

Two Day Conference, 20th & 21st March 2007
The Worx, London, SW6

Half Day Workshop, 22nd March 2007
Ibis Earls Court, London, SW6

5th annual Family & Kids Summit 2007

www.familyandkidssummit.com

Creating responsible products and communications that resonate with today's switched on families

Gain real actionable knowledge from brand-driven case studies exploring the concepts of

- Working with the regulators to create responsible products and campaigns that bolster your brand's credibility with families
- New segmentation and brand models to ensure your message is reaching your target market with optimum impact
- Developing your digital strategy and ensuring the web is a safe place for kids
- Rejuvenating the role of traditional media elements in your marketing mix
- Harnessing key trends in the family and kids consumables markets

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Media Partners



Ofcom
regulatory
update

Featuring
dynamic insights
from Walt Disney
International, Crayola,
Vodafone and Lego

Hear from those
coming top of the
class at engaging with
today's switched on kids
and families



MarketingWeek
CONFERENCES **MASTERCLASS**

Optimising your communication to the family for the perfectly balanced campaign

A practical and interactive workshop to arm you with the knowledge
to positively engage parents and kids

Expertly led by:

Dave Lawrence

Partner

The Promotions Practice

Half Day Workshop, 22nd March 2007, Ibis Earls Court, London, SW6



MarketingWeek

CONFERENCES

Responsibly engage with today's family unit to ensure your brand's success



Day one - 20th March 2007

08.30 **Registration and coffee**

09.00 **Chair's welcome and opening address**

Gary Pope
Founding Partner
Kids Industries



09.20 **The state of play**

- An overview of the major issues affecting companies that market to children and families to recap and consolidate the major industry themes over the past year
- The way in which regulators, retailers and manufacturers can work together to provide the right product to adequately provide for and communicate with today's family unit
- The balance between responsible promotion and business opportunities

Barbie Clarke
Managing Director
Family Kids and Youth



10.00 **Restrictions on advertising food to children and other potential legislative changes**

REGULATORY UPDATE

- The mechanics of potential impending advertising legislation
- The feedback from further consultation - Outcomes so far
- How can the regulators and industry best work together?
- Other regulatory developments on the horizon

Kate Stross
Director of Content
Ofcom



10.40 Morning coffee

11.00 **A holistic approach - Lessons on promoting the healthy eating message with the Food Advertising Unit**

- Changes to kids' perceptions on food, the healthy eating message being promoted at a school and institutional level

- Promoting a concept rather than the product, a more responsible approach to marketing to children
- Educating the family on your healthy eating brand to engender and improve customer loyalty

Suzanne Edmond
Public Affairs Manager
Food Advertising Unit



11.40 **Striking a healthy balance**

PANEL DISCUSSION

- Solutions, compromises and opportunities in light of recent and future potential regulatory activity

Kate Stross
Director of Content
Ofcom



Jocelyn Stevenson
Independent consultant

Rachel Crosby
Head of Kids TV
Mediacom



Suzanne Edmond
Public Affairs Manager
Food Advertising Unit



Gemma Baggaley
Group Brand Manager
Petits Filous and Frubes, Yoplait



12.20 Lunch

13.30 **Revisiting the value of traditional media**

DUAL PERSPECTIVE

- Creating synergies, web and otherwise to keep your offering fresh for increasingly savvy kids
- Harnessing the power of future trends and innovations in this sector
- Re-incorporating traditional mediums into your marketing mix for differentiation and the competitive edge

Dawn Cordy
Director
Egmont Magazines



Gregory Watson
Corporate Development Director
Gcap - Funradio



14.30 **Joint Q&A with Dawn Cordy & Gregory Watson**

14.40 **The digital playground**

- Deconstructing how kids are really using technology and digital media
- Understanding the role of technology in kids' lives and what are their motivations to use digital media
- The implications for entertainment providers like Nickelodeon - Utilising WebCam technology, online broadband TV services and mobile applications to engage kids

Andy Goodhand
Vice President of Planning and Presentation
Nickelodeon



15.20 Afternoon tea

15.40 **The inbetweeners, explorers and persuaders - New segmentation and attitudinal concepts**

- 11-12 year olds, different values and behaviours to younger kids and tweens, are the inbetweeners an untapped market?
- Ad impact on the under 12's - Kids born into 'hyper-consumerism' understand and identify most above the line advertising. Learn how to research and segment to ensure your message is landing with maximum impact
- Utilising new models for product take up amongst children to draw on that most trusted source of brand advice, peer recommendation

Sheena Horgan
Partner

Kids Inc and In School Media



16.20 **'Junk' the advertising ban?**

PARENTS AND GRAND PARENTS DISCUSSION PANEL

A panel discussion with parents and grandparents on the issue of their children's health and diet with specific reference to the role of advertising. Participants will be pre-tasked to think about these issues and maintain a diary over a period of 2 weeks. A short live discussion will be held on stage after which the panel will address questions from the audience.

