



## VCU Brandcenter Friday Forum

Nov. 18th / 11am - 12:30pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

\*\*\*PLEASE NOTE LOCATION CHANGE\*\*\*

# Mark Miller

Chief Strategy Officer / Team One



Working for more than 20 years in the communications industry, in both Canada and the United States, Mark has achieved a reputation for intersecting creativity with intelligence to help global brands drive change. His thinking has been recognized in North America by many of the most significant competitions in marketing and advertising such as the ARF David Ogilvy Awards for Excellence in Advertising Research, the Jay Chiat Awards for Strategic Excellence and the Effie Awards given for marketing effectiveness. Recently, his insights work around the shared values of the Global Affluent Tribe, affluent people more connected by the things they love than by the places they live, was distinguished by The Internationalist magazine. Mark was named a Trendsetter and an Agency Innovator by The Internationalist for thought leadership on global branding.

Currently, Mark and his strategy team at Team One, a division of Saatchi & Saatchi with global expertise in premium categories and aspirational consumers, are leading a pioneering study on what it means for marketers and brands to create legacy in the age of now. The study examines legacy authors, legacy assemblers and legacy artifacts. That is, the people writing history every day, the people they inspire to bring the past forward, plus the physical and digital products and experiences they (co-)create to build a lasting legacy. If conventionally, legacy refers to the past, the goal of this new study is to understand it, unconventionally, as a still-vital part of today.

Mark's legacy work, like the Global Affluent Tribe work, is not characteristic of the thinking done by most ad agencies. However, it is characteristic of the approach taken by Mark, his team of strategists, and everyone at Team One, as part of a commitment to sparking more brand conversations worth having.

### Topic / Long-Term Brand Building in the Age of Now

**Descriptor** / Nearly five years ago, Team One voraciously started to explore the topic of long-term brand building in the context of contemporary marketing. It was our observation that marketers, across categories, were becoming too short-term focused. Many had simply given up pursuing any higher purpose or societal ambition. They were treating their brand's legacy as a barrier to progress, not as a bridge to making a durable difference in the world. In turn, we began to research, publish and honor those brand leaders and brands that looked at the concept of legacy in another way: as a forward-looking concept, and as a North Star which guides them in their daily pursuit. We will share insights from those thinkers in our community—including The Bluebird Cafe, Fast Company, The Honest Company, It Gets Better, Me & the Bees, The New Yorker, (RED), Taylor Guitars, Tribeca Film Festival, Wimbledon and many others—all looking to make a lasting impact in the world today. For a preview, you can checkout aspects of our agency learning on this site: [thelegacylab.com](http://thelegacylab.com).