

endorsed by:



The Canadian Institute of Marketing
L'Institut Canadien du Marketing



September 19-21, 2012, Toronto

2nd

Social Media Branding

Keeping control of the branding message through effective use of social media

Participating Organizations

AEROPLAN CANADA INC.
AVIVA CANADA INC.
BELL CANADA
CITY OF REGINA
DELOITTE
FUTURE ELECTRONICS INC.
GIVEGET
HENDERSON BAS KOHN
IVANHOÉ CAMBRIDGE
J. MUNN MARKETING
KNIGHTSBRIDGE HUMAN CAPITAL SOLUTIONS
LG ELECTRONICS CANADA

MAPLE LEAF SPORTS & ENTERTAINMENT LTD
MNP LLP
NOKIA CANADA
ROGERS MEDIA INC.
PRESCIENT DIGITAL MEDIA LTD.
SCOTIABANK
SUN LIFE FINANCIAL
THE GLOBE AND MAIL INC.
VIA RAIL CANADA INC.
UNIVERSAL MUSIC CANADA
WORLDHOTELS AG
YAHOO! CANADA

Conference Highlights

- See how Worldhotels has developed a social media marketing strategy that engages its customers
- Look at how Aeroplan uses social media strategies to refresh its brand and generate new ideas for innovation
- Learn the complexities of rolling out a global social media strategy
- Learn how Future Electronics Inc. uses social media to brand and recruit
- Hear how Maple Leaf Sports & Entertainment's approach to social media has created a unique relationship with fans
- Examine how LG Canada is using social media practices as a vehicle to realize its strategic vision
- Hear how Sun Life & Via Rail have cut through the clutter to develop their social media marketing strategies
- Hear how Bell Canada delivers an enhanced customer experience throughout the business ecosystem

Optional Workshops

Developing Engaging Brand Content for Social Media Sites

Ryan Wolman, Creative Director, henderson bas kohn

Drafting Your Business Plan to Take Your Ideas Forward

Jeff Munn, Principal, J.Munn Marketing

Who should attend

VICE-PRESIDENTS, DIRECTORS & MANAGERS OF MARKETING, BRANDING, ADVERTISING & BRAND MANAGEMENT, COMMUNICATIONS, RESEARCH & CORPORATE DEVELOPMENT, AND PROFESSIONALS INVOLVED IN DEVELOPING WINNING BRANDS

Social media can breath new life into brands by enabling business to build collaborative relationships with their customers. However, its use in itself does not guarantee success. Yet, despite the sometimes overly optimistic hype, there is no denying that social media is a “game changer,” particularly as it relates to the company’s marketing and branding efforts.

Although businesses know that they should be taking advantage of this rapidly evolving marketing tool, the questions often become: How do you even begin to develop a social media branding strategy? What are the real benefits? How can you measure them? What are the best tools? And most of all, how do you cut through the hype to get some concrete answers?

We think the best way is to learn from senior marketing Vice Presidents and Directors who are already branding with social media and find out how they are doing it.

Attend Federated Press’ Social Media Branding conference and join these leading Canadian organizations who are effectively marketing their brand message using social media. Find out how they have done it, why they did it and what the benefits and pitfalls have been for:

Aeroplan Canada Inc.
Aviva Canada Inc.
Bell Canada
City of Regina
Deloitte
Future Electronics Inc.
GiveGet
henderson bas kohn
Ivanhoé Cambridge
J Munn Marketing
Knightsbridge Human Capital Solutions
LG Electronics Canada
Maple Leaf Sports & Entertainment Ltd.
MNP LLP
Nokia
Rogers Media Inc.
Prescient Digital Media Ltd.
Scotiabank
Sun Life Financial
The Globe and Mail Inc.
Via Rail Canada Inc.
Universal Music Canada
Worldhotels
Yahoo! Canada

Discover how they are:

- Linking social media branding strategy with business goals
- Determining which social media channels to use
- Using social media as a collaboration tool for generating service and product ideas with customers
- Measuring the success of the social media campaign
- Capitalizing on the opportunities of digital video
- Realizing the branding benefits of using Twitter for customer service

Whether your organization is large or small, cut through the hype and get practical advice from senior Canadian marketing executives on developing, managing and reaping the rewards of social media in your corporate branding campaigns.

