

ROSEN

a global marketing consultancy

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CONVERGENCE MARKETING

Richard Rosen Demonstrates Marketing & Advertising Succeed With Unique Synthesis of Brand & Direct Techniques

(February, 2009, Portland, OR) – With the economic waters becoming more turbulent by the day, many companies are eyeing marketing and advertising expenditures as the best place to cut costs and stay afloat.

Don't panic, there is hope, says Richard G. Rosen, founder, President and CEO of ROSEN, a Portland-based global consultancy experienced in helping businesses of all types achieve financial success by helping marketers to achieve their goals with less money.

“This is not an impossible task. Efficiently using a combination of the best strategies from both Brand and Direct marketing and advertising is essential to business survival and success, particularly during crises such as the current recession” Rosen asserts. “Rather than allowing your brand and direct teams to go to the mat, fighting for the remains of the corporate budget - I help them to embrace each others skills and come up with a new strategic plan that is more successful for all involved.”

Rosen provides a step-by-step explanation of how his strategy was developed and how it works in ***Convergence Marketing: Combining Brand and Direct for Unprecedented Profits*** published this month by John Wiley & Sons, now available in bookstores nationwide and online.

Rosen will present his convergence marketing message to the Oregon Chapter of the American Marketing Association at The Nines in Portland on February 10.

Using anecdotes and examples drawn from his more than 20 years serving such high-profile clients as Dell, Disney, TaylorMade Golf, Lucent, John Deere Corporation, and others, his highly readable 175-page primer and presentations are designed to provide both the common language and the tools required to get brand and directing marketing and advertising departments on the same page to achieve companies' sales goals.

“*Convergence Marketing* provides a blueprint for shifting marketing communications from a cost-based to a profit-driven mode by fusing business school analytics with creative marketing and advertising that generates profit while strengthening brand loyalty,” explains Rosen. “This is

a radical concept for many companies, because, until now, brand loyalty has been expensive for them to achieve and maintain. Now, such loyalty is part of an integrated approach that offers the accountability, scalability, predictability and consistency corporate executives have always wanted – and it’s achieved faster and with less budget.”

The book has already earned high praise. J. Scott Turner, Business Transformation Executive at Ricoh Corporation, calls convergence marketing “the magic formula” and views Rosen as “one of the great direct marketing minds.” Patrick Riese, Marketing Director at General Motors Nordic, hails the book as “a must-read for all serious marketing professionals.” And Jerry I Reitman, former executive vice president of The Leo Burnett Company, describes the new book as a “clear, useful, and uncommonly intelligent view of how all forms of communication can work together.”

Rosen is a world-renowned expert on marketing and advertising. He is the originator and chief architect of the Brand-Interaction™ Marketing & Advertising method that fuses business school analytics with creative marketing and advertising. A passionate speaker at business and academic forums throughout the world, he was a keynote at Cannes Lions 54th International Advertising Festival and has received numerous prestigious awards, including the Caples Organization’s Emerson Award for exemplary service to the marketing community, and the first “B-to-B Marketer of the Year Award” by the International Direct Marketing Association.

His firm ROSEN has earned 28 International Echo Awards and his method is recognized by experts at Harvard, UC Berkeley, Northwestern and DePaul University and has been featured in numerous publications.

Rosen serves on the Business Advisory Council for the University of Oregon’s Lundquist College of Business, and is an advisor and past board member of Earthclass Mail. He holds an MBA in Marketing from the University of Oregon and resides in Portland, Oregon with his family

For more information on Rosen and *Convergence Marketing*, visit www.rgrossen.com.

MR. ROSEN IS PREPARED TO ADDRESS THE FOLLOWING QUESTIONS:

1. How does convergence marketing generate more profits for a company while strengthening its brand loyalty?
2. Why doesn’t cutting back on either or both marketing and advertising make sense for companies concerned about their bottom lines during this recession?
3. How do sales revolve around individuals?
4. What is the Rosen Velocity Scale and how does it work in the convergence marketing approach?
5. How do price and risk affect customers’ decisions to buy a product?

6. How do companies make a “dynamic investment” in marketing?
7. What is the importance of the sales cycle in convergence marketing?
8. How can a company track the effectiveness of its marketing and advertising communications in real time?
9. What’s the shared role of marketing, advertising and sales in businesses?
10. What’s the evidence that convergence marketing works?
11. What enterprises benefit most from convergence marketing? Are there business sectors in which this model does not work?
12. How has the Internet affected the convergence of advertising and marketing?
13. How does convergence marketing work in other media (print, radio, TV, newspapers, magazines, direct mail, etc)?
14. How did Dell use convergence marketing to kill its competition?