





MARKETERS TODAY LIVE IN FEAR. CONSUMERS HAVE CLOSED THEIR WALLETS. CORPORATE MESSAGES

lack credibility. Traditional marketing is becoming obsolete as socially conscious consumers rethink consumption. Yet despite these challenges, CEOs and shareowners are pressuring marketers to deliver more sales – often with lower spend.

Where others see fear, Marc Mathieu sees hope. A legendary marketer and visionary, Marc argues that contemporary marketing isn't just ineffective; it's unsustainable, and most marketers know it. Marketing has traditionally seen consumers as wallets and measured success by a single metric: sales.

To be successful, marketers instead must look at the world through 3-D glasses – seeing not just profits but also people and the planet. Marc's call for Marketing in 3 Dimensions brings triple-bottom line accountability to marketing and branding, and it has the power to change business and innovation. This new model recognizes that 'consumers are people too,' and they make decisions based on more than economic self-interest.

"Brands have always had the power to change the world. Now they must power the changes the world needs," Marc says.

It's a new way of thinking about how to leverage the power of brands, but it won't be easy. Companies must become more transparent, give consumers more power, engage in a more holistic discussion, and measure progress across new bottom lines. It starts with understanding your brand's unique genetic code and where your brand lives on the 3-D Matrix™. But you better find it fast - before your competitors claim it or critics define it for you. While it won't be easy, Marc says that starting the journey is more important than perfect execution.

Marc is optimistic that 3-D marketing will launch a new renaissance for marketers themselves.

"Marketers are the only people in a company who can conceptualize this new future and bring it to life in a crisp, compelling way," Marc says. "3-D Marketing will bring vitality and results back to a function that had been shrinking."

It's a perspective that only Marc can offer. As an insider, Marc lived the daily bottom-line pressures of marketing some of the world's best-known brands from Danone to Coca Cola. As an outsider, he understands the revolutions that are transforming the ways we live, think and communicate. Marc's own personal journey -- from the pinnacle of consumption-driving advertising to creating BeDo, a post-consumption enterprise -- previews the journey that successful companies must make.

Marc's ideas aren't just empowering; they're actionable. You'll walk away with:

- An understanding of the new model;
- A system for pinpointing where your brand or company stands today across all 3 dimensions; and
- Access to Marc's proprietary online toolkit.

It's eye opening, provocative and immediately useful. After hearing from Marc, you'll never look at marketing – or life – the same way again.



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