With the level of practical experience at this conference, this is one event you cannot afford to miss.

Don’t miss our optional workshops on Developing Engaging Brand Content for Social Media Sites & drafting your business plan to take your ideas forward.

It's all about the plan

Patricia Polischuk, Senior Consultant and Careego Account Manager, Knightsbridge Human Capital Solutions

SESSION 1

Wednesday, Sept. 19th

9:00-9:40

SOCIAL BUSINESS AT BELL CANADA

Bilal Jaffery, Associate Director Marketing Social Media & Digital Strategy, Bell Canada

The Social Business utilizes networks of people to create business value. Social business is a business that augments its business process with social interactions and insight allowing organizations to be human, agile and approachable. That allows an organization to understand its partners, customers and employees at a personal and dynamic level which accelerates decision making, strengthening business processes and innovation at market rate.

- The evolution of social business: from social media to business
- How you can save millions per year by utilizing social media initiatives as Bell has done
- Delivering an enhanced customer experience throughout the business ecosystem

9:40-10:20

CASE STUDY: DEVELOPING A SOCIAL MEDIA STRATEGY TO ENGAGE CUSTOMERS

Edward Perry, Director of eCommerce, Worldhotels AG

Social media offers an economical opportunity to achieve greater penetration in marketing campaigns as well as a higher degree of visibility for your brand. However, leveraging social media to build trust and connection with your customers has its challenges as well as opportunities. This discussion details how Worldhotels has cut through the clutter to develop its social media marketing strategy and engages its customers in order to influence their behaviour and preferences.

- Developing a social media policy containing guidelines for engaging in online discussions
- Establishing and implementing an engagement strategy
- Determining who manages the social media conversation for the organization
- Generating a plan for keeping the content fresh and engaging: evolving your brand image over time
- Developing a clear strategy for engaging with customers and partners

10:20-10:35 **NETWORKING BREAK**

10:35-11:15

SOCIAL MEDIA BRANDING AND CAREER MANAGEMENT

Patricia Polischuk, Senior Consultant/Careego Account Manager, Knightsbridge Human Capital Solutions

Building a strong online brand today is key to career health. It used to be "who you know" that made a difference but in today's job market it's all about "who knows you." How has the introduction of social media changed the way we need to manage our careers? This session discusses:

- The critical importance of developing and maintaining your network using social media resources
- It's all about managing how you want to show up that's important.
- You are what you type: helping individuals become social media savvy
- Developing an internal brand through proprietary social networks
- How in-house online networking communities are different from external networks
- How can internal networks can help an individual excel in their organization

11:15-11:55

CASE STUDY: USING SOCIAL MEDIA TO EVOLVE YOUR BRAND IMAGE AT AEROPLAN

Tarik Qahawisha, Director of Digital Marketing and Communications, Aeroplan Canada Inc.

To maintain and grow a loyal customer base, business must continually adapt their branding effort - keeping the brand fresh in changing times. a brand must evolve to meet the consumers' changing needs. The interactive nature of the social media can greatly assist & accelerate the evolution of your brands, keeping them relevant in a fast-paced world. This discussion will look at how Aeroplan uses social media strategies to evolve its brand.

- The process for evolving a brand
- Reevaluating your brand in the social media world
- The role of new marketing media in refreshing your brand
- Using social media to redefine your brand image
- Eliciting feedback from online communities that can trigger innovation
- Providing the proper catalysts to trigger community member involvement

11:55-12:35

CASE STUDY: FACE THE MUSIC - THE SOCIAL PRINCIPLES OF MUSIC BRANDS

Justin Erdman, Manager, Digital Marketing Strategy and Production, Universal Music Canada

Thoughtfully wielded, social MEDIA has the ability to be a game changer for your company's marketing and branding efforts. This case study presentation, will deconstruct two of Universal Music Canada's artist brands - one international and one domestic - and establish a simple set of principles that can be used as a template for any brand.

