



Best Practice in Marketing Management Focus Group: Marketing Campaigns

“Unless your campaign has a big idea, it will pass like a ship in the night.”
- David Ogilvy

Marketing campaigns allow a direct interaction with existing and potential future customers across different touchpoints (online and offline). In doing so, consistency is of special importance in order to ensure brand awareness and recognition (e.g. think of the George Clooney as a famous testimonial for almost all Nespresso campaigns). However, the concrete design of a marketing campaign is a demanding task due to having various possible communication messages and ideas.

In our management focus group on “Marketing Campaigns”, we will deal – amongst other things – with best practices especially regarding product launch campaigns. In this context, prelaunch activities (e.g. definition of strategic campaign goals) and the optimal target-group specific media-mix (online and offline) will be discussed in detail. Moreover, the communication of innovations will be addressed as well.

The following aspects will be also highlighted in the focus group discussions:

- Campaign management: from creative idea to perfect execution to control (implementation and performance management)
- Creative and unconventional product launch activities (e.g. guerilla & ambush marketing)
- Customer activation and sales pitches
- Ensuring learning processes for campaign management

Your Benefits as a Participant

- Enjoy a two day workshop in an attractive location in Switzerland (excl. board and lodging) with experienced moderators and guest speakers,
- Exchange experiences with managers from a vast array of industries,
- Suggest preferences regarding guest speakers and content,
- Work on solutions for your own current challenges in the related topic of this workshop series by reflecting and discussing ideas with other managers.

Participation and Additional Information

- Target Group: marketing/communication/advertising/campaign managers and marketing executives responsible for the launch of new products or services
- Date: August 28th/29th 2017 ([Hotel Säntispark](#), CH-Abtwil/St. Gallen); October 12th/13th 2017 ([Monastery Fischingen](#), CH-Fischingen)
- Language: English
- For additional information on this Management Focus Group, please do not hesitate to contact Christoph Wortmann (christoph.wortmann@unisg.ch; +41(0)71 224 28 34).
- If you are interested in participating in this management focus group, please visit the [sign-up portal](#)



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