AdNext – The Future of Advertising.

October 10/11 2012 I Turbine Hall, Newtown

Join South Africa’s marketing thought leaders in a 2 day intensive conference on the future of advertising.

Featuring: Scott Bedbury, the man who brought the world the “Just do it” campaign

Scott Bedbury established himself as one of the most successful marketing and business development executives by helping take two of the world’s iconic brands, Nike and Starbucks, to global leadership positions.

Bedbury joined Nike in 1987 as it Worldwide Advertising Director where he collaborated with a small Portland agency, agency Wieden and Kennedy, to create the "Just Do It" campaign. The brand repositioning strategy -- to move beyond an exclusive, aspirational sports brand for young male athletes to a more ageless, inclusive, inspirational sports and fitness brand -- has proved to be one of Nike’s greatest strategic achievements.

In a few short years Nike moved from a distant #3 to world leader and set new standards for brand positioning, communication, promotion and product innovation. Today, Nike is one of the world’s most respected and valued brands with a market cap of more than $40 billion US.

In 1995 Bedbury left Nike to help another small but promising company with global aspirations. When he became Chief Marketing Officer for Starbucks Coffee Company in Seattle the brand had only a few hundred stores in 14 US markets. Armed with a $2.5 million dollar marketing budget, he and his small team set out to redefine and redesign one of the oldest commodities on earth as an experience, rather than just a cup of coffee, and take the brand around the world.

Other Speakers include:

Michael Jordaan: CEO - First national bank

Ian Penhale: Marketing Director - South African Breweries

Enzo Scarcella: Managing Executive of Marketing – Vodacom

Greg Solomon: Managing Director - McDonald’s South Africa

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