

**brainjuicer** McCANN-ERICKSON  
**SpringFest**  
New York April 2<sup>nd</sup>, 2009



**Memes, Message & Media**

Observing and Engaging Consumers to Understand How Ideas Spread & How to Make Them Take Hold

- 8:45 - 9:15**      **Coffee and Registration**
- 9:15 - 9:30**      **Welcome**  
**Ari Popper**, President, BrainJuicer North America and **Lori Senecal**, President, McCann New York
- 9:30 - 10:30**      **Mark Earls**  
**Author of "Herd"**  
How understanding our social fundamental nature is reshaping marketing, management, advertising and politics. He will present his thesis that we're much more influenced by what other people do than we admit or acknowledge - therein lies a significant marketing opportunity . . . and challenge!
- 10:30 - 10:40**      **Spreading the Word Break**
- 10:40 - 11:00**      **Special Guest: Dr. Mitchell Joachim**  
**Terreform**  
*The Carborex City, Our Green Future and Other Ideas Worth Spreading*
- 11:00 - 11:15**      **Spreading the Word Break**
- 11:15 - 12:15**      **John Kearon**  
**Chief Juicer, Brainjuicer**  
*From "Me" to "We" Research: Evolving research from asking unreliable witnesses about themselves to asking people what they notice, believe & predict about others.*
- 12:15 - 1:00**      **Networking Lunch**
- 1:00 - 2:00**      **Alex Gofman**  
**Author and Thought Leader on Innovation and Market Research; VP of Moskowitz Jacobs Inc.**  
*Mind Genomics: Genomics is modeled on the science of genomics and the technology of informatics. The goal is to better understand how people react to ideas in a formal and structured way, using the principles of stimulus-response (from experimental psychology), conjoint analysis (from consumer research and statistics), Internet-based testing (from marketing research) and multiple tests to identify patterns of mind-sets (patterned after genomics). This formal approach can then be used to construct new, innovative ideas in business.*
- 2:00 - 2:10**      **Spreading the Word Break**
- 2:10 - 3:10**      **Grant McCracken**  
**Author/Cultural Anthropologist and Ethnographer**  
*Deputizing the Consumer as Anthropologist: The cultural context of the life and health of brands around the world is sufficiently multi dimensional to warrant the appointment of a Chief Culture Officer. But where does the CCO get the listening posts on this ever changing, transformational landscape? Imagine a world in which consumers could be deputized to observe and report in the way that was once only the role of trained academics? How would we go about identifying, training and deputizing the consumer as "ethnographer and anthropologist"?*
- 3:10 - 3:20**      **Spreading the Word Break**
- 3:20 - 4:20**      **Faris Yakob**  
**Executive Vice President, Chief Technology Strategist, McCann**  
*Be Nice or Leave: A Guide to Being Social: Social media is only going to get more important and it will affect your business. But the grammar of social spaces is different to commercial spaces - so we need to learn new ways to behave.*
- 4:20 - 4:45**      **Special Guest: Simone Giostra,**  
**Simone Giostra + Partners**  
*Green Pix, the Zero Energy, Sustainable Media Wall*
- 4:45 - 5:00**      **Summary and conclusion**  
**John Kearon**
- 5:00 - 6:00**      **Beer and Wine Reception**

Special thanks for making this day possible goes to McCann, for their generous donation of the facilities, to Faris Yakob and Lori Senecal, and to the organizational assistance of Marcia Meade and Africa McClain of McCann, and Denise Barrett of BrainJuicer



# The Speakers



## Mark Earls

**Mark Earls** has been a planner for more than half his life but now works independently out of London under the banner of HERD Consulting. Prior to this, Mark held the top jobs in agencies such as St Luke's and Ogilvy where he was Chair of the Global Planning Council. His influential book - "HERD" (Wiley 2007) proposes a radical model of mass behaviour – one rooted in our "Herd" or social selves. It has won much applause, being described as "like Malcolm Gladwell on Speed" (the Guardian). Mark has won a number of awards for his thinking and writing including Best Overall Paper at the 2007 ESOMAR Congress in Berlin. Mark blogs regularly at <http://herd.typepad.com> and co-curates Planning for Good London.



