

Seminar

Welcome to the World of Creativity and Accountability in Marketing A Methodology to Help You Manage More Effective, Efficient and Accountability Marketing!

For a brand-based business, marketing accounts for a major portion of the corporate spend. In some cases marketing is the largest spend category, exceeding expenses for manufacturing, supplies and administration. Yet, marketing accountability lags behind other business groups. Often millions of dollars for promotional campaigns have less scrutiny and justification than a new office copier. The rationalization is that marketing cannot be accountable by conventional standards because it is a creative endeavor and cannot be measured. Worse, it is argued that measurement will stifle creativity: you can't let the "bean counters" run marketing!

The fact is that marketing is a collection of brand encounters but is seldom measured as a holistic "brand experience". Since the messages reach consumers from different direction and through different channels, they have an interactive and an integrating effect.

We must measure effectiveness of the entire marketing and communication strategy, not just efficiency of individual components. To know for sure, marketing effectiveness has to be assessed first and foremost before measuring efficiency. One can be very efficient at an ineffective campaign. It is this knowledge that is paramount.



Oscar Jamhuri

is the Founder & Chief Executive Officer of Integration Group of Companies. It is the will to "deliver accountability in marketing and communications" that resulted in the inception of Integration in 1994.

Today, Oscar leads a Global Group of companies that specializes in the measurement and the management of ROI in marketing. In the last years, Integration has audited more than 5400 brands across the world to help instigating global accountability systems in marketing and communications. All clients of Integration are among the Top Global 100 Marketers.

Prior to founding Integration, Oscar Jamhuri has been a Director at BBDO. He is a regular guest speaker and trainer in the field of Integrated Marketing & Communications at INSEAD, IAA, ESOMAR, Cannes Lions Festival and other international venues. Jamhuri holds bachelor degrees in French Literature, Psychology and Advertising Tech from Sorbonne University.

Date:	March 17, 2010
Hour:	19h30 to 22h
Room:	Max Feffer Room - 3rd floor