



PRESS RELEASE

Wednesday, 8 March 2010

FESTIVAL OF MEDIA 2010: TOP BRANDS SHARE THEIR INSIGHTS AND FUTURE STRATEGY IN VALENCIA

Once again the Festival of Media (18-20 April 2010, Valencia, Spain) will feature a stellar line-up of the most prominent opinion formers and business leaders from the global communications and advertising industry. Agency, client and media owner speakers will tackle the biggest issues now affecting the industry and give their unique insight into how the rule book of media communication is being re-written to create a new marketing paradigm.

Leading brand CMOs will also contribute, sharing their perspective as advertising budget holders.

VISA to showcase 'partner' expertise at Festival

Antonio Lucio, CMO, VISA, will be showcasing the company's plans for the 2010 World Cup, as well as revealing the results from the recent Winter Olympic marketing efforts in a session entitled '*Credit Your Partner*', which will be exploring what makes a great partnership.

Coca-Cola to give masterclass in consumer-centric marketing at Festival

Scott McCune, VP Integrated Marketing, Coca-Cola will be explaining to delegates at the Festival of Media how Coca-Cola has re-focused on the consumer in order to create effective communications that touch the consumer whenever, and wherever they are. Coca-Cola was challenged to change course by its CEO Muhtar Kent at the company's 2020 Vision summit last year, after he said that they had lost sight of the consumer by focusing too hard on 'the dashboard' of marketing. McCune will explain how this is being achieved in his Festival session '*Connected, Consumer-Centric Marketing*'.

Peter Hill, CEO, Oman Air

Peter Hill will be speaking at the Festival of Media in the session '*New Rules – Global Brands Of Tomorrow*' and informing delegates how the Gulf airline plans to expand its operations. At present Oman Air operates 343 flights a week within a network of 32 destinations in 29 countries out of its primary hub in Muscat and its challenge is to overcome strong competition both locally and in the global market.

Christian-Andre Weinberger , CMO, Henkel

Christian-Andre Weinberger, CMO, Henkel, will be speaking at the Festival of Media on the subject of sustainability within marketing. The session '*Life In The Carbon Economy*' will be exploring how brands can contribute to positive changes that can help to preserve our planet.

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P&G's to explain mobile strategy at Festival

Khurram Hamid, Group Head, Global Strategic Projects, P&G will explain how P&G is planning to use mobile as an integral part of reaching the 'next billion' consumers, most of which will come from emerging markets where fixed line communications are scarce. Hamid's insight will be given in the session titled *'Beyond Apps...The Future of Mobile'*.

Kodak's vision for the future of print to be unveiled at the Festival

Kevin Joyce, Worldwide VP Sales & Marketing, Digital Solutions, Eastman Kodak will be telling delegates how the future of the print industry may lie in the ability of the medium to adopt some of the qualities that have made digital media so appealing – including targeting and personalisation. As an expert in the transformation from analogue to digital, Kodak's insights will be invaluable to an industry in need of direction in the session *'When Will We Lose The Printed Page?'*.

Diageo to take part in 'What Is The True Value Of Media' session at Festival

Kester Fielding, Global Procurement Director at Diageo will be providing the client perspective in the Festival session focusing on determining the true value of media. He will be joined by a selection of media agency CEOs including Aegis CEO Jerry Buhlmann and Initiative CEO Richard Beaven as well as by Nick Manning, COO, billets, the media investment management company.

Philips CMO to present view on the future of content brands at Festival

Geert van Kuyck, CMO, Philips will be taking part in a debate over the future of content brands Vs broadcaster brands in Valencia at the Festival of Media session *'Is this the end of the broadcaster brand?'* The session will focus on the rise of content brands and what this means for broadcasters as brands integrate themselves further into the content and then spread that content across multiple platforms.

Turespana to provide insight at Festival

Enrique Ruiz de Lera, Marketing and Commercial Director for the Kingdom of Spain, will be explaining how Turespana is attracting visitors to the country and how Spain is promoting its image around the world in a tough tourism market.

Other speakers featured include:

Dominic Proctor, CEO, Mindshare
Jerry Buhlmann, CEO, Aegis
Mainardo de Nardis, CEO, OMD
Maria Luisa Francoli, CEO, MPG
Mike Cooper, CEO, PHD

Details of more confirmed speakers to follow shortly.

- Ends -

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For Editors

About The Festival of Media

Now in its fourth year, the Festival of Media is an established fixture in the global media communication and advertising calendar. The Festival comprises a two day conference with leading industry speakers, an exhibition of new media opportunities, a global awards ceremony showcasing the best creative media thinking and unrivalled networking opportunities. The Festival of Media will take place in Valencia, Spain on 18-20 April 2010.

www.festivalofmedia.com

About C Squared Communications

C Squared is a business publishing and information company that serves the global media and marketing industry. Since the launch of its first international industry publication, Cream, in 2005, C Squared has grown twelve-fold and, though still headquartered in London, over half of the Group's turnover now comes from outside the UK. C Squared is the owner and organiser of The Festival of Media, launched in 2007 and referred to by some as "the Davos of the advertising industry". Other C Squared properties include M&M magazine and www.mandmglobal.com, providing news, information and analysis for the international media and marketing community and www.creamglobal.com an online innovation exchange that indexes and analyses the world's media and marketing innovations.



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