



Daniel Burrus'

MARKETING ADVANTAGE

In as little as half a day, your senior execs will identify real, actionable strategies, tools, and timelines to reinvent marketing for the 21st Century... and overwhelm your competitors. Our clients have included Yahoo!, Leo Burnett, Kellogg's, Starcom, and Cadbury Schweppes.

ACCELERATE

LEARN HOW TO HARNESS DIGITAL CHANGE TO SURPASS YOUR COMPETITORS



DISCOVER

HOW TO USE DIGITAL CHANGE TO ACCELERATE GROWTH

The old model of advertising has become obsolete as the world of marketing goes through unprecedented, transformational change. Consumers are in control. They're driving the future shape of media, forming new relationships with the way they use media to buy, gather information and entertain themselves. They're shaping and creating content; they're shaping media delivery, and they're using multiple forms of media simultaneously.

The companies who will win are those who can spot how to take new-world technologies, strategies and challenges and transform them into competitive advantages.

Marketing Advantage is a fast, fresh injection of new thinking for your organization. It stimulates lively discussion among your senior execs, unleashes creativity and gets you to the big, breakthrough ideas—fast.

It's a self-customizing method that leads teams in choosing tools and strategies for building a new model for connecting with consumers.

- Integrate old and new media to achieve superior results
- Understand and integrate new technologies and strategies for competitive advantage
- Find innovative approaches that put you in a leadership position
- Understand how to leverage that leadership for long-term growth
- Transform how your senior executives see the future, which will directly impact how they think and act
- Walk away with 30-, 60- and 90-day action plans that begin applying the first steps within the first 24 hours

“We have used Dan Burrus and his Marketing Advantage process on more than one occasion, and it has been a startling success...highly engaging and very effective.”

CHARLIE THOMAS, VICE PRESIDENT OF REGIONAL SALES, YAHOO!



CHANGE

THE IMPACT & RESULTS OF YOUR PLANNING

Marketing Advantage starts with an inspiring and thought-provoking presentation, tailored to the unique opportunities and challenges faced by your organization and industry.

Your leadership team is then divided into groups. Their mission is to identify the top strategies and enabling technologies that will result in major new marketing advantages for your organization.

Your participants may not be up-to-date on all of the technologies that will be shaping your business future. But Burrus Research is. That's been our business for 25 years: applying leading-edge technologies to redefine and transform how our clients do business. For Marketing Advantage, we've developed a series of "tool cards" to help your teams select key strategies and enabling technologies that can generate new competitive advantages for your company.

A Marketing Advantage facilitator moves from group to group, encouraging participants to open their minds to all possibilities and sharing insights from other leading companies.

"Marketing Advantage put us on a path of transformational change. Overnight we have a clear line of sight to win in many more categories. The opportunities for us have tripled!"

JIM TREBILCOCK, SENIOR VICE PRESIDENT OF MARKETING, CADBURY SCHWEPPES



TOOLS

FOR MAKING SMART DECISIONS—FAST

Ground-breaking solutions present themselves quickly when your team examines business strategies, views challenges as potential opportunities, and understands the emerging technologies that are transforming consumer behavior. Our dynamic session lays out the possibilities before you and lets your team come up with revolutionary new ideas for your organization.

TECHNOLOGIES

Current and near-future technologies will change the way your industry, your organization and your customers do business. We present a customized list of leading-edge tools—from Voice Portals to Intelligent Search—in language every participant, regardless of technical knowledge, can understand.

STRATEGIES

We help stimulate new thinking around key marketing strategies. For example, how might you add consultative value to every transaction? How might technology help you personalize your relationship not only with the end consumer, but also with every “customer” in the chain between you and them? Your team will combine strategies like these with emerging technologies to discover rich new territories for accelerating growth, finding new audiences and increasing consumer interaction and response.

CHALLENGES

We give your team potential challenges to transform into competitive advantages. They gain valuable insights into building contingency plans for ongoing, unexpected change.

“In one day we have jumped forward three years! A new language and mindset has emerged that all organizations involved are better able to leverage.”

JOHN SHEEHY, EVP, HEAD OF ACCOUNT MANAGEMENT, LEO BURNETT



UNLEASH

THE CREATIVE ENERGY OF YOUR BEST MINDS

Your teams share insights and ideas and, together, they identify common denominators among their focused efforts. As a group, you arrive at consensus for how to integrate multiple forms of communication for the most powerful results.

Teams develop 30-, 60-, and 90-day implementation plans— including a first step they can take within 24 hours. Because Marketing Advantage is a collaborative process, everyone involved shares a stake in the outcome. And everyone can claim ownership in the success.



BURRUS

PROPEL YOUR ORGANIZATION TO THE NEXT LEVEL NOW

Marketing Advantage was created by Daniel Burrus—named by the New York Times as one of America’s top three business “gurus.” He is world-famous for his exceptional record of accurately predicting technological change and its impacts on the business world. He’s the author of the best-seller Technotrends and a high-level business consultant to Fortune 100 companies and foreign governments. His clients have included American Express, General Mills, Microsoft, Comcast, and Disney.

For more information, please contact your speakers bureau.

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