

Brand positioning in economic downturn at AMASA CT April meeting



Coley Porter Bell planning director Mathew Weiss will discuss how, despite the economic climate, everyday brands are responding to the need for optimism by offering a more positive outlook in the way they position themselves at AMASA's April 2009 Cape Town meeting . The event will take place at The Grill Room, Mount Nelson Hotel, on Wednesday, 29 April at 4pm. The event will be free for members; for non-members it will be R50 and for students R25. Space is limited. Contact Lee Anne Mostert at or on +27 (0)21 685 3838 to reserve your place.

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