

Brand Assessment Spotlight: Assessing The Power of the Brand In The Subconscious

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation





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About Leslie Zane

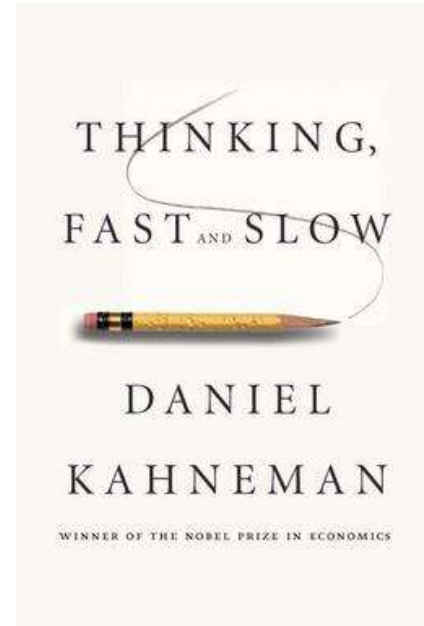


- **Founder and President of Triggers Growth Strategy**
- **More than \$2 Billion in incremental revenue generated for iconic Fortune 100 brands**
- **Previously Senior Director at Revlon and Brand Manager at Johnson and Johnson**
- **BA Economics & Art History Yale University and MBA Harvard Business School**
- **Client brands include DirectTV, Snickers, Post, Colgate, JELL-O, Kraft, Ragu**

Topics for Discussion



- Subconscious brain
- Daniel Kahnemen
- Brand definition
- Brand example
- Knowledge @ Wharton discussion
- Part of brand dashboards?



Thank-you!



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