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Rosen helps European direct marketers work with privacy laws

COPENHAGEN — Portland’s Richard Rosen, an expert in converging brand and direct marketing, will address the Danish Direct Marketing Club’s Executive Briefing on March 19th. The half-day session with the leading advertising professionals in Denmark will focus on the benefits of how his method can build brand and demand despite Europe’s strict privacy laws.

Richard Rosen recently launched a new firm ROSEN, based in Portland, Ore. 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.

“Europe’s privacy laws create tremendous challenges and limitations for European advertisers in connecting with consumers,” said Finn Thomsen, Danish Direct Marketing Club chairman. “Through Denmark’s efforts to avoid spamming, advertisers have to obtain consumers’ permission by direct mail prior to contacting them by electronic media. Obviously, this calls for a new approach — strategic as well as creative — to generate synergy between traditional image building media as well as new interactive ones.

“Richard Rosen has developed a means of bringing branding and direct together, to communicate with individuals and strengthen their relationship with the brand. It acquires and builds loyalty, creates dialogue and respects the individual.”

Across the pond, the marketing landscape is different but the problem of connecting with the customer is the same. “In the U.S., we are pummeled with ads on our cell phones, computers and through the mail, so the challenge is to create something that stands out from the clutter and gets the customer to engage,” said Rosen. Prior to lecturing in Denmark, Rosen will present the keynote at Sweden’s largest annual gathering of direct marketing professionals on March 15th, called *Guldnyckeln*.

Rosen’s convergence approach is the art of bringing together the right ingredients to create a successful result. The first ingredients are customer knowledge and business school analytics, which is then fused with brand, direct, sales, marketing and finance. Rosen has achieved 28 International Echo Awards and his work is recognized by experts at Harvard, UC Berkeley and DePaul University and has been featured in numerous publications.

About ROSEN

ROSEN, originally was founded in 1990 as Rosen/Brown Direct. In 2003, the firm changed its name to AlloyRed as part of a rebranding effort. 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 Postcards and Disney.