

**FOR IMMEDIATE RELEASE**

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**Grapefruit is setting up BrandWorks, the most dynamic brand building discussion forum in Romania.**

Initiated by Grapefruit together with Headvertising and Biz Magazine and hosted by the Hilton Hotel, BrandWorks was aimed at the marketing communication, branding and advertising communities in Romania, giving them the chance to meet and talk to some well-known experts from Romania and abroad.

**Our Guests**

Though in its first edition, BrandWorks is happy to introduce no less than 6 abroad speakers and is set to become the most important forum for exchanging ideas and transferring know-how in the communication field.

**Chris Holt, Identity Consultant, Harrison-Holt Enterprises – former Head of Design with British Airways**

Chris Holt is the name behind the now famous British Airways rebranding. Decorating the tail fins of all BA airplanes earned him the appreciation of some in the design community as well as the disapproval of others. At BrandWorks, Chris Holt will share the vision that produced one of the most argued design decisions ever.

**Marion Maruhn, Head of Naming and Verbal Identity, the Interbrand Zintzmeyer & Lux Group**

Marion Maruhn is a naming expert, working with Interbrand since 1994. Marion and her team develop verbal identities for worldwide companies and products, amongst which are big corporate clients such as Novartis, AstraZeneca (Syngenta), Bayer Chemicals (Lanxess) or Zurich Re (Converium).

### **Jack Supple, CEO Carmichael Lynch**

Jack Supple is CEO at Carmichael Lynch, one of the most powerful independent agencies in the USA. Since 1978, Jack Supple is leading the team that creates the global campaigns for the well-known brand Harley-Davidson. Names like American Standard, Gibson Guitars and Northwestern Airlines can be found in his agency's portfolio.

### **Leslie de Chernatony, Professor of Brand Marketing, Head of the Center for Brand Marketing Research, University of Birmingham**

Leslie de Chernatony is a well-known brand-building theorist. Author of the now famous "Creating Powerful Brands" and "From Brand Vision to Brand Evaluation", Leslie de Chernatony leads the Center for Brand Marketing Research at the University of Birmingham, whose main target is increasing the number of available brand communication resources. Leslie de Chernatony participates as a specialist in numerous branding conferences and offers brand consultancy for famous British companies.

### **Russel Davies, Creative Director, Wieden+Kennedy London**

Russel Davies leads the London office of the Wieden+Kennedy agency. Across his career he worked for brands such as Microsoft, Nissan, Aiwa and Nike. Russel considers himself a failed pop star and would have desired a career as a comics writer.

Aside from these guests, the conference will also host some important names from the Romanian communication industry.

### **The program**

The event will take place across a two day period. On the first day there will be four parallel conferences where the speakers will display case studies and comment upon subjects such as naming processes, corporate branding, brand vision and strategic branding models.

On the second day there will be interactive training sessions during which the abroad speakers will challenge the participants in dealing with brand strategy problems. During these sessions creative and strategically efficient solutions for specific or virtual projects will also be discussed.

### **The partners**

**Grapefruit:** Set up in 1999, the company is currently Romania's leading branding and interactive design agency. Grapefruit has worked for over 100 clients in 3 countries on three continents. In 2001, the agency launched Wireality, one of the best known and most active discussion forums on branding and identity.

**Headvertising:** It was launched in 1998 and became Romania 's most creative advertising agency in less than two years. In its six years of activity, Headvertising has become known not only for its creative solutions but also because it was the first Romanian agency to receive an award in Portoroz, the first to see its works included in the Luerzer Archive and among the first to receive a Romanian Effie award. Headvertising provides creative and strategic consultancy to Romanian and international brands.

**Biz:** Leading magazine for the latest business trends, Biz is a bimonthly business title, published by Business Media Group, which offers its readers field analyses, interviews with opinion leaders, exclusive news and special issues dedicated to topical events. Starting September 2002, Biz is published under a license of BusinessWeek based on the exclusivity contract signed by Business Media Group and The McGraw-Hill Companies.