

# Gail Curtis addresses AMASA at November meeting

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The Advertising Media Association will hold its last monthly meeting for 2007 on the 7th November at the JSE. Addressing the marketing and communications industry is Gail Curtis, CEO of Saatchi & Saatchi. The topic of her discussion is 'Consumers Take Control'.

The discourse dissects the fact that consumers are more and more in control of the media they consume. Curtis expounds on the theory that marketers and agencies need to move away from the 'attention economy' and move to an 'attraction economy'. She will assist marketers to 'engage' with their intended audiences, rather than 'interrupt' them.

A well-known Saatchi & Saatchi trademark, Gail will also touch on the "Lovemarks" concept – which explores the emotional bonds consumers have with brands, from low cost FMCG articles right through to luxury items.

"AMASA has had another bumper year," says Chairman Rob Smuts. "To end off a vibrant 2007, we felt it fitting for Gail Curtis to address our members. Gail brings with her loads of passion, insight and experience which she will share at the upcoming meeting."

Join us on the 7th November at the JSE at 16h00 for 16h30.

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