

AUSTRALIAN MARKETING INSTITUTE - BRAND FINANCE

BRAND FINANCE FORUM™

30 JULY 2009 | SWISSÔTEL HOTEL, SYDNEY

# *Maximising Brand Value in the Downturn and Recovery*

A UNIQUE EVENT FOCUSING ON THE STRATEGIC AND COMMERCIAL IMPLICATIONS OF BRANDS

MICHAEL SMITH | Managing Director, Consumer & Corporate Marketing Director, Optus

PETER MAHER | Group Head, Banking and Financial Services, Macquarie Bank

RUSSEL HOWCROFT | Managing Director, George Patterson Y&R Melbourne

KEVIN LUSCOMBE | Executive Chairman, Growth Solutions Group

ANTHONY ROBERTS | Managing Director, Wine, Lion Nathan

TREVOR AMERY | Former Chairman, Subaru Australia

DAVID HAIGH | CEO, Brand Finance PLC (UK)

LYNN WOOD | Chairman, Noni B

PROFESSOR ADRIAN PAYNE

PROFESSOR MARK UNCLES



*"Understanding the role of the brand in the generation of profit is vital to all businesses.  
The Brand Finance Forum helped to create a breakthrough for my company."*

Raoul Pinnell, Former Chairman,  
Shell Brands International AG

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## Maximising Brand Value in the Downturn and Recovery

A UNIQUE EVENT FOCUSING ON THE STRATEGIC AND COMMERCIAL IMPLICATIONS OF BRANDS

*Brands are major contributors to the value of most enterprises. They are crucial to generating demand and can be pivotal to mergers and acquisitions, investor relations, and even financial reporting.*

*Despite this, many companies have a poor line of sight between brand investment and future earnings. This increases the risk of poor decisions regarding brand strategy and brand investment. In a benign economic climate the impact is less apparent than times when budget and profits are hard to come by. Poor visibility of brand economics makes it difficult to differentiate between marketing inefficiencies, activities that support short term demand, and investment that will yield a high return in the upturn.*

*The Australian Marketing Institute - Brand Finance Forum™ brings together a unique combination of speakers to explore the strategic and commercial implications of brand management in a harsh economic climate. The focus of the event is as much on the use of the corporate accelerator as on the brakes and steering wheel. The event flows from the Brand Finance Forum™ that has been held at the London Stock Exchange since 2004. A highly successful Forum was held in Australia last year; the audience reflecting the fact that the creation and protection of brand value requires coordinated input from senior executives in Finance and Operations as well as Marketing.*

*We look forward to joining you at the Forum in July to ensure you are leveraging your marketing assets.*

**ROGER JAMES** FAMI CPM  
Chairman, Australian Marketing Institute

**TIM HEBERDEN** AFAMI CPM CA  
Managing Director, Brand Finance (Australia)

*“There was a path into this global financial crisis and I guarantee there’s a way out for us. And when we do come out the other side it’s very important you’re able to put your foot down on the accelerator and get going again, at full speed, and not have to start the engine again.”*

Michael Luscombe, CEO Woolworths  
quoted in the AFR 15 May 2009



The Australian Marketing Institute (AMI) is the professional association for marketers and has served Australian industry and the profession for over 70 years, making it one of the oldest professional associations in Australia.

The Australian Marketing Institute offers its members:

- A respected and authoritative voice for the profession
- Strong advocacy of the highest standards in marketing
- The opportunity to achieve career advancement and enhanced credibility in the profession through professional development programs, access to the latest information on marketing practice and networking with fellow practitioners.

The Australian Marketing Institute is helping achieve industry and community recognition for professional marketers through the Certified Practising Marketer (CPM) program. The CPM certification serves as the professional benchmark and distinguishes the truly qualified marketer.

For further information about the Australian Marketing Institute and the Certified Practising Marketer (CPM) program contact:

Australian Marketing Institute  
PO Box 7443 Melbourne VIC 3004  
Tel: 1300 737 445 | Fax: 1300 131 468  
Email: [membership@ami.org.au](mailto:membership@ami.org.au) | Website: [www.ami.org.au](http://www.ami.org.au)

*Value Creation Through Marketing*



Brand Finance is an international leader in quantifying and leveraging the value of intangible assets. We advise organisations across a wide range of sectors on how to maximise shareholder value through effective management of their intangible assets. Founded in 1996, Brand Finance now has offices in sixteen countries.

Our services complement and support each other, resulting in an in-depth understanding of intangible assets from financial, consumer and commercial perspectives:

**Valuation:** We are an international leader in the field of intangible asset valuation and transfer pricing.

**Analytics:** We help companies quantify the return on marketing investment and track brand performance with Brand Investment Dashboards.

**Strategy:** We use value-based marketing tools to enable management to allocate marketing resources to activities that create the most value.

**Transactions:** We help clients extract value from their intellectual property through acquisitions, sales, licensing and structuring.

Brand Finance has worked with many of the world’s leading brand owners. We also advise private equity companies, investment banks, intellectual property lawyers and tax authorities in Australia, the US and the UK.

