



**Inflation**

**Boom**

**Recession**

**Value**

## Marketing Across the Business Cycle: How to Stay Ahead of the Competition in Good and Bad Times

Thursday 4th and Friday 5th of March 2010

**europanel**  
the leader in consumer knowledge

**GfK**

Hosted by Europanel™ and AiMark – Arrival 8.45 am, for a 9.00 am start

**Venue:** Schlosshotel im Grunewald  
Brahmsstraße 10 D 14193 Berlin, Germany  
T +49 (0)30 / 895 84 0 – [www.schlosshotelberlin.com](http://www.schlosshotelberlin.com)

**AiMark**  
The marketing knowledge innovators



# Program (continued)

Thursday, March 4, 2010

10:45-11:15 Break

11:15-12:15 The Way Forward: (Presentation by Sjoerd Schaafsma)

12:15-13:45 Lunch

13:45-14:45 Private Labels Use and Store Loyalty:  
Can It Be Too Much?

*Kusum L. Ailawadi, Dartmouth College*

Does private label use drive store loyalty? This question is important to retailers, as in response to recent tough times, they are pushing private labels over manufacturer brands more than ever before, and to brand manufacturers, as they look for effective ways to both cooperate with and compete with retailers. Professor Ailawadi examines this issue by examining purchases of 4,000 Dutch households for the leading service chain and the leading value chain in the Netherlands. Retailers can indeed reap the benefits of a virtuous cycle – greater private label share increases share of wallet and greater share of wallet increases private label share. But, this virtuous cycle only operates to a point.

14:45-15:30 Panel Discussion on Marketing across the  
Business Cycle

Moderator: Richard Herbert, Europanel

Panel members: Hubert Gatignon, INSEAD

Two practitioners

15:30-16:00 Break

16:00-17:15 Presentation by Christian André Weinberger, Henkel

18:00 Guided Tour followed by Dinner  
(Hosted by GfK Germany)



4th Annual AiMark Summit

## Marketing Across the Business Cycle:

How to Stay Ahead of the  
Competition in Good and  
Bad Times

Schlosshotel Im Grunwald,  
Berlin, Germany

March 4-5, 2010

*By invitation only*



## About the conference

The 2008-2009 economic turmoil has been the most brutal in a lifetime. The consequences of inflation and then recession are felt strongly in the fast moving consumer goods (FMCG) industry. This experience highlights that the success of FMCG companies – and the effectiveness of their marketing strategies – is systematically and strongly affected by the general economic conditions they face. In periods of great economic volatility, consumers are looking for ways to save money, and increasingly lie-in-wait for promotions, turn to cheaper alternatives, or to store brands. Many brand manufacturers unintentionally make matters worse by adopting strategies that actually increase the damage to their brands, which leaves lasting scars on brand performance that extend well beyond the recessionary period. How can managers work to rectify this, once better economic times return? While companies can do little about the state of the economy, they can and should adapt their marketing strategies across the business cycle to stay ahead of the competition in good times and in bad times. This conference will explore these issues, and map out strategies that companies can follow across the business cycle. This conference brings together practitioners and academics, drawing on company experiences and on managerial research on successful strategies in Europe and elsewhere.

