

Innovation Day @ Toyota

Innovation is crucial to any organization's long-term success. It is not solely defined by their ability to develop new breakthrough products and services for customers, but also uncovering new ways to reach customers and creative approaches to revive existing marketing efforts.

Join us for a fun and informative day, hosted by **Toyota** and hear about various success stories in innovation. This ANA members-only conference will feature sessions from leading marketers and thought leaders who will share their case histories in brand innovation.

When:

Start: Friday, March 29, 2019 at 8:15am

End: Friday, March 29, 2019 at 2:00pm

Where:

Toyota Motor North America

6565 Headquarters Dr.

Plano, TX 75024

Agenda

TIME	EVENT DETAILS
8:15am	Breakfast
9:00am	Opening Remarks
9:10am	REESE'S CANDY CONVERTER: USING MARKETING INNOVATION TO WIN THE HALLOWEEN SEASON In this session, hear how Reese's created social and general media buzz during Halloween with their "Candy Exchange Vending Machine." Anna Lingeris Earned Media & Brand Publicity Lead The Hershey Company

TIME	EVENT DETAILS
9:50am	<p data-bbox="354 289 1016 321">DEL TACO: LAUNCHING A BRAND RE”FRESH”</p> <p data-bbox="354 365 1403 531">As the nation's second leading Mexican quick service restaurant, Del Taco recently unveiled its brand refresh, focusing on being the “fresh Mexican grill.” Hear how Del Taco pulled off this successful repositioning that included everything from new back-of-house and guest-facing initiatives to a new holistic advertising campaign.</p> <p data-bbox="354 562 987 632">Barry Westrum Chief Marketing Officer Del Taco Restaurants, Inc.</p>
10:30am	<p data-bbox="354 705 691 737">Networking Coffee Break</p>
10:55am	<p data-bbox="354 785 1382 854">AVOCADOS FROM MEXICO: CREATING AN INNOVATIVE PARTNERSHIP TO KEEP FANS BUZZING</p> <p data-bbox="354 905 1398 1155">In this session, hear how Avocados From Mexico partnered with American Airlines Center to debut two of the nation’s first “avocado-centric” concession stands located on the plaza level of the arena, using only fresh Avocados From Mexico. The first “AvoEats” concession stands in the US features trendy, Instagram-friendly fresh avocado menu items, including Avo Toast, Avo-Buffalo Fries, a Guacamole Sampler and Avo Tacos.</p> <p data-bbox="354 1188 1187 1257">Stephanie Browder Associate Director, Foodservice Marketing Avocados From Mexico</p>
11:35am	<p data-bbox="354 1335 488 1367">Luncheon</p>
12:35pm	<p data-bbox="354 1415 1357 1484">JACK IN THE BOX: HOW SOCIAL CONTENT TURNS FANS INTO BRAND ADVOCATES</p> <p data-bbox="354 1535 1409 1701">Jack in the Box is known for doing things a little differently. From serving egg rolls and tacos at a 'burger restaurant', to infusing humor into their advertising that pushes the line, their marketing team will share how their social strategy has evolved over the years and how they lead the brand to think digitally first.</p> <p data-bbox="354 1734 1078 1803">Morgan Higgins Manager, Public Relations & Social Media Jack in the Box</p>

TIME	EVENT DETAILS
	<p>Sheena Dougher Senior Manager, Marketing Communications Jack in the Box</p>
1:15pm	<p>DOSIST: DEFYING CATEGORIZATION AND CONVENTION</p> <p>By developing a brand that gives people complete control over cannabis' effects with a beautiful, innovative product design and a science-focused approach, dosist has been able to become not just a new kind of cannabis company, but a first-of-its-kind health & wellness brand, shedding the stigma of pot and creating an all-new category. Hear from Chairman and Co-Founder and Chairman Jason DeLand about how the company, which been named as a Fast Company Most Innovative Companies in Health and Time's Best Inventions, has soared to a valuation of \$300 Million since its founding in 2016.</p> <p>Jason DeLand Founding Partner and Chairman Dosist</p>
2:00pm	<p>Conference Adjourns</p>