

International speaker for Brands & Branding conference

The second Brands & Branding for Good conference takes place on 5-6 October 2010 at Gallagher Estate in Midrand and responsible marketing practice guru, Leslie Pascaud, will return to further inspire the country's brand owners and marketers to 'buy into' sustainable branding.



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Paris-based Pascaud, a director of Added Value Europe, returns to continue spreading her branding philosophy that consumers are tired of the behaviour of big business - and big brands - and this creates an opportunity for brands to position themselves on an ethical platform and contribute to better and more sustainable businesses. She has helped clients like Shell, Yara, Monoprix, Nestle, Dove, Lipton and Danone use sustainable development as a springboard for innovation and brand building.

Understanding the shifting landscape

Affinity Publishing's Ken Preston was prompted to organise Brands & Branding for Good last year after studying overseas and local research indicating a growing consumer preference for 'good' brands. The conference attracted close to 200 delegates, featured numerous sessions on topical branding issues and several key note addresses highlighting the importance of social and environmental sustainability as a business imperative for the coming decade and beyond.

Said Preston, "We want to give brand owners and their agencies the opportunity to understand and appreciate the prevailing consumer shift and align their brands with sustainable values.

"Leslie is a frequent speaker at conferences in Europe, having presented points of view on sustainability schizophrenia, sustainable innovation, ethical fashion and sustainable marketing strategy. We look forward to welcoming her back behind the podium in South Africa," he concluded.

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