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December 15th 2009: The "CLARITY" of Brand Communications

"The CLARITY of Brand Communications" explores the world of Brand Communications in a rapidly and fast moving corporate arena. The program finds out from two leading creative professionals how brand formulas are designed to convert existing strategies into dynamic campaigns. Campaigns designed to provide "Clarity" to both consumer and advertising giants.



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Featured Guest

Guest Image

Ewan Pidgeon

Ewan Pidgeon, the one with the funniest name and accent, has created high-profile campaigns for the past 25 years for some of the most recognized brands on the planet, including Toyota, Avis, British Airways, Ford, Panasonic, American Airlines and Mattel among others.

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