Brand Finance (Australia) Pty Ltd  
Level 7, 234 George Street Sydney NSW 2000  
Tel: +61 2 9252 3441 | [www.brandfinance.com](http://www.brandfinance.com)

Specialist in adding intangible value  
◦ Valuation ◦ Analytics ◦ Strategy ◦ Transactions



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**8.30** Registration

**9.00** **ROGER JAMES**  
 Chairman, Australian Marketing Institute  
**Forum Opening**

**9.05** **DAVID HAIGH**  
 Chief Executive, Brand Finance PLC (London)  
**Setting the Scene: The Commercial Implications of the Forum**

**9.20** **KEVIN LUSCOMBE**  
 Executive Chairman of Growth Solutions Group,  
 Board Member of APN News & Media and the Bayard Group  
**In Turbulent Times, Where to Cut and Where to Invest?**

- Why cut marketing first?
- Protecting the brand.... and the bottom line
- Know what matters: what goes 'on hold', what just 'goes', and what must not
- Finding the upside opportunities?



**9.50** **MICHAEL SMITH**  
 Managing Director, Consumer & Corporate  
 Marketing Director, Optus

**Perspectives from Both Sides of the Desk**

- Different perspectives of a MD and Marketing Director
- Making the business case for brand investment
- Budget realities in a downturn
- Opportunities in the downturn and recovery period



**10.20** Panellists:  
**PROFESSOR MARK UNCLES, KEVIN LUSCOMBE,  
 MICHAEL SMITH, DAVID HAIGH, ROGER JAMES**  
**Facilitated Discussion**

**10.40** Morning Tea

**11.00** **PETER MAHER**  
 Group Head, Banking and Financial  
 Services Group, Macquarie Bank  
**Unlocking New Earning Streams**

- Ensuring that strategic planning creates rather than restricts opportunities
- Adjacency and extensions of the brand offer
- The role of new and evolving businesses at Macquarie Group



**11.30** **TREVOR AMERY**  
 Former Chairman, Subaru Australia  
**Brand Equity and Investment: The CEO's Role**

- The role of brands in corporate strategy
- Market conditions and budget determination
- Gaining market share with a tight budget
- Re-invigorating an underperforming brand



**12.00** Facilitated:  
**PETER MAHER, TREVOR AMERY, DAVID HAIGH, DAVID KENT**  
**Interactive Discussion**

**12.20** Lunch

**1.30** **RUSSEL HOWCROFT**  
 Managing Director,  
 George Patterson Y&R Melbourne  
**The Brand Bubble – Maintaining Brand Energy**

- Trends in consumer attitudes and brand value
- The consumer metamorphosis
- Brand decay or value growth
- Energised differentiation



**2.00** **ANTHONY ROBERTS**  
 Managing Director, Wine, Lion Nathan  
**Maintaining Luxury Brand Equity**

- Luxury - tamed
- Building luxury brand equity in a softening market
- Consumer touchpoints in a fragmented industry



**2.30** Panellists:  
**PROFESSOR ADRIAN PAYNE, RUSSEL HOWCROFT,  
 ANTHONY ROBERTS, LYNN WOOD, DAVID HAIGH**  
**Facilitated Discussion**

**2.50** Afternoon Tea

**3.20** **LYNN WOOD**  
 Chairman, Noni B, Non-Executive Director of  
 GPT Funds Management, Member of the Foreign  
 Investment Review Board  
**Customer Focus and Brand Equity in the Boardroom**

- The board's role in strategic marketing
- Tough markets demand an external focus
- Marketing Metrics in the boardroom



**3.50** **DAVID HAIGH**  
 Chief Executive, Brand Finance PLC (UK)  
**TIM HEBERDEN**  
 Managing Director, Brand Finance (Australia)  
**Stress Testing Brand Value and Marketing Investment**

- Developing a robust business case
- Linking brand equity and financial performance
- Allocating a reduced budget



**4.30** Close of Forum

**4.45** Wine Tasting Presented by Lion Nathan Wines

*This event is proudly sponsored by*



# REGISTRATION FORM

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This form constitutes a Tax Invoice upon receipt of payment. Confirmation of your registration and receipt will be sent via email. Please ensure you have provided your email address details.

Registrations without payment will not be processed. Delegates must sign the form to validate the registration. Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, a full refund, less a \$164 (including GST) service charge, will be made for cancellations in writing (email or fax) up to two (2) weeks prior to the event.

### ONSITE REGISTRATIONS

Name badges and conference proceedings can be collected from the registration desk from 8.30 am on Thursday 30 July 2009

### INSURANCE

Registration fees do not include personal, travel or medical insurance of any kind. Attendees are advised when registering for the conference and booking travel that a travel insurance policy be taken out to cover loss, cancellation, medical cover, etc for any reason. The Event Managers do not take any responsibility for any attendees failing to insure.

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Please note that details of conference delegates may be made available to sponsors and exhibitors at this event for marketing purposes. If you do not wish this to happen, please indicate:  I do not wish to have my details made available to sponsors/exhibitors at this event.

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### AMI CPM PROGRAM

1 DAY FORUM: 8 hours

### YOUR DETAILS

Please use a separate form for each delegate. This form may be photocopied.

TITLE FIRST NAME

LAST NAME

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TEL

MOBILE

EMAIL

### CHOOSE YOUR REGISTRATION

The CPM rate is for AMI Members who have qualified for and attained Certified Practising Marketer [CPM] Status.

2009 BRAND FINANCE FORUM™	AMI CPM	AMI	BRAND FINANCE CLIENT	NON MEMBER
1 DAY FORUM	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1095

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### HOW TO REGISTER

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#### MAIL

2009 BRAND FINANCE FORUM™

Australian Marketing Institute

PO BOX 7443

MELBOURNE VIC 3004

