

# Driving Brand Growth Through Purpose @ Anomaly

Today's leading brands seek a higher purpose than profit, to play a larger role in consumers' lives and in society as a whole. By aligning around a meaningful purpose, these brands are best positioned to build a more emotional and lasting relationship with customers, hire and retain high-quality talent, and drive sustained growth — all while making a positive impact on the world. In fact, purpose-led brands have seen their brand valuation increase by 175 percent over past 12 years, compared to a median growth rate of 86 percent, according to Kantar Consulting's "Purpose 2020" report.



At this exclusive members-only conference, learn why being a force for good can be a game-changer in a competitive marketplace, and hear how top client-side marketers are bringing purpose to life as part of a business-wide strategy to drive brand trust, sales, and growth. This one-day event is critical for any marketer seeking insights, guidance, and lessons learned on the power of purposeful marketing.

**When:**

**Start:** Tuesday, May 21, 2019 at 8:15am

**End:** Tuesday, May 21, 2019 at 3:00pm

**Where:**

Anomaly

536 Broadway

New York, NY 11231

# Agenda

TIME	EVENT DETAILS
8:15am	<b>Breakfast</b>
9:10am	<b>OPENING REMARKS</b>  <b>Bob Liodice</b> CEO ANA
9:20am	<b>NEWYORK-PRESBYTERIAN: WHERE AMAZING HAPPENS</b>  For nearly 250 years, NewYork-Presbyterian Hospital has been a force for progress and well-being in the communities it serves. Named New York's top-rated hospital by <i>U.S. News and World Report</i> for 18 straight years, NewYork-Presbyterian is a world-class healthcare system uniquely tied to two renowned Ivy League universities: Cornell and Columbia. In this session, learn how the hospital brings its purpose to life through inspiring marketing and communications to connect with patients and consumers, doctors, employees, and local communities.  <b>Hernando Ruiz-Jimenez</b> Chief Marketing Officer NewYork-Presbyterian Hospital
10:00am	<b>ESTABLISHING BRAND RELEVANCE THROUGH PURPOSE</b>  At a time when several long-established brands have struggled to connect with today's consumer, 163-year-old Orvis has remained relevant by increasing its investment in purpose-driven initiatives. From offering free fly-fishing classes to developing programs aimed at attracting more women to the sport to committing 5 percent of pre-tax dollars to conservation, Orvis has established a more meaningful brand position to flourish in the digital age. In this session, learn how the oldest mail-order outfitter and longest continually operating fly-fishing business in the U.S. has evolved its business model to reach consumers across generations in new ways and in new places.

TIME	EVENT DETAILS
	<p><b>Simon Perkins</b> Chief Operating Officer Orvis</p>
10:40am	<p><b>Networking Coffee Break</b></p>
11:05am	<p><b>HOW INSIGHTS DRIVE PURPOSE AT PEPSICO</b></p> <p>It's no longer a big industry secret, or a closely guarded marketing play, that consumers buy brands with a meaningful societal purpose. Using data-driven insights to unlock that purpose has never been more important. Through "Winning with Purpose," an enterprise-wide purposeful positioning initiative, PepsiCo is building sharply defined, broadly appealing brands that authentically deliver brand-forward experiences in the moment and beyond. In this session, hear how insights drive this ever-important work for the global company with a suite of billion-dollar brands and consumer touchpoints.</p> <p><b>Emma de Szoeki</b> Vice President, Insights and Analytics PepsiCo</p>
11:45am	<p><b>THE TRUTHS ABOUT BRAND PURPOSE</b></p> <p>More businesses now understand the potential power of building a purpose-driven brand. But is it right for all brands? What are the difficult choices that need to be made, the dos and the don'ts? What are the obligations that need to be met? In this tightly focused panel discussion, leading client-side marketers share their views and insights on these critical questions and others to help guide brands aspiring to make a difference through purpose.</p> <p><b>Moderator: Carl Johnson</b> Founding Partner and Executive Chairman Anomaly</p> <p><b>Andrea Brimmer</b> Chief Marketing and PR Officer Ally Financial Inc.</p> <p><b>Tariq Hassan</b> Chief Marketing Officer Petco</p>

TIME	EVENT DETAILS
12:30pm	<b>Luncheon</b>
1:30pm	<p data-bbox="365 367 1144 399"><b>BRINGING PURPOSE TO DISABLED AMERICAN VETERANS</b></p> <p data-bbox="365 445 1404 787">As the global community works together to address and overcome today's many challenges, alliances between nonprofits and for-profits have never been more important. With nearly 1.3 million members, DAV (Disabled American Veterans) is dedicated to a single purpose: to empower veterans to lead high-quality lives with respect and dignity. Hear how DAV has partnered with the corporate community to ensure our disabled veterans get the resources and assistance they need in life for the great sacrifices they made for the country.</p> <p data-bbox="365 825 560 856"><b>Brian Cowart</b></p> <p data-bbox="365 865 1193 896">Chief Development Officer DAV (Disabled American Veterans)</p>
2:10pm	<p data-bbox="365 982 1055 1014"><b>TWITTER'S ROLE IN ADVANCING BRAND PURPOSE</b></p> <p data-bbox="365 1060 1421 1444">Twitter is universally recognized as a platform for activism, social change, and amplifying a message. In fact, its purpose is to "serve the public conversation." In this session, learn about the disproportionate reaction Twitter's audience has when brands launch purpose-driven communications and connect their purpose to what's happening in culture. Also, hear about the strategies and business impact of purpose-driven campaigns from brands like Gillette, Microsoft, Patagonia, and Nike, as well as social movements like #MeToo and #March4OurLives, providing a tangible framework for connecting brand purpose with audiences on Twitter.</p> <p data-bbox="365 1482 592 1514"><b>Alex Josephson</b></p> <p data-bbox="365 1522 852 1554">Head, Global Brand Strategy Twitter</p>
3:00pm	<p data-bbox="365 1633 592 1665"><b>End of Sessions</b></p> <p data-bbox="365 1703 641 1734"><b>Cocktail Reception</b></p>