

AGENDA

Board of Trustees Meeting on New Directions in Marketing: Charting the Course

November 15-16, 2007
JW Marriott Desert Ridge
Phoenix, Arizona

Thursday, November 15, 2007

7:00 – 9:00 a.m.	Registration and Continental Breakfast	Wildflower Terrace
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Pre-Meeting

8:00 – 8:45	New Trustees Orientation Session <i>(for Trustees new to MSI)</i>	Desert Suite IV
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9:00 – 9:30	Welcome and Introductions <i>Russell Winer, Executive Director, and Earl Taylor, Chief Marketing Officer, Marketing Science Institute</i>	Wildflower Salon
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9:30 – 10:15	The Power of Brand Equity: Persil Centenary—100 Years of Innovation <i>Christian-Andre Weinberger, Corporate Senior Vice President, Laundry and Home Care, Henkel KGaA</i> With recent strong private label growth, FMCG companies in Western Europe face a particular challenge as they seek to sustain a premium in the market. To avoid the “commodity trap,” manufacturing companies must invest in brand equity. Using the Henkel brand Persil, Mr. Weinberger will demonstrate key elements of the brand-equity-building process, including definition of key brand equity drivers, development of their respective characteristics, implementation of key measures, and success control. The favorable consequence of clear differentiation is driven by the key pillars of premium branding: (1) heart- and mind-opening relevant consumer insights and (2) innovative product/service offers for the consumer.	
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10:15 – 11:00	Customers First, Then Brands: Harry Potter Marketing as an Alternative to the Traditional Model <i>Frédéric Dalsace, HEC School of Management, Paris</i> Few companies fully realize that targeting a specific age group means going after a moving target, or, equivalently, <i>de facto</i> choosing brand power over customer loyalty. Firms may instead want to target a specific cohort and manage a marketing mix that <i>co-evolves</i> with its customers. We call this alternative the Harry Potter marketing strategy—in honor of the fictional schoolboy wizard who grows older with his readers—and discuss when and how such a strategy can be implemented.	
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NOMINEES TO THE MSI BOARD OF TRUSTEES

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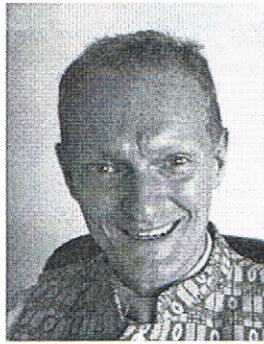
Miller Brewing Company

Rafael Alcaraz, Strategic Modeling Manager

Oliver Wyman

Iyue Sung, Senior Specialist





Christian André Weinberger

Christian André Weinberger holds a Master's Degree in Economics from the University of Economics and Business Administration, Vienna, Austria.

He joined Procter & Gamble in 1992 as Brand Manager in Austria, was promoted to Marketing Director in 2000, and worked for Procter & Gamble Servicios LA, Caracas/Venezuela in the Global Business Unit Baby Care until 2004.

He joined Henkel KGaA in 2005 as Senior Vice President Global Strategic Business Unit (SBU), Heavy Detergents. As of 2006 he is responsible as Corporate Senior Vice President for the total SBU Laundry Care.