

PROGRAMME

DAY 3, JULY 02 – The New Rules of Advertising and Branding in the post-Covid era

10.00-10.10: **Welcome** – Alina Serbanica, SORMA President and ESOMAR representative for Romania

10.10-10.15: **Introduction: We all communicate but few establish relationships. Is "*Simple but memorable communication is a real art*" still relevant?** – Loredana Iacob, Moderator and Session Chair

10.15-10.35: **Searching for the right balance between old and new in communication. How can brands remain familiar while forced into renewal in uncertain times** - Veronica Ungureanu, Creative Excellence Leader, Ipsos Romania
Presentation language: Romanian

10.35-10.55: **Tune in to roar out** – Andra Constantinescu, Creative Domain Lead, Insights Division, Kantar
Presentation language: Romanian

10.55-11.15: **Marketing after COVID. Next 12 months!** – Victor Rotariu, Head of Strategy, Insights, Content, WaveMaker, GroupM
Presentation language: Romanian

Q&A

11.15-11.35: **Panel discussion (Romanian): What are the challenges of brands but also of market research agencies to adapt to The New Rules of Advertising and Branding in the post-Covid era?**