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ASSOCIATION**

For Immediate Release

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**“Brand Activation: Shift Happens®” is the
Theme of BAA's Powerful 2014 Marketing
Conference**

Awesome Array of Brand Experts To Share Success Stories

New York, February 3, 2014 – Cutting-edge marketers from such leading brands as Coca-Cola, McDonald's, Kraft, JetBlue and Benjamin Moore will help prepare attendees at the [Brand Activation Association's](#) (BAA) 2014 Annual Marketing [Conference](#) in Chicago, March 26-27, for the seismic shifts occurring in Brand Activation.

Covering such critical topics as “Beyond Positioning: Bringing a Brand Strategy to Life” and “Shifting into the Customer-centric World of the Ultra-connected, ADHD Customer”, the conference will be broken down into several general sessions led by senior marketers along with breakout sessions designed to provide deeper dives and more practical “how to” information on specific elements of Brand Activation.

According to Bonnie Carlson, BAA President and CEO, as the lines between promotion and shopper marketing continue to blur and new technologies and techniques change, some dramatic shifts are taking place in the industry. “This year’s Annual Marketing Conference will feature the industry’s best and brightest brand marketers sharing their Brand Activation success stories along all the six drivers to help attendees take advantage of these shifts.”

Presentations will be based on all six drivers of Brand Activation, focusing on the key ingredients necessary to have them work together to maximize results:

- Promotion Marketing
- Content Marketing
- Experiential Marketing
- Relationship Marketing
- Retailer Marketing
- Influencer Marketing

Featured presenters include:

- Marty St. George, SVP Marketing, JetBlue

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- David Melancon, EVP & Chief Marketing Officer, Benjamin Moore
- George Leon, EVP Worldwide Consumer Marketing, Sony Pictures
- Guy Duncan, Global Creative Content Director, Coca-Cola
- John Lewicki, Head of Global Alliances, McDonald's

Other leading speakers include Brand Activation experts from marketers Kraft Foods, Ford Motor Co., McDonald's Canada, United Airlines, General Mills, Kellogg, Kimberly-Clark, Celebrity Cruises, Wrigley's and Whirlpool, as well as from Catapult Marketing, Omnicom Group, Mintel, Shankman/Honig, Penn, Schoen Berland, Zeus Jones, Brand Connections, Manatt, Phelps and Phillips, Superfly Marketing Group (Bonaroo), Olson Engage and Shift Happens®.

REGGIE AWARDS TAKE CENTER STAGE

A major feature of the BAA Annual Marketing Conference will once again be the prestigious REGGIE Awards, which will celebrate its 31st year as the preeminent awards competition for the marketing industry. Hundreds of entries have been submitted, with Gold, Silver and Bronze awards to be presented at the conference-ending Gala, along with the Super REGGIE Award for the best of the best.

Providing the entertainment at this year's Gala will be Grammy-nominated and Platinum-selling group The Plain White Tees. The 2nd Annual Brand Brilliance Awards will also be presented during the conference, awarding four industry-leading marketers with awards for long-term Marketing excellence.

"Whether you're a brand marketer, agency, lawyer or supplier, the BAA Annual Marketing Conference represents an outstanding opportunity to learn about the latest trends, what's working, and what isn't, from those who are actually doing these things every day," said Bruce Hollander, EVP of Don Jagoda Associates. "It's current, it's educational, it's fun, and it's a great networking opportunity."

For more information about the BAA Annual Marketing Conference, including registration information and a complete listing of the conference program, visit www.baalink.org/event/baa-annual-marketing-conference.

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Speakers are subject to change by BAA without prior notice.

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 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.

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