



BRAND

sense

by Martin Lindstrom 

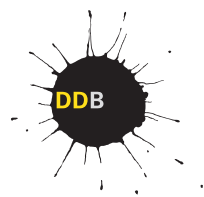
**13 March 2006, Jeddah Hilton Hotel
Jeddah, Saudi Arabia**

The last chance to participate
in the final BRAND Sense Masterclass
in a 31-country tour.

Martin Lindstrom, one of the world's
Top Branding Experts, reveals new
thinking behind brand development.

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INTRODUCTION



“BRAND Sense should be exposed to everyone involved in developing or improving a brand.”

Philip Kotler



“Martin Lindstrom provides us with the Nikes we need to begin re-imaging sprint.”

Tom Peters



“BRAND Sense represents a true break through in branding.”

Bob Eckert

BRAND Sense

by **Martin Lindstrom**

The final presentation in a 31-country world tour

Martin Lindstrom is going to share his unique and very exclusive discovery with Gulf marketers, on a fascinating journey of brand re-invention.

According to the world's largest study conducted on our five senses, our most impressionable sense is sight, followed by smell. In fact, 75% of all our emotions are affected on a daily basis by what we smell – not what we see or hear.

However, almost 99% of brands concentrate their resources on what we see and hear – not what we smell, taste or touch.

A brand revolution is about to take place.

It not only questions the way we've built brands to date, but reveals an entirely new methodology for the future where the impact on marketing and branding departments will reverberate for years to come.

Join Martin Lindstrom for a day of extraordinary presentations.

Martin Lindstrom is one of the world's primary branding experts. Former Global Chief Operating Officer of British Telecom/Look Smart and founder and CEO of BBDO Interactive, Europe and Asia Pacific, he returns to the Gulf to work exclusively with Gulf Marketing Review.

WHY YOU SHOULD ATTEND

- Join the exclusive global elite of marketing executives and decision-makers.
- Access the incredible results from the world's largest study on branding and our five senses.
- Learn how brands can achieve massive consumer loyalty by considering all six senses.
- Understand how your industry is to change - and the type of projects your competition could be working on right now.
- Meet, discuss and network with your marketing peers from across the region.

WHO SHOULD ATTEND

- Owners, Chief Executives and General Managers
- Marketing and Business Development Directors
- Marketing, Product and Brand Managers
- Media and Advertising Managers

PROGRAMME

08.00 Registration and coffee

09.00 Official opening

09.15 Kill the logo!

- Learn everything about Lindstrom's Smash Your Brand philosophy: a methodology that has helped numerous Fortune 100 brands get back on track in a matter of months.
- Circumvent the complexities of the process with a step-by-step technique of smashing and rebuilding your brand.
- Find out how tomorrow's companies must create instantly recognisable Sensory Branding, where visual and audio impressions coexist with taste and smell and tactile elements.
- Beat your competitor! Lindstrom shows you how to - with his unique Smash Your Brand techniques.

10.00 Refreshments and networking break

10.30 Brand rituals: Lessons learned

- Gain insight into how today's brands can learn from institutions.
- Understand the 10 criteria, inspired by institutional branding, that will create a new generation of brand loyalists
- Review case studies from across the globe, revealing how successful brands are adopting institutional methods to build global brands.
- Discover the ultimate test of brand loyalty - brand tattooing - and be amazed at the number of consumers who are willing to tattoo a brand name on their arm. Is your brand among these? Let Lindstrom help you find out.

11.15 Refreshments and networking break

11.45 A cottage industry turns professional

- Learn how to optimise your branding budget in ways you've never considered before.

- Find out what works and what doesn't, in a world where increasing noise makes it virtually impossible to reach the consumer.
- Explore how far some companies have already come with this new way of thinking.

13.00 Lunch sponsored by

Promoaction DDB KSA

14.30 From 2-D to 5-D Sensory Branding:

What the research reveals

- Learn from over 30 global and national cases, each revealing fascinating new aspects of Sensory Branding.
- Witness evidence that reveals how Sensory Branding will change the entire brand building process in the future.
- Plug into the largest study ever conducted on the topic - soon to become an unstoppable trend.
- Discover the results generated from focus groups conducted in 13 countries, all helping to predict the direction Sensory Branding will take in the coming years.

15.30 Refreshments and networking break

16.00 Some companies are doing it right

- Learn how your industry is likely to be affected over the next five years.
- Find out how your competitors are currently handling this revolution - and the next steps they are likely to take.
- Identify unexplored opportunities, allowing you to take the lead within your industry.

