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April 2-4, 2013

Multi-Faceted PMA Annual Marketing Conference To Focus On The Art & Science of Brand Activation

Featuring The World's Leading Brand Marketers

New York, January 23, 2013 - *The Art and Science of Brand Activation* is the focus of PMA's dynamic 2013 Annual Marketing Conference that will feature insightful presentations from leading marketing gurus, proprietary research on the omni-channel shopper, partnering tips from Walmart, presentations from the world's top brands, and much more.

Taking place in Chicago from April 2-4, the PMA conference is designed to provide the people responsible for brand activation strategies with information, tools and technologies they need to make their brands more successful.

Some of the conference highlights include:

- Keynote presentation from best-selling author Paco Underhill
- Proprietary new research from Booz on the omni-channel shopper and best practices in retailer-marketer collaboration
- New research on the "Mansumer", the growing trend of at-home dads and men as primary shoppers
- Social and mobile strategies including case studies from Tumblr, Kraken Rum, Pinfluencer, Life in Mobile and other new platforms
- Walmart partner marketing tips
- Keynote presentation on creativity by the CEO of Cannes Lions
- Insights on how to market yourself as a brand
- More than two-dozen multi-faceted sessions covering multi-cultural marketing, millennial moms, LGBT, boomers...and more
- Presentations from numerous brands including General Mills, E. & J. Gallo, Kimberly-Clark, Hasbro, Walmart, Gamestop, Activision, and many others.

"This year's conference theme is especially timely as PMA will officially change its name to BAA (Brand Activation Association) at the meeting," said Bonnie Carlson, President and CEO. "The new BAA will have a broader focus on all the disciplines required to activate brand strategy, from creative retail strategies to measurement and on topics ranging from omni-channel marketing to experiential marketing and social media."

Carlson said that this year's Annual Marketing Conference will also

marketers of well-known brands will present a variety of case studies, and several sessions will address how best to integrate emerging social media channels and new marketing technologies.

Underhill To Present Opening Keynote

Retail marketing guru Paco Underhill will kickoff the conference by providing “A View into the Retail Landscape of 2018”. He will share his insights about today’s shopper motivations and how he expects these to change by 2018. A next generation thinker and best-selling author (*Why We Buy: The Science of Shopping* and *What Women Want: The Science of Female Shopping*), Underhill is the CEO and Founder of Envirosell, a renowned behavioral research and consulting firm specializing in the retail industry.

New Booz Study: Winning with the Omni-channel Shopper

Matthew Egol, partner with Booz & Company’s Consumer, Media & Digital practice, will lead-off the second day by presenting the findings of the first of a two-part joint BAA/Booz study on the emerging best practices for omni-channel shopper marketing. The study explores best practices in collaboration, digital channels, and infrastructure between a number of retail channels and the manufacturer brands which sell to them. Attendees will gain insights for improving retailer relationships and how to win the loyalty of the omni-channel shopper.

Walmart Executive to Share Partnering Secrets

Walmart’s Clint McClain, Senior Director, Marketing, will share insights with brand marketers on how to become a supplier to the world’s largest retailer. Entitled ‘How to Engage Walmart’s Retail Development Kit’, his presentation is invitation only to corporate brand marketers and will conclude with an exclusive reception for this group.

However, McClain will also conduct a General Session entitled ‘Real-time Marketing at Walmart’ where he will explain the firm’s local advertising and promotion efforts. Agency representatives as well as corporate marketers will benefit from this fascinating case study.

More Than Two-Dozen Hard-hitting Brand Marketer Sessions

Several insightful sessions will also be presented by leading marketers on a variety of brand activation topics. Many of the sessions will analyze emerging trends and how brand marketers can capitalize on newer demographics, including:

- Marketing to the organic consumer
- Marketing to the LGBT consumer
- Marketing to the multi-cultural consumer
- Marketing to the MANSUMER: Decision-making Dads
- Marketing to: Men / Boomers / Millennial Moms

Conference registration information and a complete listing of the conference program is available at <http://www.pmalink.org/event/annual2013>

About PMA

The PMA – to be renamed BAA (Brand Activation Association) in April 2013 - is the national non-profit trade association dedicated to the industry of marketing disciplines that motivate behavior, activate response and build brands. Representing over \$750 billion dollars in sales, brand activation disciplines include all the myriad connection points with the consumer, such as digital/mobile/social media marketing, shopper/retailer marketing, experiential marketing, marketing law, promotion marketing, multi-cultural and niche marketing, cause marketing, and sports, entertainment and sponsorship marketing. Founded in 1911, the PMA has championed this industry through its combination of research, education, advocacy, and collaboration opportunities. The organization's membership is comprised of Fortune 500 companies, top marketing agencies, law firms, retailers, service providers and academia, representing thousands of brands worldwide. The PMA is headquartered in New York City with its affiliate, the PMA Educational Foundation, Inc. For more information about PMA visit www.pmalink.org

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