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Articles

PRIMEDIA@HOME's Rory Brien selected to advise international Experiential Marketing Forum

Issued by: PRIMEDIA@HOME

Rory Brien, PRIMEDIA@HOME's National Consumer Promotions Operations Manager, has been appointed to the advisory board of the Experiential Marketing Forum (EMF).



The announcement was made by EMF Founder and Director, Erik Hauser, recently.

"Rory Brien's addition to the board brings another successful innovator in the experiential brand building field to assist in the community's development and planning," Hauser explained.

"Rory's strong understanding of experiential marketing on the African continent will provide critical insights of successful techniques in developing markets. Rory has made a significant contribution to the EMF to date and we are delighted to welcome him on the board," Hauser adds.

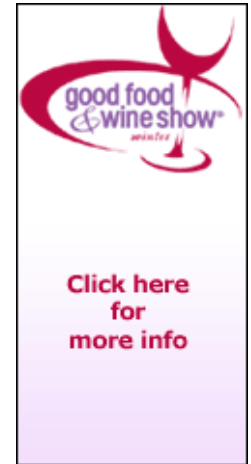
Rory is well recognised as a creative individual with a clear understanding that the most successful experiential marketing campaigns are achieved through innovating thinking. He advocates the creation of memorable sensory experiences to connect brands to their consumers and insists campaigns are supported by precision planning accompanied by constant evaluation and feedback. Rory expounds that South African marketers, faced with unique challenges, continue to develop innovative and focused solutions with global relevance, and should concentrate on solutions applicable to our demographics. He proudly claims that South Africa is a significant player with much to share with the international experiential community.

"I am honoured to be invited to work with such a distinguished group of marketing and advertising professionals," Rory says. "In the spirit of 'Ubuntu' - an African ideology promoting sharing and cooperation amongst individuals, cultures and nations - I look forward to assisting the creation of a unified environment where experiential marketers may share ideas, develop new insights and learn through the experience of others."

The EMF (www.experientialforum.com) has more than 4 800 members from around the globe and is activate across 11 languages. It represents a "think tank" of professionals, students and other stakeholders who seek to share ideas and keep abreast of media and marketing trends. It is affiliated with the International Experiential Marketing Association (www.ixma.org), a professional organisation that advances experiential marketing, providing customers with an opportunity to engage and interact with brands, products, and services and delivering actual customer experiences that drive sales and increase brand image and awareness.

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