

Production Brief

Marketing Intelligence and Consumer Insights

Capitalising on winning marketing intelligence strategies to gain competitive advantage

Sydney

7th & 8th February 2008

"The best vision is in the insight"

Malcolm S Forbes

Gain powerful insights into your most valued consumers to create winning strategies for growth and competitive advantage. By harnessing marketing intelligence, be equipped with all the cards to win the elusive marketing game.



Background

The digital and online revolution is transforming market behaviour. Working within an increasingly fragmented media environment, marketers battle with rising competition, and must emerge through the media clutter to reach their most prized consumer. Marketers are in competition to win over the consumer's choice, and with the range of substitutes available, they, now more than ever, need to be greatly attuned to the needs, wants and attitudes of the market.

Coupled with changing demographics and an ageing population, the increasingly cash rich and time poor Australians are becoming more and more sophisticated and cynical, demanding more value-added differentiation. Consumer preferences are perennially shifting, and the once brand loyal consumer is now merely a vision. Marketers must be adept at responding to current trends. The question is – has market research progressed along with the technology or have we been left behind? As well, what does it take to be a truly insight driven and customer centric business?

Critical to competitive advantage is the ability to harness true consumer insight, and transform these into actionable opportunities for strategic marketing, branding and product development. The conference delves further, looking into global and Australian trends, the psychology of consumer behaviour, the Internet and social media, customer profitability, generational marketing and competitive intelligence, while covering real-life case studies of customer-centric strategies that contribute to the winning streak of top organisations in Australia and overseas.

Identified Case Studies

- Commonwealth Bank of Australia
- Sony
- Unilever
- Samsung
- McDonald's
- Telstra
- Tourism Queensland
- Dreamworld

Target Audience

CEOs, Managing Directors, General Managers, Heads, Directors, Managers and Specialists of the following:

- Consumer Insights & Strategy
- Marketing Research
- Marketing
- Marketing Strategy
- Business Development
- Consumer Segmentation
- Channel Activation
- Future Brand Development
- Brand Management
- Product Development
- Advertising
- Promotions

Target Sectors

- FMCG, Retail & Consumer Goods
- Banking & Finance
- Entertainment & Recreation
- Pharmaceuticals & Healthcare
- Manufacturing
- IT & Telecommunications
- Media
- Service-related Industries
- Airline & Transport
- Insurance

Supporting Publication



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