

Treinen to tell of Target's appeal

Betsy Treinen, the Director of Strategy and Client Services at Catalyst Studios, has confirmed her attendance as a guest speaker at the Retail Advertising Conference, RAC Lite, next week. Her eight-year hold of the Target brand relationship saw the bulls eye soar from being barely-on-the-map, to one of the most recognisable icons in the United States.

Betsy has a 20-year background in the agency-side of retail advertising, strategy development and brand management. She has worked almost exclusively with retail clients, partnering with heavy hitters such as Kohl's, Target and Best Buy. Her extensive experience includes strategy, conceptualisation and production - of everything from television and out-of-home, to print, in-store and interactive strategies.

Conference attendees can look forward to her strategic expertise for retailers that will encompass branding, fashion, home fashion, beauty, music, electronics and celebrity partnerships. Betsy's professional passion lies in shattering the dinosaur agency model and replacing it with strong smarts, impassioned ideating and nimble manoeuvring, to busy retail advertising and marketing executives.

Other guest speakers include Bob Thacker, OfficeMax's Senior Vice President of Marketing/Advertising; Mike Gatti, Executive Director of the Retail Advertising and Marketing Association (RAMA), Ruby Anik, Senior Vice President of Brand Marketing, J.C. Penney Company, Inc; Manny Paloma, the Group Creative Director of Best Buy, and Professor Byron Sharp, Director of the Ehrenberg-Bass Institute for Marketing Sciences.

For more information or to attend the conference, visit: www.raclite.co.za

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