

## **Chair in Brand Communication Accountability Report**

(January 15 – July 15, 2017)

It has been my pleasure and honour to assume the responsibilities of the Chair in Brand Communication as of January 1, 2017, succeeding my colleague Dr. Brad Davis at the completion of his 5-year term.

After a lovely lunch with the MCET board—Rupert Brendon, Mike Welling and Jani Yates—“inaugurating” me into the role in mid-February, I understood my directive to be that specified in the original gift agreement, with particular emphasis on working with practitioners and other educational institutions to promote best practices and educational programs in brand management and communication.

The report that follows outlines progress to date on fulfilling the mandate of the Chair. Section headings (denoted with Roman numerals) indicate select mandated items from the Chair endowment agreement. Other areas of focus outlined in the gift agreement will be addressed in future reports.

### **I. Tap into the expertise of leading brand academics and practitioners to ensure the program remains topical and innovative.**

**Serve as a key resource for brand communication development to business and other academic institutions within Canada.**

*Since taking on the Chair role, I have communicated with and/or met with the following to discuss trends and best practices. Several of these individuals have agreed to join an **Advisory Council**:*

#### **Leading brand academics**

- Dr. Jonathan Schroeder, William A Kern Professor in Communications, [Rochester Institute of Technology](#). In addition to numerous journal publications, Dr. Schroeder’s books include: *Brands: Interdisciplinary Perspectives* (2014); *Brand Culture* (2006); and *From Chinese Brand Culture to Global Brands* (2013)
- Dr. Michael Beverland, Professor of Design and Fashion Enterprise, [Royal Melbourne Institute of Technology](#). In addition to numerous journal publications, Dr. Beverland’s books include: *Building Brand Authenticity: 7 Habits of Iconic Brands* (2009) and the forthcoming (2018) *Brand Management: Co-Creating Meaningful Brands*.
- Dr. Lindsay McShane, Assistant Professor of Marketing, Sprott School of Business, [Carlton University](#)

### Leading brand communications practitioners

- Andy Macaulay, Managing Partner, [ReThink](#) and [MCET](#) member
- Sub Niggar, President, [UNION](#)
- Glen Drummond, Partner, [Quarry](#) (B2B branding; also instructor at UWaterloo and the Lazaridis School)
- Anne Sutherland, Founder, [New Thinking](#) (and instructor/supervisor in [OCAD's](#) Strategic Foresight and Innovation Program)
- Carolyn Ray, Managing Director, [Interbrand Canada](#)
- Jil Eisnor, Vice President, Strategy and Insights, [Mosaic](#)

### Leading brand management practitioners

- Sybil Taylor, Director of Marketing Communications, [SteamWhistle Brewing](#)
- Richard Burjaw, Vice President Brand, Category Brand Management and Branded Solutions, [Starbucks](#)
- Doug Dietz, Innovation Architect, [GE Healthcare](#)

## II. Bring leading brand experts from across Canada and around the world to Laurier to share their expertise and experiences with Laurier students and faculty.

**Produce research and teaching materials that will ensure the undergraduate and graduate programs in brand communication are, and continue to be, educationally groundbreaking...Continue to oversee the revision of course content to ensure relevance and thought leadership in brand communication**

- In April 2017, the [Chair sponsored a reception at the Lazaridis Marketing Research Symposium](#), which gathered renowned marketing academics Dr. Hope Schau ([University of Arizona](#)) and Dr. Dina Mayzlin ([University of Southern California](#)) - Daniel Goldstein of [Microsoft](#) and [London Business School](#) was scheduled to appear, but was grounded in a freak snowstorm - to discuss cutting edge marketing research with colleagues, practitioners, and graduate students.
- In May 2017, I attended the annual [Sustainable Brands conference](#), a gathering of "the premier global community of brand leaders who are tapping environmental and social purpose to drive innovation and deliver new business and brand value." Not only did I attend numerous sessions on vital issues relating to brands' sustainability efforts, I connected with a number of marketers from Fortune 500 firms to serve as advisors and information providers for the development of curriculum materials.
- In July 2017, I will attending a [conference in Toronto on the semiotics of advertising](#) (Semiofest). It is attended by communications professionals and academics who are interested in questions such as, "How does the use of different media affect messages and change meanings? How do we address the multiplicity of brand touchpoints in our work? How the sign systems we use to stream content and build brands - advertising, packs, product design, ambient, and virtual reality - shape the way we construct meaning, and interpret layered messaging?" While at the conference, I have arranged a meeting with keynote speaker [Dr. Laura Oswald, a former professor of marketing at the University of Illinois and one of the foremost experts on the semiotics of marketing communications](#). Among other topics, I will be asking her to allow me to write

case studies based on her consulting work for clients such as Dominos, American Express and Ford.

- I have asked Anne Sutherland, former course leader and instructor of advertising and strategic foresight and innovation as well as advertising at OCAD's Master's program of the same name; founder, **thinkingU** and partner, **new thinking**, to work with me to **update the brand communication curricula for both undergraduate and Master's students**. As a practitioner and former university instructor, Anne is uniquely qualified to integrate current trends and activities in brand communication with instructional delivery.
- Since assuming the role of Chair in Brand Communications, I have hosted the following **guest speakers to present to both undergraduate and graduate students**:
  - Richard Burjaw, Starbucks (MBA class)
  - Robert McPherson, former president, Bacardi Canada (MBA class)
  - Jil Eisnor, Mosaic (both BBA and MBA classes)
  - Subtej Nijjar, Union (MBA class)

### III. Continuous Improvement of Existing Brand Chair Activities

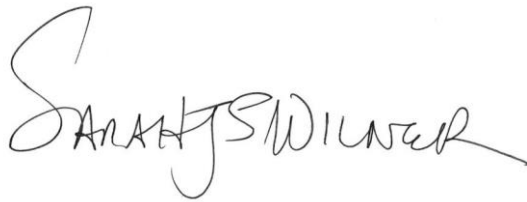
- I am currently working with the student leadership of the Lazaridis School's student club, **The Advertising Project**, to evolve their initiative into something that will better serve their learning needs and provides pre-professional development. While they have hosted a case competition and provided some software training to interested peers in previous years, I see an enormous amount of redundancy between their desired activities and existing programming. We are currently working together to craft alternative brand communication experiences, such as a **brand hackathons and social media boot camps**, to better prepare them for prospective careers in brand communication, whether client or agency side.
- I have been in contact with Nielsen for the third-annual **Nielsen Case Competition** (the partner client has not yet been determined, but it is likely that once again it will be General Mills). We have discussed changes to the competition to encourage more students to participate and to better integrate with course content, among other improvements.

### IV. Other Activities and Initiatives

- To highlight the role of brands in Canadian life and to honour "Brand Canada's" 150<sup>th</sup> anniversary, I have arranged for **the Lazaridis School to partner with Interbrand Canada in announcing their list of the 150 Most Iconic Canadian Brands**. <http://interbrand.com/ca/newsroom/150/>. While planning is still underway, it is expected that events will be held both at the Lazaridis School of Business and Economic's downtown MBA office (or next store, at the TSX) and at the Waterloo campus. The MCET board, alumni and relevant media will be invited to receptions celebrating Canadian brands.

- In June 2017, I gave a presentation in Toronto to Laurier alumni and other interested professionals on current issues in brand communication and management entitled "**New Frontiers in Branding and the Role of Customer Experience.**" The event was attended by leaders and managers from various organizations including the TMX, P&G; Iceberg Vodka; Ernst & Young, and others.

For more information, please do not hesitate to contact me.



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