- The importance of social media branding in the music industry
- Determining which social media channels to use
- Examination of two of Universal Music Canada's artist brands and the role social media has played
- Principles to be used as a template for social media branding

12:35-1:30 **LUNCH**

It's all about managing the risks

Gerry De Lauro, Assistant Vice President, Broker Loyalty & Operations, Aviva Canada Inc.

Wednesday, Sept. 19th

1:30-2:15

RISK MANAGEMENT IN SOCIAL MEDIA BRANDING

Reza Kopaei, Associate Partner, Deloitte

Many organizations rush to take advantage of the potential benefits of social media branding tools without giving proper consideration to the unique safeguards and risks. With the inherent risks of social media use, it is essential that you examine the legal and business risks associated with social media branding and develop social media governance strategy, policies and protocols to mitigate such risks in the context of your broader business goals and objectives. This session will examine how to develop an effective risk management strategy to effectively manage social media branding.

- Identifying social media legal risks and issues
- Ensuring social media governance strategy is aligned with the existing policies and standards of the organization
- Ensuring risks are considered in the context of broader business goals and objectives
- Implementing strategy, policies and protocols to mitigate the primary legal risks associated with social media use

2:15-3:00

CASE STUDY: DISPELLING MYTHS ABOUT SOCIAL MEDIA

Phillipe Leclerc, Interactive Communications Manager, City of Regina

Social media offers an opportunity for government to enhance marketing campaigns and achieve a higher degree of visibility of government services. On a day-to-day basis, the City of Regina incorporates social media into its communications and customer service efforts in order to more effectively manage an active and engaged citizenry. Most recently the City was awarded a 2011 Gold Medal from the Government Technology for its use of social media use. In this presentation, you will learn techniques to:

- Dispel myths about social media initiatives
- Identify internal audience needs
- Deal with reporting issues
- Measure and communicate ROI

3:00-3:20 **NETWORKING BREAK**

3:20-4:00

CASE STUDY: SOCIAL MEDIA AND THE SOCIALLY RESPONSIBLE BRAND

Raja Shankar, Director Digital Marketing, Scotiabank

How did Scotiabank create an active and engaged social media community while focusing on being a socially responsible brand? They did not just build their brand, they had to build a community. This session will explore the complexities of rolling out a global social media strategy that aligns across multiple regions and languages.

- Recreating, refining and growing the brand with the use of social media

- Scotiabank's global brand strategy: the risks and benefits
- Advantages of incorporating corporate responsibility procedures into your organization's social media branding process
- Branding to the specific needs and expectations of your various customers
- Incorporating room for flexibility and customization in different markets

4:00-4:40

CASE STUDY: INTEGRATING SOCIAL MEDIA WITH TRADITIONAL MARKETING CHANNELS AS PART OF YOUR OVERALL MARKETING & BRANDING STRATEGY

Gerry De Lauro, Assistant Vice President, Broker Loyalty & Operations, Aviva Canada Inc.

While social media promises to be a highly effective branding tool, its benefits will not be optimized unless it is integrated within the fabric of the overall marketing & branding strategy. This discussion details how Aviva Canada is integrating social media in order to accomplish this.

- Where does social media fit into the marketing mix at Aviva?
- Understanding its role and how it compliments the overall strategy
- Establishing a governance approach for the social media channel
- Lessons learned
- Their success so far and how it continues to evolve

4:40-5:10

CASE STUDY: USING SOCIAL MEDIA TO BRAND AND RECRUIT AT FUTURE ELECTRONIC

Stacey Karpman, Corporate Vice President, Worldwide Strategic Planning and Human Resources, Future Electronics Inc.

