

## **Erik du Plessis invited to speak at major branding conference**

Brandworks University, in Madison, Wisconsin, has invited Erik du Plessis, of Millward Brown South Africa, to speak at what is widely regarded as "the world's premiere conference on branding."

The 2003 conference, to be held in June 2003, will focus on how to leverage the latest in psychology, sociology and anthropology to your brand's best advantage. Various aspects will cover how developing knowledge of the brain, cognition and emotions can be applied for a more effective brand strategy. The mechanics of brand awareness and preference will be explored, as will the recognition of new opportunities for increased product relevance and brand differentiation.

Past speakers have included the presidents of Kraft and Hallmark, the chair of Harley-Davidson, many leading professors and deans from distinguished universities, as well as executive VPs and marketing leaders from Disney, Sony, Nokia, Levi's, Miller Beer, 3M, AT&T, IBM, Intel and more.

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