## John Kearon

**Chief Juicer and Founder of BrainJuicer Group PLC** now regarded as one of the leading innovators in the international market research industry. John's role in conceiving, inventing and leading BrainJuicer made him Ernst & Young's 'Emerging Entrepreneur of the Year' in 2005. BrainJuicer has been twice winner of the ESMOAR award for best Methodology in 2005 and 2007, and John was recently awarded the Advertising Research Foundation's Gold Award for Great Mind/Research Innovator of 2008.

John's recipe for entrepreneurial success is; creativity, resilience, determination, perseverance, stamina, drive, imagination, resourcefulness, courage, self-belief, commitment, ability to go without sleep and a touch of madness.



## Mitchell Joachim

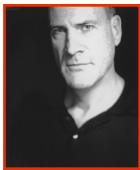
**Co-Founder and Partner at the design collaborative Terrefuge.** Formerly an architect at Gehry Partners, Michael Sorkin Studio, and Pei Cobb Freed & Partners. He won the History Channel and Infiniti Design Excellence Award for the City of the Future, New York and Time Magazine Best Invention of the Year 2007, Compacted Car w/ MIT Smart Cities Group.

His project, **Fab Tree Hab**, has been exhibited at MoMA and widely published. He was selected by Wired magazine for "The 2008 Smart List: 15 People the Next President Should Listen To"



## Alex Gofman

Alex is a co-author of the award winning internationally acclaimed *Selling Blue Elephants* book (Wharton School Publishing, 2007) translated into fifteen foreign languages. A VP at *Moskowitz Jacobs Inc.* and an Adj. Assoc. Prof. at *Pace University*, he is a regular contributor to *Daily News and Analysis*, *Research World* and *Financial Times Press*. He is currently working on his next book *Premium by Design: How to Design and Market High End Products* co-authored with Dr. Howard Moskowitz, Stefano Marzano, CEO, and Marco Bevolo, Director Foresight & Trends, both Philips Design (Wharton School Publishing, 2009).



## Grant McCracken

**Grant McCracken** is the author of *Culture and Consumption*, *Culture and Consumption II: Markets, Meaning and Brand Management*, *Plenitude*, *The Long Interview*, *Flock and Flow* and *Transformations: Identity Construction in Contemporary Culture*. He has been the director of the Institute of Contemporary Culture at the Royal Ontario Museum, a senior lecturer at the Harvard Business School, a visiting scholar at the University of Cambridge and he is now a research affiliate at MIT. He has consulted widely in the corporate world, including the Coca-Cola Company, Diageo, IBM, IKEA, Chrysler, Kraft, and Kimberly Clark. This fall Basic Books will publish his latest book: *Chief Culture Officer*.



## Faris Yakob

**Faris** is EVP Chief Technology Strategist at McCann-Erickson New York. Before that he spent 5 years being the Digital Ninja at communication strategy agency Naked Communications. As a strategist he has worked on brands such as Sony, Google, Yahoo!, Nestle and Virgin Mobile, in Sydney, London and New York and helped some of them win some awards, at festivals like the One Show and the British Interactive Media Awards. He writes a blog called *Talent Imitates, Genius Steals*, which Campaign magazine named one of the top ten advertising blogs in the UK and is currently the number 2 advertising planning blog in the world. [www.farisyakob.com](http://www.farisyakob.com)



## Simone Giostra

**Simone Giostra** is the founder of SGPA, a New York-based office dedicated to the investigation and performance of architecture and new media. Simone Giostra and Partners Architects combine a series of existing and new professional collaborations and cross-disciplinary partnership to address the full potential of the contemporary condition. The office is responsible for the design and implementation of some of the most innovative projects under development in China, including the Jinbao Entertainment Center and GreenPix – Zero Energy Media Wall in Beijing.

