



Key Highlights & Takeaways

With the central theme of *Insights for Today and Tomorrow*, we bring you a summary from CHPA's inaugural Marketing Conference!

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- CHPA's President and CEO **Scott Melville** and CHPA Board Chair **Gary Downing** (CEO, **Clarion Brands, LLC**) opened the inaugural Marketing Conference, welcoming attendees for coming together not as competitors, but as colleagues, to learn from the best in the business.
- **Kristin Hornberger** from **IRI** shared how the retail and consumer landscape is changing dramatically and that companies will have to compete accordingly, with a level of differentiation, value, and personalization.
- With all of the disruption in retail, e-commerce, private label, aging population, etc. **Jay Loeffler** from **SKUlocal** moderated a panel of impressive speakers from **Avenue for Action**, **RevTrax**, and **SKUlocal** who each emphasized the importance of creating active demand through omni-channel awareness and not relying on passive consumer interaction in stores.
- **BridgeWorks'** Generational Expert **Hannah Ubl** explored the need to meet consumers where they are and to build a team that represents the audience being targeted.
- **Alex Gelbert** of **Let There Be** talked about three moves attendees should be making when it comes to video marketing: investing in the long game, spending less on video production, and creating more ads for platforms such as Amazon and YouTube.
- A lively panel from **Carma Laboratories, Inc.**, **Bausch + Lomb**, and **Clarion Brands, LLC** shared the importance of having a unique 'why', that marketers should plan to fail fast, and plan to succeed faster, and focus first on one key partner with innovative launches.
- **Mitch Joel** of **Six Pixels Group** stressed how critical it is to make your complexity invisible to everyone else.
- **Google's** **Ryan Olohan** challenged attendees to test their creatives and to look at what their competitors are doing, adding that mobile display and optimization are vital.
- **RLA Collective's** **Alyson O'Mahoney** discussed why a brand's content should be considered as part of a campaign's initial strategy, not an afterthought.
- A panel of speakers from **Clarkston Consulting**, **IQVIA**, and **NCI Consulting** gave three perspectives of effective competitive analysis, emphasizing the need to tailor a marketing campaign's analytical approach to a specific situation.
- **Nielsen's** **Ranjeet Laungani** spoke to the idea that in the connected commerce age, consumers are won or lost on the digital battlefield.

- **The Goldstein Group's Terri Goldstein** explained why it is key to build memorable and highly identifiable core identifiers at all consumer touch-points, to reinforce brand recognition online and on-shelf.
- **DiD's Heather Coyle** and **Shauna Garshon** of **BrandPerx** showcased the evolving roles of influencers in the doctor office setting, in the pharmacy, and the emerging field of telemedicine.
- **Marcel Van Der Wurff** from **Amazon** closed the conference by empowering all attendees to "really own their brand on Amazon."