



## For Immediate Release

### Contact:

Mary Rownd  
American Marketing Association  
(312) 218-7027  
[mrownd@ama.org](mailto:mrownd@ama.org)

Christine Heath  
Fleishman-Hillard Inc.  
(312) 932-2804  
[christine.heath@fleishman.com](mailto:christine.heath@fleishman.com)

## Obama Campaign Strategist Urges Marketers at Final Day of Mplanet™ to 'Be Real, Take Responsibility and Do What's Best for the Country'

**Mplanet, Orlando, Jan. 28, 2009** – Larry Grisolano, senior communications strategist for President Obama's campaign, closed American Marketing Association's [Mplanet™](#) (Jan. 26 - 28) today by urging marketers to address people's basic need for consistent communication and for leaders that are real, responsible and committed to the greater good.

Successfully creating "a sense of national community" out of a deeply cynical American public, Grisolano said, "President Obama gave people the permission to come together again. People want to embrace things they identify with and that have a positive change on the country."

Grisolano also noted the importance of entrusting supporters with the authority to drive and shape the brand's message. Whether social media or grass roots activism, American consumers desire genuine engagement with a credible organization that allows them to own part of the brand experience.

### Global Insights from Tata

R.K. Krishna Kumar, Chairman, Tata Coffee, Vice Chairman, Tata Tea and Indian Hotels, Tata Sons Ltd, called "for balance in driving human enterprises" through "a more responsible form of capitalism." Kumar elaborated on Tata's ability to generate consumer support and loyalty through a brand that supports growth in infrastructure and social well-being.

Through a video presentation previously recorded in Mumbai, Ratan Tata, Chairman of Tata Sons, accepted the Sheth Medal for Exceptional Leadership for his transformational contributions to the marketing field. The medal is awarded by the AMA through the Madhuri and Jagdish N. Sheth Foundation, which supports academic scholarship, publications, education and research in the marketing field.

### Managing in the New Marketsphere

The nearly 800 attendees at Mplanet also participated in a variety of strategic forums that continued the conversations about the new marketsphere - today's technology-driven, hyper-networked marketing landscape that continues to change at unprecedented speeds. Speakers explored ways to refine and improve upon the strategies that will help marketing in the moment and expect the unexpected in today's economic climate.

**Presentation Information and Interviews**

To view a full listing of Mplanet speakers, please visit [www.mplanet2009.com](http://www.mplanet2009.com) and <http://www.mplanet2009.com/speakers.shtml>. For further information on a session or to request an interview with AMA or a speaker, media may contact Christine Heath at [christine.heath@fleishman.com](mailto:christine.heath@fleishman.com).

**About the [American Marketing Association](#)**

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 40,000 strong.

For more information on the [American Marketing Association](#), please visit [www.MarketingPower.com](http://www.MarketingPower.com).

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