led an all-volunteer organization to record breaking ticket sales through earned media, events, and custom content. Erin holds a BSB in marketing from the University of Minnesota's Carlson School of Management.



Meade Camp Vice President, Integrated & Strategic Partnerships AT&T AdWorks

Meade Camp is a media sales professional who has built or fixed sales organizations for several major media properties across many different advertising platforms. He has also specialized in client focused sales organizations — matching thought leading brand marketers with custom and emerging media opportunities. It is this experience he brings to his current position as VP of integrated and strategic partnerships at AT&T AdWorks. Camp's media career began in television sales and program development for Norman Lear's production company, which became Columbia Pictures Television. He developed and sold sports television programming for Raycom Sports — the largest syndicator and producer of collegiate sports programming at the time. Camp was also instrumental in the founding of CNN Program Services. This division of Turner Broadcasting was responsible for relationships with over 600 television affiliates, as well as the source of new syndicated news programming. Camp also served as COO for Vehix.com, a leading in-market automotive site owned by Comcast. Currently, Camp lives in New York.



Jeff Fromm Executive Vice President Barkley

Jeff Fromm is executive vice president at Barkley, a fiercely independent ad agency with offices in Kansas City, Pittsburgh, and Boulder. Jeff has 25 years of brand marketing experience and a degree from The Wharton School at the University of Pennsylvania. He led the Millennials research partnership among Barkley, The Boston Consulting Group and Service Management Group. He is the founder of Barkley's Millennial Marketing Conference, www.sharelikebuy.com, the lead editor of their Millennial trends blog, www.millennialmarketing.com, and co-author of *Marketing to Millennials: Reach The Largest and Most Influential Generation of Consumers Ever.*



Speaker Bios

ANA Content Marketing Members-Only Conference at 3M presented by AT&T AdWorks



Mariana Quiroga
Global Business Director
3M Home Care
Division

Mariana studied marketing and advertising in Sao Paulo, Brazil, and after a short stint as copywriter for an ad agency, she worked first in a chemical company, focusing on B-to-B, then in a bank, focusing on marketing financial services. In 1997, she moved to the U.S.A. to pursue an M.B.A. with focus in marketing at Kellogg. Upon graduating, she started at General Mills, where she spent 10 years in various assignments Salty Snacks, Hispanic marketing, new product pipeline, Totino's Frozen Pizza, twelve kid cereal brands, and the kid-game website Millsberry.com. Mariana's last position at General Mills was leading their employment branding efforts, winning various internal and external awards. She left General Mills to help launch the Caldrea brand in mass retailers (Carldrea is a subsidiary of SC Johnson). After that, she joined 3M in 2011 to lead the effort of evolving marketing talent development. She was appointed global digital marketing leader in mid-2012, and a year later, she was promoted to global business director of home care, leading the marketing efforts for the Scotch-Brite and Scotchgard brands worldwide.



Melissa Schoenke Director, Media Strategy Target

Melissa leads Target's media strategy team and is responsible for media mix recommendations that provide the most effective mix of paid, owned, and earned channels. During her 18+ months at Target, she has driven media channel and marketing effectiveness and multi-channel vision, led audio, video, print, and out-of-home channel strategies and supported category and seasonal campaigns, including holiday 2012 and 2013, style and designer partnerships, 2012-2013 multi-cultural baby campaign, 2013's everyday collection launch, and spring 2013's Justin Timberlake album release. This role provides a return to media after previously supporting the Subaru business as account director at Carmichael Lynch in Minneapolis. Prior to this, she was the brand connections manager at Nike in Beaverton, OR, working across categories in creative and digital development, as well as U.S. and global media planning. Melissa began her career in media at DDB/OMD in Chicago. She received her B.S. from the University of Wisconsin-Madison.



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Angie Allen

Strategy/Marketing Consultant **Humana Inc.**

Erin Anderson

Interactive Marketing Manager

General Mills

Paul Anderson

3M

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Coordinator, Conferences

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Greta Baker

Marketing Coordinator

Cambria USA

Danielle Barr

Marketing Strategist, Institutional Marketing

Wells Fargo

Melissa Bear

Community and Engagement Marketing Manager

CaringBridge

Jennifer Berglund

Interactive Marketing Manager

General Mills, Inc.

Bob Beverage

Vice President, Marketing and Sales

NTC

Elda Bloemendal

3M

Samuel Boeser

Marketing Specialist

US Bank

Steve Bonfig

3M

Juliet Bordson

Andersen Windows, Inc.

Becky Bosch

IBM Corporation

Sarah Brouillard

Copywriter

Ameriprise Financial, Inc.

