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Top Marketers at THE INTERNATIONALIST 100 Discuss the Reinvention of Marketing Leadership amid Global Complexity

On April 13 at New York's Trump SoHo Hotel, an elite group of marketing leaders gathered to share ideas that underscore how risk-taking and reinvention are among today's best tools for successful brand strategies in these times of dramatic change. Many in the room and at the podium had recently been named to The Internationalist's annual list of 100 Marketing Leaders from around the world. These accomplished executives are using their experience, insights and expanded responsibilities to develop new marketing solutions amid today's global complexity and redefined business objectives.

Through discussion and sharing of best practices, participants in THE 100 demonstrated how they are:

- *Reinventing ways in which their products and services interact with consumers' lives.*
- *Presenting a consistent worldwide image that establishes overall consumer confidence while working to connect on an individual customer level.*
- *Discovering how brand value today is directly tied to being a champion for local economics or for larger, sustainable initiatives.*
- *Recognizing that a combination of art and science is now critical to solid marketing programs that brings results.*

THE 100 was underwritten by the following companies: BBC World News, CoreBrand and Out There Media as Premium Sponsors; Bloomberg, Euronews and The Financial Times as Supporting Sponsors and Dentsu Network West, Publicitas North America, SCAN International, Sony Pictures Television, The Wall Street Journal, World Media and The Yomiuri Shimbun as Participating Sponsors.

Wil Merritt, CEO of Zooppa, the world's largest source of user-generated advertising, discussed a highbred strategy between traditional and social media, generating not only quality content, but consumer awareness, engagement and insights. Through numerous examples of brands around the world from Jones Soda to Webtel.mobi, Wil Merrit demonstrated how this can capture the essence of a brand in ways that resonate with a new generation of consumers.

Many will remember Wil Merritt from his more traditional media life. He spent 18 years with Time-Warner, Inc., including his role as President for Europe/Middle East/Africa for the Time and Fortune Publishing Division. From there, he served 4 years as a Senior Vice President for the Corbis Corporation, Bill Gates' wholly owned private digital media company.