



Innovation Day

Members-Only Conference

at  COLUMBIA

28th floor

Thursday, April 17, 2014 | Columbia Records | New York, NY

AGENDA

Breakfast (8:15 a.m.)

General Session (9:00 a.m.)

BRAND INNOVATION: WHAT DO THE NEXT FIVE YEARS HOLD?

In this high-energy, high innovation session, in-demand speaker Christina “CK” Kerley will show how digital, social, and mobile media have set the foundation for the biggest changes that marketers will experience within their lifetimes. Over the next five years, emerging technologies are setting ablaze computing’s next wave of wearable devices, igniting sensor networks that connect the physical world by transforming inanimate objects into intelligent systems, and producing big-data solutions that enable truly personalized, context-rich experiences for consumer and enterprise audiences.

Through this segment, CK will illuminate how these powerful technologies will yield unprecedented — once unimaginable — opportunities for your brands as we embark on the most innovation-rich era in all of human history.

Christina “CK” Kerley
Innovation Speaker & Strategist,
Associate Professor at Rutgers University
[allthingsCK](#)

NO STANDING STILL: INNOVATING TO ATTRACT NEW CONSUMERS AND EXPAND OCCASIONS

In the last 20 years, beer has been losing share to spirits and wine. More recently, the craft beer segment is driving new excitement and interest to the category by offering a broad range of new styles and flavors. HEINEKEN USA has a strong portfolio of leading, upscale beer brands and continues to have best in class marketing and advertising, such as Dos Equis’ Most Interesting Man and Heineken’s James Bond campaigns. They also have an exciting opportunity to expand their current beer portfolio and bring new consumers into the category. Standing still is falling behind in today’s environment. This drives the need for innovation aimed at attracting new consumers and expanding the portfolio into new occasions.

Monique Acevedo
VP, Innovation
[Heineken USA](#)

MARKETING WITH THE INTENT TO “BOND”

Throw away the old model — it’s not about channel marketing, it’s about *intent* marketing and creating a series of positive interactions for brand bonding. See how Gap is throwing out the traditional approach and blueprinting a *consumer* plan: defining consumer intent, desired behaviors, creating unexpected partnerships and redefining relationships.

Tricia Nichols
Global Lead of Consumer Engagement,
Media Innovation & Partnerships
[Gap Inc.](#)

VOLVO CARS OF NORTH AMERICA: MAKING INNOVATION HAPPEN

Everything they do at Volvo is designed around people, so every innovation they make is designed to simplify and improve their customers’ lives. Learn how Volvo cars continues to innovate and keep up with meeting their customers’ needs.

Anders Tylman-Mikiewicz
General Manager - Monitoring & Concept Center
[Volvo Car Corporation](#)

Luncheon (12:50 p.m.)

continued on reverse

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

**PARTNERSHIPS AND INNOVATION
IN MEDIA: STRONGER WAYS TO REACH
CUSTOMERS**

Citi will discuss how they approach innovation in their media mix and develop unique partnerships that resonate more strongly with their customers. One such example is “Culinary Beats” an original web series developed in partnership with Columbia Records and Backroads Entertainment as a platform to raise awareness of the Citi ThankYou Card.

Amy Sokotch

Senior Vice President, Media
Citi

**TAKING THE “LESS IS MORE”
APPROACH TO A NEW LEVEL**

When the New York Football Giants and New York Jets decided to partner and privately fund a new \$1.6 billion stadium in the Meadowlands, a revolutionary sponsorship model was developed to create the cleanest, clutter-free stadium in sports and take the fan experience to a new level. By establishing five permanent partners, these national brands truly became integrated into the DNA of the stadium, as part of the architectural design as well as developing an activation strategy to deliver a best in class guest experience. We'll hear about the ingredient used towards building these unique, mega-relationships and the successful outcome in the stadium's first four years.

Ken Ferriter

Vice President, Corporate Partnerships
MetLife Stadium

Conference Adjournment (3:30 p.m.)