

Using Branded Content to Build Buzz and Stand Out Presented by The Walt Disney Company

Brands are always seeking innovative ways to attract, engage and build relationship with their consumers. Many are acting as publishers themselves creating “Branded Content”, which is not traditional advertising, and can include videos, articles, podcast or live activations. They may also partner with other entities to develop seamless content integration opportunities to complement their brand campaigns.

Join us for this ANA members-only event, hosted by The Walt Disney Company, where you will hear insightful case studies, best practices, and actionable takeaways on how to leverage branded content to engage with consumers.

When:

Start: Wednesday, June 5, 2019 at 8:15am

End: Wednesday, June 5, 2019 at 2:30pm

Where:

The Hearst Tower

Joseph Urban Theater, 3rd Floor

300 W. 57th Street

New York, NY 10019

Agenda

TIME	EVENT DETAILS
8:15am	Breakfast
9:00am	Opening Remarks Lisa Valentino Executive Vice President, Client and Brand Solutions The Walt Disney Company

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9:10am	<p data-bbox="391 300 797 331">THE WALT DISNEY COMPANY</p> <p data-bbox="391 342 448 373">TBD</p> <p data-bbox="391 415 591 447">Jerry Daniello</p> <p data-bbox="391 457 1328 531">Senior Vice President, Entertainment Brand Solutions The Walt Disney Company</p>
9:55am	<p data-bbox="391 615 1385 688">OREO COOKIE CULTURE: TAPPING INTO PASSIONS + CULTURE TO DRIVE DISRUPTION</p> <p data-bbox="391 730 1409 993">In this session, Justin Parnell will talk about how OREO is creating entertaining content that is resulting in a step-change in ROI by partnering with cultural icons, from hip hop artists to global media properties, and tapping into their consumers passions. Learn how the brand's "Stay Playful" mantra and penchant for the unexpected is building loyalty across generations and blurring the lines between advertising and entertainment.</p> <p data-bbox="391 1024 586 1056">Justin Parnell</p> <p data-bbox="391 1066 1065 1098">Senior Director, OREO Mondelez International, Inc</p>
10:40am	<p data-bbox="391 1182 1360 1213">STORY HUNTING: DESIGNING AN INTEGRATED NEWSROOM STRATEGY</p> <p data-bbox="391 1255 1385 1381">In this session, John von Brachel will talk about a content marketing integration strategy that helps mine the best local stories that both reflect the bank's values, and the needs and goals of its audiences.</p> <p data-bbox="391 1413 639 1444">John von Brachel</p> <p data-bbox="391 1455 1308 1486">Senior Vice President, Content Marketing Executive Bank of America</p>
11:25am	<p data-bbox="391 1560 532 1591">Luncheon</p>
12:55pm	<p data-bbox="391 1644 1304 1675">CONTENT WITH PURPOSE- PANERA BREAD'S 'FOOD INTERRUPTED'</p> <p data-bbox="391 1717 1417 1885">Panera Bread is a true mover in the food policy space. To compliment its multi-year 'Food as it Should Be' campaign platform, the brand was ready to go deeper, and wider to bring consumers into their mission: to change the food industry from the inside out. 'Food Interrupted' is a content series that</p>

TIME	EVENT DETAILS
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makes food policy accessible and entertaining with industry influencers and innovators like Marcus Samuelsson and Rainn Wilson. It also shows consumers how they can make an impact. Emmy-nominated and heading into season two, 'Food Interrupted' changed Panera's relationship with its customers from fast casual to life changing and long term. In this session, Scott Nelson VP Marketing for Panera Bread and Justin Barocas, CEO, Executive Producer at ACE Content will provide insights and learnings from this successful launch.

Scott Nelson

Vice President, Marketing Panera Bread

Justin Barocas

Chief Executive Officer and Executive Producer ACE Content

1:40pm

DOVE: INNOVATING BRANDED CONTENT BY SHIFTING THE POWER OF STORYTELLING TO REAL WOMEN

For over 60 years, Dove has been a pioneer in portraying real women as they are – unapologetically beautiful. Whether through the first branded viral video on YouTube with 'Evolution' or the most viewed branded content of all time "Real Beauty Sketches" - dynamic storytelling, social experiments and compelling imagery has made Dove synonymous with championing real women through emotional, authentic and relatable content. With many brands quickly entering the female empowerment space, Dove has continued to evolve by being the first beauty brand to give women and girls the space to speak for themselves. From the creation of Dove Real Beauty Productions with Creative Director Shonda Rhimes, to an unprecedented partnership with Mic.com to the most recent Project #ShowUs initiative – Dove will share key insights and learnings on how to ensure branded content continues to breakthrough and disrupt by creating stories that authentically represents women - allowing women to define their beauty, confidence and strength on their own terms.

Amy Stepanian

Director Unilever (Dove & Baby Dove USA)

TIME	EVENT DETAILS
2:25pm	Closing Remarks
2:30pm	Conference Adjourns