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**For Immediate Release**

Contact:

Roger Halligan  
H+A International, Inc.  
Tel. 312.332.4650 ext. 22  
[rhalligan@h-a-intl.com](mailto:rhalligan@h-a-intl.com)

**BAA Announces 1<sup>ST</sup> West Coast  
Omni-Channel Shopper Marketing Conference**  
*Featuring Altimeter Group, Booz & Co., Google, Microsoft & Other  
Leading Brands*

**New York, April 18, 2013** – Building on the success of its two East Coast events exploring technology's impact on the path to purchase, the [Brand Activation Association](#) (BAA) announced that it will launch a West Coast conference entitled [Marketing to the Omni-Channel Shopper: Using Technology To Win Hearts, Steal Share & Build Brands](#) on June 11-13, 2013 at the Sofitel San Francisco Bay hotel.

The two-day event will feature an impressive line-up of presenters from such leading global brands as Microsoft Retail, Clorox and ConAgra, breaking research from Google, Booz & Co. and Leo Burnett, hot tech companies such as Consumr and PeerIndex, and a keynote from Jeremiah Owyang, partner at Silicon Valley analyst firm Altimeter Group, on the impact of the collaborative economy on CPG and retail.

The conference is designed to help director and VP-level brand management and omni-channel shopper marketing professionals discover the latest ways brands and retailers are using technology to impact the path to purchase.

"This is a must-attend event for retailers, manufacturers, agencies and technology developers interested in learning how to more successfully activate brands at retail, whenever the opportunity arises," said Bonnie Carlson, BAA President and CEO. "It will be two solid days of inspiration, insights, research and case studies that will highlight what's new and next in the ever-evolving world of omni-channel shopper marketing."

**Brand Activation Association, Inc.**  
**650 First Avenue, Suite 2-SW**  
**New York, N.Y. 10016**  
**212-420-1100**  
**[www.baalink.org](http://www.baalink.org)**

## New Proprietary Research

A special highlight of the conference will be three separate insightful new research studies presented for the first time by Google, Booz & Co., and Leo Burnett/Arc Worldwide.

Google will unveil its 2013 Mobile Impact Study, which explores the role of mobile in the shopping experience as a part of the “always-on” shopping approach and reveals opportunities for retailers, agencies and manufacturers alike. It is the first-ever annual U.S. research initiative conducted by the Google Shopper Marketing Agency Council, in collaboration with Google and top shopper marketing agency leaders, and will be unveiled for the first time at this conference.

Booz & Co. will share Part II of its comprehensive study on omni-channel collaboration between manufacturers and retailers, combining roundtables, surveys and individual discussions throughout the U.S. Co-branded with the BAA, the study explores best practices for winning the trip, growing the basket, and building loyalty with shoppers as they engage across channels at home, on the go, and in the store.

Leo Burnett and Arc Worldwide will present *PeopleShop*, a major research initiative that examines the various shopper archetypes, how shopping needs and channels differ depending on the occasion, and how shoppers navigate through multiple stores and channels. The presentation will provide insights into how people shop differently within, and between, some of the most advanced retail markets in the world.

The conference is designed to provide strategic general sessions in the morning, followed by afternoon breakout sessions focusing on insights and case studies.

“The attendees will come away from this conference with a much better understanding of the shopper’s decision journey across multiple channels, the influence of technology, and best practices on retail/manufacturing collaboration,” Carlson summarized.

For more information about the *Marketing to the Omni-Channel Shopper: Using Technology To Win Hearts, Steal Share & Build Brands* conference, visit [www.baalink.org/events](http://www.baalink.org/events).

### About BAA

*The Brand Activation Association (BAA) -- the rebranded Promotion Marketing Association (PMA) - 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 BAA has championed this industry through its combination of research, education, advocacy, and collaboration opportunities. The organization's membership is comprised of Fortune 500*

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*companies; top marketing agencies, law firms, retailers, service providers and academia, representing thousands of brands worldwide. The BAA is headquartered in New York City with its affiliate, the BAA Educational Foundation, Inc. For more information about BAA visit [www.baalink.org](http://www.baalink.org).*

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