Successful businesses see the importance of leveraging social media channels to communicate their employee value proposition and attract talent. Effective use of social media within a branding strategy and recruitment activity can result in reduced recruitment costs and improved access to a wider range of candidates. This session will discuss how you can better put your stamp on the employment market.

- Assessing which social media recruitment channels best suit your brand
- Using relationship-centric sourcing in an increasingly global talent market
- Integrating a social media strategy into an overall talent acquisition strategy
- Optimizing social media channels for recruitment activities
- Measuring the impact of your social media branding & recruitment efforts
- Communicating your employer value proposition through social media

It's all about content

John Sinden, Social Media Manager, Maple Leaf Sports & Entertainment Ltd.

SESSION 3

Thursday, Sept. 20th

9:00-9:40

CASE STUDY: PERSONALIZING THE BRAND RELATIONSHIP

John Sinden, Social Media Manager, Maple Leaf Sports & Entertainment Ltd.

With the advent of social media, your customers can communicate with each other like never before, sharing their opinions and experiences with your brand, both good and bad. As such, these tools allow for you to foster a more personal relationship with your customers. This session will showcase how Maple Leaf Sports & Entertainment's approach to social media has created a unique relationship with fans.

- How to enhance your brand through building a personal relationship with customers using social media
- How the Toronto Maple Leafs, Toronto Raptors and Toronto FC connect with fans using social utilities, story-telling, crowd-sourcing, and more
- Establishing an engagement strategy
- Using social media to put a face to your organization

9:40-10:15

CASE STUDY: VIA RAIL INITIATIVES - OBSTACLES AND SUCCESS

Sylvie Bourget, Director, Marketing Planning, Via Rail Canada Inc.

Companies are learning that while social media can be an invaluable tool for your branding initiatives, it can also lead to your undoing if not used effectively. This case study session will look at social media initiatives at Via Rail and explore best practices for getting it right.

- Overview of Via Rail social media branding initiatives
- Focusing on how company reputation and employee communication can be managed in social media context
- Challenges to effective social media branding
- Measuring results of social media branding initiatives

10:15-10:25 **NETWORKING BREAK**

10:25-11:05

CASE STUDY: HOW LG CANADA ACHIEVES ITS STRATEGIC VISION THROUGH BRANDING

Mallika Kazim, Director of Brand Marketing, LG Electronics Canada

As more customers migrate to the social web, online engagement and conversation (as opposed to messages) become priorities for successful brands. This session will examine how LG Canada is using social media practices as a key vehicle to realize the strategic vision of the company and look at how it is transforming their business with the help of social media.

- Weaving social media into the business fabric: making it more than a marketing stunt
- Developing a clear plan for engaging with customers and partners and resource appropriately
- Using social media to drive accountability - both internally and

externally - to build trust with the market

- Social media tools used by LG Canada: which sites and applications have been most effective in fulfilling their needs

11:05-11:40

SOCIAL MEDIA STRATEGY AND ACTIVATION

Duri Al-Ajrmi, General Manager, Marketing, GiveGet

While many organizations recognize the potential benefits of using social media as part of their branding initiative, most are still grappling with how to develop and implement an effective strategy. This discussion details a systematic approach to social media activation.

- Social media listening: practice vs. psychology
- Changing brand behaviour: the two way brief
- Making friends in all the right places
- Driving change within: how consumers hold the key in changing brands
- Identifying the right social media approach for the organization

11:40-12:10

CASE STUDY: ROLE OF SOCIAL TV IN BUILDING THE BRAND AT THE GLOBE AND MAIL INC.

Stephen Henrik, Director of Digital Product Management, The Globe and Mail Inc.

Social television allows for the measuring of social engagement, providing real-time information on how TV viewers are tweeting or posting about brands and clicking on websites and ads. This session will discuss how social TV is building a dynamic TV experience that is layered with the internet and how it can be used in your branding efforts.