Emily Browning

Communications and Brand Development Supervisor

3M

Gail Bruce

Senior Brand Manager

Whirlpool Corporation

Josie Bunning

Marketing Strategist

3M

Meade Camp

Vice President, Integrated and Strategic Partnerships

AT&T AdWorks

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3M Canada

Sheila Carlson

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Brittany Chaffee

Marketing Coordinator

Cambria USA

Tracy Chaloupka

Marketing Strategist

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Target Corporation

Cole Christensen

Marketing Strategist

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Louise Cotterill

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Jennie Cull

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Cargill Inc.

Gina Dahlman

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Rafael Devesa

Marketing Manager

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Megan Dunbar

Andersen Windows, Inc.

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Marketing Communications Manager

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Brian Enderlein

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Michael Erie

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Aimee Falk

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Nan Farnsworth

Marketing Communications Manager

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Brad Feinberg

Media Group Manager

MillerCoors LLC

Kevin Field

Director

Travelers Insurance



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Business Communications Supervisor

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Supervisor

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Sartori Cheese

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Monica Granados

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Humana Inc.

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LaQueetta Hawkins

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Marketing Adminstrator

C.J. Hughley

US Marketer

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Sunidh Jani

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Target Corporation

Cynthia Jenkins

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Judy Jones

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Tracy Krulich

Manager, Partner Management Group

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Justin Kurysh

Marketing Manager

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Global EHub Leader Consumer Business Group

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Key Account Sales
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Mailing Solutions Specialist
United States Postal Service

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Brand Development Supervisor **3M**

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Daniel Lee

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Adam Lewinski

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Andersen Windows, Inc.

Lillian Liu

Marketing Strategist

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Stephanie Mayerle

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Andersen Windows, Inc.

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Terry McConnell

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Jamie McCormick

Global Business Manager

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Assurance Manager

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Sue Merckx

Retail Marketing Manager

Sartori Cheese

Jodi Miller

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Meghan Smith

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Nancy Sperling

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Megan Strothman

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Laura Stroup

Marketing Strategist

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Brent Swanson

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Justin Umphress

Communication Specialist

Pella Corporation

Pat Van Der Lugt

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Bob VandenBoom

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Toro Co.

Jackie VanNorden

Product Line Manager

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Claire Vial

Associate Marketing Specialist

Target Corporation

Beth Vilchuck

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Ameriprise Financial, Inc.

Jennifer Weglarz

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Senior Manager, Shopper Marketing

Kellogg Company

Tim Whalen

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Supervisor **3M**

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Brand Analytics Supervisor

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Teresa Winger

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Aileen Wu

Strategic Business Development

Supervisor

3M

Cheryl Yasis

EMarketing

3M



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 6,000 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

www.ana.net/calendar

> September 2013

- 19 | Advertising Financial Management Committee Meeting | New York, NY
- 19 I ANA/Effies: Effective Marketing & Media Insights Members-Only Conference at GRAMMY Museum I Los Angeles, Calif.
- 24 I Media Leadership Committee Meeting I New York, NY
- 24 | Production Management Committee Meeting | New York, NY
- 24 | ANA Innovation Day Members-Only Conference at Home Depot | Atlanta, Ga.
- 25 | Best Practices for Building Online Communities Webinar
- 25 | Digital Marketing Committee Meeting | New York, NY
- 25 | Agency Relations Committee Meeting | New York, NY
- 26 I Media Leadership, West Coast Chapter Committee Meeting I San Francisco, Calif.

> October 2013

- 2 | Developing Engaging Content That Performs Webinar
- 3 | 2013 ANA Masters of Marketing Annual Conference | Phoenix, Ariz.
- 9 | Top Tips to TV Advertising Effectiveness Webinar
- 10 | Mobile Marketing Committee Meeting | New York, NY
- 15 | Business-to-Business Committee Meeting | New York, NY
- 15 | Integrated Marketing Communications Training | New York, NY
- 15 | Creating a Dream Marketing Plan Training | New York, NY
- 16 | Social Media, West Coast Chapter Committee Meeting | San Francisco, Calif.
- 17 | Integrated Marketing Committee Meeting | Chicago, III.
- 22 | ANA Procurement Day Members-Only Conference at BP p.l.c. | Chicago, Ill.
- 22 | ANA Content Marketing Members-Only Conference at Thomson Reuters | New York, NY
- 23 | Advertising Financial Management, West Coast Chapter Committee Meeting | Glendale, Calif.
- 23 | Social Media Committee Meeting | New York, NY
- 24 | Brand Management Committee Meeting | New York, NY
- 29 | Sponsorship & Event Marketing Committee Meeting | New York, NY

