

BRAND DAY 2011: NEW ERA OF COMMUNICATIONS

Moscow, 1 December 2011, the annual business conference “Brand Day 2011” was held at the conference hall “Swissotel Krasnye Holmy”. The event is organized by the Association of Branded Goods Manufacturers in Russia (RusBrand) and Russian Association of Communication Agencies (RACA). This year “Brand Day” is organized in the format of one-day conference and aroused the great interest from the industrial community: more than 600 Russian and foreign delegates took part in it. The event attracted the representatives of more than 100 largest world manufacturers, leading communication holdings, research companies and representatives of different ministries and government departments in Russia. More than 50 Russian and foreign speakers were involved into discussion.

The general sponsors of the conference are Kraft Foods Rus and the beer Miller. Coca-Cola, Diageo and Pepsico had also supported the event. General information partners are Russian Agency of International Information “RIA Novosti”, radio station “Business FM” and the on-line resource Sostav.ru. Industrial partners are Interactive advertising bureau (IAB Russia) and Russian Association of Branding Companies.

This year the main topic of the discussion was the brand development in conditions of new social and economic market reality. Opening the conference **David Iakobashvili** the Chairman of Board of Directors at RusBrand said: “The modern society is rapidly developing and the requirements towards our industry change as well. The local markets become a part of the large global market system. In conditions of stringent competition and wide diversity of product range the consumer doesn’t interest in product itself, he doesn’t seek to satisfy everyday needs, but emotional ones. In this world the product has the only way to convince the consumer – to become a brand”.

In a crisis, the most important issue is to assess adequately the capabilities in order to choose the right strategy and tactics. President of RACA, CEO of Vivaki Mediagroup Russia **Sergey Koptev** revealed the question of brand mission for marketing communications in conditions of complicated economical environment. “Brand is one of the best guarantees of company success during the crisis. In better times brand brings more dividends for the company. In crisis (if only we speak about the strong brand) it can become the point of sustainability– comments Sergey Koptev.

In his presentation the deputy Head of the Federal Antimonopoly Service in Russia **Andrey Kashevarov** highlighted the most important issues of market competition development and emphasized the problem areas requiring further control from FAS and the industry as well. Andrej Kashevarov recognized that the achieved interaction between agencies and FAS is at the high level and encouraged the participants to support this cooperation further.

During the panel discussions the conference participants could find the information about the key trends in the field of communications, analyze the current challenges for the advertising industry and discuss the problem of further development of traditional and new forms of media in terms of contemporary relations with the consumer.

The section “Best Practices Boutique” aroused the great participants’ interest. During the section the representatives of the world largest manufacturers presented to the audience their secrets of success. The experts spoke about effective brand building, integrated campaign making and reputation capital management. The discussion was brightly led by section moderators **Bianca Cawthorne and Deirdre Findlay**, leading experts at Butterfly London, the section organization partner.

Within the section “Innovation Technologies and Advertising” the conference participants discussed the methodological and technological development on the example of USA, Europe, Japan and Russian markets. The section content partner is Dentsu Group Russia. Tim Andree, CEO of Dentsu Network West, comments: “Today's competitive landscape is intense. The definition of advertising has evolved along side of technology and emerging media. We're not just competing with media and creative services

companies any more. In today's market, we must be as well versed and as experienced as specialists in the fields of media, content and technology“.

The section “Measurements & efficiency” was devoted to the study of mechanisms and models of consumer behavior in conditions of constantly emerging ways of gathering and analyzing the market data. The section organization partner is TNS Russia. The experts discussed the methodology of online measurement and applied also to the adaptation of world brands to the Russian market. “Our fundamental knowledge about the consumer and our expertise in marketing research combine with the understanding of client business performance that provides the effectiveness and uniqueness of business ideas”, - comments **Maksim Khabur**, General Director at Added Value Russia.

The special section “Sport – territory of brands” was held within the conference program. This section was devoted to one of the fastest growing areas of communications – sport marketing. The experts spoke about the advantages of this new marketing tool in implementing the sport events and commercial brand building. The section organizer is the agency Sportslab Marketing, the general partner – Sport Media Group.

During the section “Media communications” the speakers highlighted the key trends and the most dynamic areas in the field of commercial communications: social media, digital media, branded content and so on. The content partner of the section is Vivaki MediaGroup. The organization partner is Microsoft Advertising. On the base of the most successful cases the leading experts demonstrated ways of effective media management, presented the image of contemporary consumer and analyzed the role of content in modern information space.

The section “Branding” presented the basic principles how to manage financial, strategic and emotional assets of the company. The section content partners were branding agencies Depot WPF and Mildberry. The experts discussed how to create a competent visual communication between the consumer and the company with the help of all the senses, how to build effective relationships between the agency and the advertiser, what the basis of contemporary successful brands is and how to establish an effective concept for Russia branding.

After the event the grand reception was held in café “Mechta” for all the participants of the business conference. Within the entertainment program all the guests could drink the special refreshments from the grand reception partner Diageo, listen to the jazz band “Visa Jazz” and discuss the results of the conference. The grand reception was led by DJ at Radio «Romantika» **Stanislav Danilin**.