



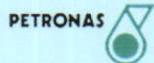
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Creating a Bond with Your Customer Through Communication

by

David Mitchell

Leo Burnett Advertising Sdn Bhd, Malaysia

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About the Speaker

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David Mitchell is the Director of Brand Management Dept at since 2001 at Leo Burnett Advertising Malaysia. The company is well-known for its award winning advertising work and brand-building and has helped create some of the world's most valuable brands like McDonald's, Kellogg's and PETRONAS.

Mr Mitchell has been a part of the Malaysia's most awarded agencies for the last 6 years and one of his achievements is he has lead on the PETRONAS account since 1999. Under his leads, his team has received numerous awards, among them are the Golden Kancil Winner 2000 (Petronas Merdeka) and Advertiser of the Year (2003 Kancils).

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**“Good ideas do not just circulate information.
They penetrate the public mind with desires and belief.”**

- Leo Burnett

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Abstract

Communication (which includes advertising, PR, events, customer relationships etc) goes well beyond the realms of selling and promotion. Today's consumer regards all communication with a cynical eye and this has forced communication to reinvent itself.

Consumers today have distinct relationships with the brands they use and as such the role for communication today is to create a strong bond. This bond creates brand loyalty, which results in greater loyalty and better returns for a marketer.

In order to create these bonds, communication needs to truly understand the motivations of its audience allowing it to create an ongoing relationship, which ultimately leads to usage of the brand.

The presentation covers the theory behind creating brand bonds, how strategic planning can help increase effectiveness and efficiency of communication with various examples from Leo Burnett clients.