Topics to be covered include

- Children's health and diet - Emerging trends and issues

Master new segmentation and brand models for maximum impact



- Media influences and messages
- Product categories that are perceived as 'good' and 'bad'
- Debate on pre-watershed ban on 'bad' food advertising

Panel to be facilitated by
Paul Stamper
 Group Director
TNS Qualitative

Renu Sachdeva
 Director
TNS Qualitative



17.00 **Chair's closing remarks**

17.15 **Close of day one**

Day two - 21st March 2007

08.45 **Registration and coffee**

09.00 **Chair's welcome and opening address**

Gary Pope
 Founding Partner
Kids Industries



09.10 **Decipher the debate - Evaluating the relevance of marketing to kids. Is marketing to families now a more useful construct?**

- Successfully positioning your brand in accordance to changing media consumption and legislation in a complex and shifting market
- Translating these shifts into innovative campaigns and new product design
- The grey gatekeepers - Accounting for changing family structures and the aging population within your marketing strategy and communications

Tessa Moore
 Vice President- Marketing, Europe, Middle East and Africa

Walt Disney International



09.50 **New product development and innovation in the family market**



- Developing practical new products, services and creative to reflect and capitalise on the shift from marketing to children to responsible marketing to families
- Executing outstanding end to end campaign delivery from creative to ad spend to gain the respect of the family buyer
- Bundling services or product to embed brand awareness and engagement within the whole family unit

Stephen Noakes
 Chief Marketing Officer
Vodafone



10.30 Morning coffee

10.50 **Strategic partnerships and integration marketing - Leveraging partnerships to allow yourself 360 degree reach**



- Recognising key triggers within partnerships
- Deploying advertising to push integrated communications to their optimum effectiveness across multiple marketing platforms
- Building brand loyalty by engaging consumers in on-going dialogue initiated through content and promotion

Deb Ottinger
 Director of Partnership Marketing
Crayola Brand, Binney Smith



11.30 **CSR - Credible and responsible strategies are good for business, it's that simple!**

- CSR programmes and ethical initiatives to engender brand loyalty and strengthen positive perception
- Ensuring the success of your campaign through parental, teacher and school endorsement. Investigating the parent/teacher triangle of influence

Trevor Dahl
 Chief Executive
Woolworths Kids First



12.10 Lunch

13.10 **A commercial insight into the behaviours and motivations of the purse holders - Successfully enhancing your communication to parents**

- From 'pushy progressives' to 'microwave mums' - Determining and exploiting the commonalities between parents to reach your target market
- Understanding parental attitudes and behaviours to tailor communications and strategies towards a gap in the market. Improving the performance of your product
- Focusing on the relationship between parent and child, reducing the likelihood of pester power from your marketing message, which results in brand disillusionment

Warwick Cairns
 Planning Director
Brandhouse WTS



13.50 **Pushing the boundaries - Exploring the effectiveness of advertising in new media**

- Children are watching less television, how do you forge new boundaries and engage with kids on new platforms?
- Exploring new positioning for seamless integration and credible placements to enhance awareness
 - Discussing potential industry growth in the face of increasing regulation on traditional mediums

Damon Westbury
 FMCG Category Development Manager
Microsoft Digital Advertising Solutions



14.30 Afternoon tea

14.50 **Cutting through the clutter of spot advertising**

- Exploring avenues such as sponsorship and strategies to encourage children to visit your website
- Tying products into creative alliances with related media or experiences to create a lasting impact on children and their families

Fiona Wright
 Marketing Director, UK and Ireland &
Claire Cullinane
 Brand Manager
LEGO



Master new product development and innovation in the family market



15.30 **Incorporating responsible practices into your digital strategy**

ROUND TABLE
DISCUSSION

An interactive session where delegates break away to discuss the following issues:

- Acting in your brand's best interests as companies are increasingly accountable for their web communications. Avoiding press condemnation and brand disillusionment by ensuring the internet is a safe place for children
- Simple practices to raise kids awareness of your brand or product without the hard sell message
- Getting your marketing mix right from the start and utilising the most high impact platforms for your message

16.10 **Chair's closing remarks**

16.25 **Close of conference**

MarketingWeek
CONFERENCES

MASTERCLASS

Optimising your communication to the family for the perfectly balanced campaign

Expertly led by: **Dave Lawrence, Partner, The Promotions Practice**

It is vital to ensure that kids and parents are positively engaged in marketing campaigns and this interactive workshop will highlight best practice principles across a number of different categories. Using actual brand case studies, the session will explore creative themes, tonality, brand propositions and the overall balance of integrated activity that best meet the needs and motivations of parents and children.

