

Innovation Day @ MillerCoors presented by Xandr

Innovation, according to dictionary.com, is (1) something new or different introduced and (2) the act of innovating; introduction of new things or methods. Successful marketers innovate by finding new ways to reach customers, developing breakthrough new products, and more.

Hosted by MillerCoors — a company where innovation has always been part of the corporate culture—this ANA members-only conference will feature sessions from leading marketers and thought leaders who will share their case histories in marketing innovation.

When:

Start: Thursday, June 13, 2019 at 9:30am

End: Thursday, June 13, 2019 at 4:30pm

Where:

MillerCoors

250 South Wacker Drive

Chicago, IL 60606

Agenda

TIME	EVENT DETAILS
9:30am	Continental Breakfast
10:15am	Opening Remarks
10:25am	INNOVATING WITH SPEED WITHIN A WHITE SPACE
	<p>In this session, Heidi Gilbertson will share the story of how MillerCoors launched the Cape Line Sparkling Cocktails from concept to shelf in 10 months, half the typical product launch cycle.</p>

TIME	EVENT DETAILS
	<p>Heidi Gilbertson Associate Marketing Manager, Cape Line MillerCoors</p>
11:10am	<p>ENJOY LIFE FOODS' FOCUS ON INNOVATION RESULTED IN 17 CONSECUTIVE YEARS OF GROWTH</p> <p>Enjoy Life Foods, a snack food company that caters to a growing community of people who live their daily lives with food allergies, intolerances, and/or Celiac Disease, has created a culture of innovation in all facets of its organization that has led to industry-leading growth. Acquired by Mondelez International in 2015, Enjoy Life has accelerated its innovation strategy that includes focusing on new product development, identifying new emerging food trends, as well as investigating innovative vehicles allowing its products to be ubiquitous, available to all people who normally have limited access to these types of foods. In this session, Joel Warady, General Manager and Chief Sales & Marketing Officer who has been involved with the company from its inception, will share how the company continues to adapt utilizing a strategy of innovation and maniacal focus on being consumer-centric.</p>
	<p>Joel Warady General Manager and Chief Sales and Marketing Officer Enjoy Life Foods</p>
11:55am	Networking Lunch
12:55pm	<p>REAL PEOPLE, REAL STYLE—EMBRACING THE NEXT GENERATION OF CUSTOMERS</p> <p>Despite the disruption in retail, American Eagle hit all-time high revenue in 2018 and is the #1 jeans brand for young people in America. Far more than just clothing young people wear, AE has proudly become a voice for a new generation of customers, embracing young people of all shapes, backgrounds and stories. In this presentation, CMO Kyle Andrew will chart AE's path to real, from the insights and observations that challenged conventional thinking to the ground-breaking ways her team is continuing to push the boundaries of customer-centricity.</p>

TIME	EVENT DETAILS
	<p>Kyle Andrew Chief Marketing Officer American Eagle</p>
1:40pm	<p>XANDR: CROSS SCREEN ADDRESSABLE 101</p> <p>Consumers are screen agnostic, which means marketers need to understand how to create relevant content – and measure the impact – across multiple screens. AT&T's advertising company Xandr will take attendees through the basics, and best practices, for reaching their audiences cross-screen.</p>
	<p>Drew Groner Head of Client Partnerships XANDR</p>
	<p>Elizabeth Pinkham Director, Client Partnerships XANDR</p>
2:25pm	<p>Networking Coffee Break</p>
2:50pm	<p>ALLSTATE INNOVATING BEYOND INSURANCE</p> <p>Founded in 1931, Allstate has been a pioneer of the insurance industry. In an effort to meet needs of modern consumers, the company has evolved beyond offering traditional insurance (home and auto) to include digital services like cell phone insurance to retirement planning and driving telematics and identify protection through the launch of Allstate's new Digital Footprint. This allows customers to view their digital footprint and educate them about the trail of data they leave online. In this session, Pam Hollander, <i>Vice President, Consumer Marketing</i> will share insights behind the company's evolution and share examples of how they are bringing this to life.</p>
	<p>Pam Hollander Vice President, Consumer Marketing Allstate</p>
3:35pm	<p>MILLER HIGH LIFE: INTRODUCING A 115-YEAR-OLD BRAND TO THE NEXT GENERATION OF DRINKERS</p>

TIME	EVENT DETAILS
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Miller High Life is one of America's true classic brands. Founded in 1903, born out of Frederick Miller's vision that the good things in life don't have to be rare or expensive, the Champagne of Beers was brewed to be the best of its kind. Consistently brewed with quality ingredients, champagne-like bubbles, and put in a clear champagne-style bottle since the beginning, Miller High Life put Miller Brewing Company on the map, making quality beer accessible to all.

Since late 2016, significant efforts were made to restore the brand's reputation after decades of decline, reminding drinkers that High Life is a quality yet affordable beer with the perfect balance of flavor and refreshment. To drive sustained future growth, it is imperative to introduce this brand to a generation of new drinkers, and show them why High Life is not like any other beer, but is special and unique as the Champagne of Beers. In this session, learn how High Life is modernizing its marketing to recruit new drinkers through influencers, PR, digital/social, and On-Premise platforms.

Emily Martinez

Customer Marketing Manager, On-Premise MillerCoors

4:30pm **Conference Adjourns**

Beertails Tappy Hour (*Sponsored by MillerCoors*)