- The evolution of social TV: where it is heading
- Strategies for using social TV to build your brand
- The dangers of social TV to your branding initiatives
- Using immediate consumer feedback to help shape your brand

12:10-12:40

CASE STUDY: METRICS AND MEASUREMENT AT YAHOO! CANADA

Justine Melman, Senior Manager, Marketing, Yahoo! Canada

To be able to improve on your social media branding efforts and to get buy-in for future initiatives, you need to determine the metrics required to measure the degree of success of your social media campaign. This session will examine the most effective metrics and measures for determining the effectiveness of your social branding.

- Determining the ROI of social media branding campaigns
- Assessing the measurement tools should you use to track results
- Using metrics and measures for buy-in for new campaigns
- Best practice benchmarking on measurement

12:40-1:35 **LUNCH**

Winning strategies

Marc Dinsdale, Director and General Manager, Sports, Rogers Media Inc.

SESSION 4

Thursday, Sept. 20th

1:35-2:05

CASE STUDY: FROM THE GROUND UP -- SOCIAL MEDIA STRATEGY FOR A CANADIAN MEDIA BRAND

Marc Dinsdale, Director and General Manager, Sports, Rogers Media Inc.

This case study presentation from the Director and General Manager of Rogers Digital Media, Sports will explore their recent experiences as they move through the strategy phase for social media planning at Sportsnet.

- Rogers' process for developing a social media policy
- Steps in establishing an engagement strategy
- Determining who should lead the efforts
- Lessons learned
- The importance of measuring success

2:05-2:45

CASE STUDY: SUN LIFE BRINGS CONSUMERS A BRIGHTER LIFE THROUGH SOCIAL MEDIA

Darin Diehl, Assistant Vice President, Content Strategy, Sun Life Financial

Hear how Sun Life's content marketing strategy, powered by social media, helps the company connect with its target audience.

- How the path to purchase has changed with the growth of social media
- How making content "king" can help generate leads
- How content activation is more than having a Facebook page or Twitter account
- How metrics is a must for any content marketing or social media strategy

2:45-3:20

CASE STUDY: WORKING ON SOCIAL MEDIA BRANDING WITHIN A BUDGET

Apoorv Dwivedi, Director, Marketing Strategy, MNP LLP

Marketing executives can have a difficult time calculating the ROI on social media and putting together a business case to justify taking spend from elsewhere. The challenge is keeping these activities on brand and strategy, while delivering hard results. This session will explore the difficulties of working on social media branding within a budget.

- How B2B / professional services social media branding is different
- Experiences from MNP's social media branding initiatives
- Effectively using social media to promote our experts: accountants and consultants
- Using a dispersed model: doing most social media activity through front line professionals very little centrally
- Learned lessons that allow MNP to generate more results out of our limited budget

3:20-3:35 **NETWORKING BREAK**

3:35-4:10

USING INTERNAL SOCIAL MEDIA TO REINFORCE YOUR BRAND

Carmine Porco, Vice-President and General Manager, Prescient Digital Media Ltd.

Creating and promoting a culture of dialogue is essential to acquiring and retaining new employees. Find out how the organizations that embrace these tools and encourage employees to use them are creating a culture of dialogue and attracting talent like never before.

- Strategies for creating and promoting a social work environment that can help your organization acquire young talent
- Use of social networks in the onboarding process
- Undertaking an Intranet 2.0 and internal branding initiative
- Dispel the confusion and discover the exciting promises as well as the challenges of using intranet 2.0 tools
- Key lessons from Prescient's brand new Social Intranet Study

4:10-4:40

CASE STUDY: BEING A LEADER IN SOCIAL MEDIA BRANDING AT NOKIA

Mila Mironova, Marketing Communications Manager, Nokia Canada

Nokia has been on the cutting edge of using social media build its corporate brand, recognizing how the interactive nature of the social media can greatly accelerate the evolution of its brands and generate recommendations from online communities that can trigger innovation. This discussion will examine how Nokia uses social media to continuously refreshen its brand and generate new ideas for innovation.