Including expert presentations, group exercises and brainstorming sessions, this separately bookable interactive workshop combines the latest thinking on how to cut through the clutter and resonate with today's parents and children and best practice strategies for delegates to take back to the office.

08.50 **Registration and coffee**

- Introductions and brainstorming session to pinpoint examples of a strong family marketing campaign
- Review of the core purchase motivators of mums & kids, including research based insight to unravel the required balance of communications
- Analysis of a number of brand cases studies, in which delegates will work in small groups to identify the best practice principles of each campaign, specifically exploring:
 - How the kids were engaged
 - Key messages communicated to mum
 - Tone of voice used for each audience
 - Media and retail touch-points
 - Marketing disciplines deployed

Delegates will feed back their conclusions and key success factors will be recorded as a final family marketing check list

13.00 **Workshop leader's recap and close of workshop**

WORKSHOP LEADER:



Dave has been a partner at The Promotions Practice since May 2006 having previously been the Planning Director at Logistix for 8 years. He has worked with numerous kids and family brands including Kellogg, Capri Sun, Burger King, De Agostini and Fritolay. Before working on the agency side, he has worked extensively in a range of planning and research roles at SC Johnson, Nestle Rowntree, Cadbury and Waterford Wedgwood. Over the years, he has developed many proprietary family marketing planning models and research tools to identify unique insights with which to develop brand strategies and marketing campaigns. Dave is a frequent speaker at marketing conferences and a regular press contributor to industry debate on family marketing.

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“I found the speakers and topics to be interesting and diverse”

Hannah Sizeland, Senior Brand Manager, Bernard Matthews Delegate, Kids Summit 2006

Family & Kids Summit 2007

Two-Day Conference ■ 20th & 21st March 2007

Workshop ■ 22nd March 2007



“At this really interesting time the community of marketers that speak to the family should come together to understand more about who these people actually are. This event is surely the forum to do this”

Gary Pope, Founding Partner, Kids Industries and Chairman, Family and Kids Summit 2007

The family and kids sphere is a dynamic and constantly changing environment. Advertisers and creators of family and kids' content who are consistently coming top of the class are those who are embracing all the platforms and opportunities available. We know that 87% of 8-10 year olds access the internet on a daily basis, over half of the UK's ten year olds have mobiles and the average 7-14 year old watches 2.5 hours of TV a day. The challenge is to strike the right balance across multiple platforms to create innovative and responsible campaigns that capture and maintain children's attention and ring true with their families.

This summit comes just as Ofcom announced bans on HSS food to kids under the age of 16, with further legislative activity predicted. This is the event where the industry gathers to debate the most pressing issues in the current family marketing environment.

Who should attend?

This is an essential event for senior marketing professionals, commercial directors, policy makers, researchers, planners, buyers and consultants from manufacturers, media owners and providers and marketing and advertising agencies.

“I enjoyed taking learnings from different industries and understanding the way they have overcome different challenges”

Leanna Rice, Brand Manager, The Wrigley Company
Delegate, Kids Summit 2006

Eight good reasons to reserve your place now

1. Keynote address from **Vodafone's** Chief Marketing Officer, Stephen Noakes, on new product development and innovative solutions to embed brand awareness and engagement within the whole family unit
2. Decipher the debate and evaluate the relevance of marketing to families with Tessa Moore, Vice President Marketing EMEA, **Walt Disney International**
3. Rejuvenate the role of traditional media within your marketing mix with a dual perspective from Dawn Cordy, Director of **Egmont Magazines** and Gregory Watson, Corporate Development Director for **Gcap's Fun Radio**
4. Master the incorporation of CSR programmes into your family marketing mix with Trevor Dahl, Chief Executive, **Woolworths Kids First**
5. Discuss and prepare for current and future regulatory developments with a legislative perspective from **Ofcom's** Director of Content, Kate Stross and Suzanne Edmond, Director of Public Affairs at the **Food Advertising Unit**
6. Exciting US insight on partnership marketing from Deb Ottinger, Director of Partnership Marketing, **Crayola Brand, Binney Smith**
7. Innovative and results driven parents and grandparents panel facilitated by Paul Stamper, Group Director and Renu Sachdeva, Director, **TNS Qualitative**
8. Cutting through the clutter of spot advertising with Fiona Wright, Marketing Director UK and Ireland, and Claire Cullinane, Brand Manager for **Lego**

Marketing Week's Family and Kids Summit 2007 will provide real workable solutions to transform responsible marketing to families into child's play.

Confirm your place now:

Book online: www.familyandkidssummit.com

Call: +44 (0) 20 7970 4770

Email: enquiries@familyandkidssummit.com

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