16.45 Refreshments and networking break

17.15 Measuring senses

- Learn how to measure the effect of a Sensory Branding strategy
- Recognise the opportunities and avoid the pitfalls when developing strong Sensory Branding strategies.
- Find out how to set success criteria for your own Sensory Branding work.

18.00 Close

SPONSORS



Amex (Saudi Arabia) Limited is a joint venture company established in 1999 to operate the American Express Card and Merchant business in the Kingdom of Saudi Arabia. It is jointly owned by Amex (Middle East) EC and The Saudi Investment Bank. Amex (Saudi Arabia) Limited represents a major milestone for the development of the American Express Brand in the Kingdom. By combining the resources and brand qualities of American Express with the local expertise of The Saudi Investment Bank, Amex (Saudi Arabia) Limited has significantly expanded the services offered to American Express Cardmembers and Merchants in the Kingdom.



Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations. As we move further into the mobile world, Nokia remains committed to strong growth, profitability, and responsible market leadership. Today, Nokia sees mobility surpassing voice communications and expanding into new areas such as imaging, games, entertainment, media and enterprises. Nokia is a broadly held company with listings on four major exchanges.



Promoaction DDB KSA, is an agency of DDB Worldwide (www.ddb.com), Adweek's Global Agency Network of the Year for the second year in a row, one of the leading advertising agency networks in the world with 206 offices in 96 countries. Acknowledged as the industry's most creative multinational network, DDB has won more awards than any other network in the history of the Cannes International Advertising Festival. DDB is a passionate believer in Talk Value®, creating

campaigns that transcend advertising to become part of popular culture. Promoaction DDB creates Better Ideas Better Results® for clients, including Clorox, Henkel, Novartis, Pepsico, The Savola Group, Unilever Arabia, and more than 30 other clients in the region.



Aljomaih is the sole Cadillac, Hummer and Saab retailer in Saudi Arabia. With its unsurpassed reach throughout the Kingdom, Aljomaih is committed to the success of these brands and to promote them as the luxury standard of the world.

Cadillac, Hummer and Saab have, in recent years, introduced a number of initiatives to move the brands 'into top gear', and Aljomaih has been there to support these steps through its own substantial investment in the brands.

Aljomaih's first class after-sales service and firm commitment to bringing customers across the Kingdom the highly desirable range of luxury vehicles reflects the consistent, unmatched image that these brands are striving to achieve worldwide. Aljomaih and Cadillac, Hummer and Saab: true partners in their quest for excellence.



Etihad Airways, the national airline of the UAE, was established in 2003 to fulfill the potential of the country as the natural link between

East and West. Based in Abu Dhabi, the airline is gaining popularity as an elite international carrier offering flights to destinations in Europe, the Middle East and Asia.

Etihad's focus is on doing things differently – reinventing the way an airline works, with the emphasis very much on raising the standards in hospitality to a new level.

Its goal is to ensure each 'guest' receives premium service and undivided attention in every guest zone.

Etihad currently flies to 17 destinations and aims to increase this figure to approximately 70 destinations by 2010.

FAX BACK FORM

13 March 2006 - Jeddah Hilton Hotel
Jeddah, Saudi Arabia
Cost: US\$600 per person

YES, please register me for
GMR Masterclass - BRAND Sense

Name

Job title

Company

Address

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CANCELLATIONS

Cancellations must be made in writing to the address stated below no later than 14 days prior to the conference date. Cancellations are subject to a handling and administration charge of US\$100 per delegate, which will be deducted from any refund due.

Cancellations made less than 14 days prior to the conference date are not possible but a substitute delegate can be nominated.

ACCOMMODATION

The official partner hotel is the Jeddah Hilton, Jeddah. To obtain the special conference rate, please contact:

Aymen Atteya (Revenue Manager)

Tel No: +966 2 6590000 Ext: 3006/ 3332

Fax No: +966 2 659 1399 (Direct)

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Fax No: +966 2 659 1111

VISAS

With the exception of GCC citizens, a visa is required to enter Saudi Arabia. Please enquire at the Saudi Arabian embassy in your country of residence.

TRAVEL ARRANGEMENTS

Delegates are responsible for their own travel arrangements.

EXHIBITION OPPORTUNITIES

An exhibition of related products and services will be mounted at the conference site. For additional information, please contact:

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