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## **Rosen to keynote Cannes Lions advertising festival**

PORTLAND, Ore. — Portland marketing expert Richard Rosen will discuss his method of converging branding and direct marketing at the 54th International Advertising Festival in Cannes, France, on June 17. It is the world's largest gathering of advertising professionals, and presents the most prestigious annual advertising awards.

“The essential link between marketing and branding is upper-most in everyone’s minds now,” said Alastair Tempest, director general of the Federation of European Direct and Interactive Marketing (FEDMA). “This seminar will be the keynote within the direct marketing segment of this major international festival, and FEDMA is very proud to have Richard Rosen speaking on our behalf.”

Rosen’s presentation is titled, *Everyone is talking about the need to bring brand and direct together, but no one is offering the ‘how’, until now.*

“We’re all in the same boat, trying to drive acquisition and build customer loyalty faster with fewer resources,” Rosen explained. “Europe has had tremendous success with direct marketing and many are actively trying to integrate brand and direct. I’m having a great time helping them finesse the process and improve their financial results.”

Rosen’s convergence approach uses customer knowledge and business school analytics, and then fuses it with the best of brand, direct, sales, marketing and finance. Rosen has achieved 28 International Echo Awards based on results and his work is recognized by experts at Harvard, UC Berkeley and DePaul University and has been featured in numerous publications.

Each year, the International Advertising Festival in Cannes hosts more than 10,000 visitors from the advertising and allied industries. More than 25,000 ads from all over the world are showcased and judged at the festival. Winning companies receive the coveted Lion trophy, honoring the most creative TV/cinema, print, outdoor, interactive, radio, sales promotion, integrated advertising, as well as the best media and direct marketing solutions. High-profile seminars, workshops and keynote speakers, organized by some of the biggest names in the industry, are also presented.

### **About ROSEN**

ROSEN was founded in 1990 as Rosen/Brown Direct. For more than 15 years, Rosen has consulted with clients around the world to transform their marketing and advertising campaigns into a cost-effective business model. His convergence model fuses powerful imagery and messaging from brand advertising, with the proven motivational techniques of direct marketing. Rosen’s method is a proven approach that has generated prized work for a diverse range of clients, including General Electric, Dell, Capital One, MetLife, 3M, Lucent, Genworth Financial, TaylorMade Golf, PGE, U.S. Bank, Select Comfort, Viking River Cruise Lines, Outrigger Resort International, Modern Postcard and Disney.

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