

## Unilever at Brands & Branding for Good

Brands & Branding for Good, South Africa's first conference to include a focus on sustainable branding, takes place on 20-21 October 2009 at Midrand and will include the chair of Unilever South Africa, Gail Klintworth.

 By ActivRetail 6 Oct 2009

She will address the conference on why 'doing good' is an imperative for the company's brands and share insights into her years in marketing. Her address will look at emerging world trends, such as conscience consumerism and consumer democracy, as the driving forces that underpin the merger between the consumer and corporate worlds.

"Consumers are increasingly demanding a global approach to issues like sustainability, the role and footprint of business in society, and the alignment of corporate values with personal beliefs," she said. "Employees want to work for companies that are both successful and have a positive impact on society. Unilever not only has a century's old legacy in this regard, it has a long-term futuristic view of the role of brands in society."

Klintworth will be joining several international speakers at the event including Seth Farbman, worldwide managing director, Ogilvy & Mather New York and president of OgilvyEarth; Leslie Pascaud, director, Responsible Marketing Practice, Added Value, Paris; and Andrew Welch, executive director Landor Associates, London.

Bookings can be made by emailing or online at [www.brandsandbrandingconference.co.za](http://www.brandsandbrandingconference.co.za).

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