- Assessing which social media recruitment channels
- Using relationship-centric sourcing
- Integrating a social media strategy into an overall talent acquisition strategy
- Optimizing social media channels for recruitment activities
- Communicating employer value proposition through social media

4:40:5:15

CASE STUDY: INTEGRATED BRAND CAMPAIGNS

Joanne Ross, Director, Regional Marketing - Central Region, Ivanhoé Cambridge

While social media promises to be a highly effective branding tool, its benefits will not be optimized unless it is integrated within the fabric of the overall branding strategy. This discussion will examine how to coordinate and integrate all marketing communication tools including social media into a seamless program that maximizes the impact on consumers.

- Where does social media fit into the marketing mix at Ivanhoé Cambridge?
- Keys to integrating digital content, social media, direct marketing, TV, print and radio
- Determining which media channel works best for which purpose
- Getting the most from digital technology

OPTIONAL WORKSHOP A

Friday, Sept. 21th - 9:00-noon

DEVELOPING ENGAGING BRAND CONTENT FOR SOCIAL MEDIA SITES

Ryan Wolman, Creative Director, henderson bas kohn

The quickest way to turn people away from your branding efforts on social media is to come across as overtly pitching your product or service. If consumers sense you are interacting with them only to sell them a product, your social media branding efforts will be deemed irrelevant - or worse, you may create a backlash and irreparably damage your brand's reputation. Expand on what you have learned in the conference and find out how to craft content for social media sites that attract and engages consumers around the brand. Join us for a detailed look at incorporating content marketing into your social media branding strategy.

- How to build a strategic plan for content marketing over social media sites
- How to integrate marketing, advertising and public relations in a social media campaign
- How to tell effective stories and create content for social media that drives engagement
- Nurturing, then incorporating user-generated content
- Integrating video content
- Measuring engagement, sharing and embedded video
- Transforming the organization into a content machine

Ryan Wolman is Creative Director at henderson bas and a highly respected advocate for the Web. In his 10 years working across various Interactive fronts, Ryan has called several Toronto agencies home: including 10plus1, Maclaren McCann, and currently, henderson bas. Ryan has created award-winning Online campaigns for clients including Molson Canadian, Nintendo, GM, Rogers and Mercedes, and brings this creative approach and mindset to all things Social.

OPTIONAL WORKSHOP B

Friday, Sept. 21th - 1:30-4:30

DRAFTING YOUR BUSINESS PLAN TO TAKE YOUR IDEAS FORWARD

Jeff Munn, Principal, J.Munn Marketing

All these great ideas and needs? Now, how do you get the green light to move ahead with them in your company? How do you get the budget and/or people to properly resource your social media branding projects - especially in today's cost-conscious environment? It's actually quite simple once you are introduced to the '1-page business case' and know how to leverage and weave-in a few metrics. Take what you've learned in the conference and use this practical interactive workshop to begin - perhaps even complete - a business case for social media branding that you can take back to your company and use. Together, all participants will:

- Be introduced to the '1-page business case' template
- Discuss your ideas and needs: Brainstorm as a group and more privately with the facilitators
- Discuss and research metrics that will advance your business case
- Begin to draft your business case
- Review - and strengthen - your business

Jeff Munn's career path is a unique combination of entrepreneurial, agency, consulting and client-side experiences. After helping to build an international sporting goods manufacturing and distribution business, he then moved to the 'agency' side of the business, consulting to both start-ups and multinationals on brand, marketing and communication projects. He has held senior marketing roles at two Global-250 companies, and for the past four years, he has been working with Tier-1 and Tier-2 clients on implementing and advancing priority projects for their business and marketing leadership teams.

AV PROCEEDINGS

Audio/Video segments clickable slide by slide

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2nd Social Media Branding

Keeping control of the branding message through effective use of social media

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