The graphic features the text 'MARKETING HALL OF FAME' in a bold, black, sans-serif font. The text is centered and overlaid on a series of overlapping, semi-transparent rectangular shapes in shades of beige and light gray, creating a layered, architectural effect.

# MARKETING HALL<sup>OF</sup> FAME

CELEBRATING  
BRILLIANCE IN MARKETING

**MAY 28, 2014**

# WELCOME

TO THE 2014 MARKETING HALL OF FAME®

THE NEW YORK AMERICAN MARKETING ASSOCIATION IS PLEASED TO ACKNOWLEDGE  
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After a year of planning, inspiration from the NYAMA board, countless hours of work from a great volunteer committee, broad involvement from our membership and essential support from our sponsors, we are finally here: Welcome to the 2014 Marketing Hall of Fame!

Our mission is to raise the profile of marketing and marketers, to prepare marketers to thrive in a rapidly transforming business environment and to inspire, support and celebrate brilliance in marketing. We can think of no better way to support this mission than to recognize the outstanding contributions of three leaders who have demonstrated extraordinary achievements, not just in one campaign, for one brand, or even at one organization, but across their careers.

Without question we have achieved our goal with the selection of Beth Comstock, senior vice president, CMO, General Electric; Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University and Joseph V. Tripodi, executive vice president, chief marketing & commercial officer, The Coca-Cola Company.

As you know producing an event of this scale requires significant effort. We would not be here tonight without the leadership of committee Chair Joanna Seddon, president, Global Brand Consulting, Ogilvy RED and the following team:

Robert Kahn<sup>1</sup>, founder, Kahn Consulting, Inc.; Lee Hornick<sup>1</sup>, president, Business Communications Worldwide; Elizabeth Kiehner<sup>1</sup>, founding partner, Thornberg & Forester; Don Sexton<sup>1</sup>, NYAMA president-elect and professor of marketing, Columbia University; Jack Mello, Jack Mello PR, Lukas Pospichal, managing director, NYAMA; Cristiano Andreotti, designer of the award, creative director, Verse Group; Ajay Durani, marketing and events consultant, Digital Place-based Advertising Association; Mandy McMaster, program coordinator, NYAMA and Sebastian Mony, senior brand and marketing manager, LDI. And many others who all played important roles.

Best wishes,

Randall Ringer, President

NYAMA  
AMERICAN MARKETING ASSOCIATION  
OF NEW YORK

<sup>1</sup>NYAMA board member

# THE MARKETING HALL OF FAME®

## THE STORY BEHIND THE MARKETING HALL OF FAME®

Baseball, Football, Hockey, Rock n' Roll all have their Halls of Fame. Each celebrates greatness in their field with honors and festivities. There are museums and exhibits dedicated to the memory of the most spectacular contributors, with halls which are visited by millions. They draw global media attention and hundreds of thousands of visitors each year to Cooperstown, Toronto and Stockholm.

Now it's marketing's turn. Welcome to *the* Marketing Hall of Fame®. Recognition of excellence in marketing is fragmented and siloed into advertising, OOH, digital, public relations, design, media, and market research. But there is only one hall of fame that recognizes outstanding contributions by individuals to the marketing profession as a whole, the Marketing Hall of Fame.

Today, we are celebrating the next chapter in the Marketing Hall of Fame®, in accordance with our NYAMA mission to build and better the future of marketing by inspiring, supporting and celebrating brilliance in marketing. We established the Marketing Hall of Fame to be the Nobel Prize of marketing, dedicated to recognizing individuals who are making invaluable contributions to the field along with educating and inspiring a new generation of marketers.

Until there is a Nobel Prize in Marketing, this will be the only award which embraces and recognizes people across every aspect of the marketing profession.

## HISTORY

The Marketing Hall of Fame® was established in 1993 by the NYAMA to recognize and honor brands that reached iconic status through sustained success in the marketplace. One classic brand and one current brand were honored each year by the NYAMA at the EFFIE Awards. In fact, The EFFIE's were also created and run for many years by the NYAMA.

In 1994, Dr. Philip Kotler was Chairperson of the Nominating Committee. Some of the brands inducted over the years include: Coca-Cola, Apple, Nike and Barbie.

For 2014 we have changed the format to focus on the people behind the brands. This reflects today's reality. Marketing is one of the most dynamic and important contributors to creating value, in part due to disruptive digital technology, storytelling and co-creating with consumers. The Marketing Hall of Fame® is one way the NYAMA aligns our mission with the future of marketing.

## ELECTION CRITERIA

The Marketing Hall of Fame® recognizes outstanding innovators in the field of marketing, and encourages future generations of marketers to follow in their steps.

Recognition is given to individual marketing innovators, to start with, three each year. They can come from any marketing discipline—they can be CMOs or Marketing Directors, work in advertising or branding or research agencies, or be academics, journalists, or other marketing experts. In keeping with the spirit of marketing, the awards are contemporary. The awards are for current active marketing practitioners. Inductees must have been in the profession at least ten years. The initial focus is on North America, but nominations are accepted globally.

### ACHIEVEMENTS THAT ARE RECOGNIZED INCLUDE:

- *Marketing that works*: Demonstrated use of marketing to drive business results (e.g. dramatically grow sales)
- *Marketing that raises the profile of the discipline*: Increasing the influence of marketing (e.g. getting a seat on the board, expanding to innovation)
- *Marketing that is innovative*: e.g. pioneers of social media, inventors of new forms of marketing research/measurement
- *Marketing that inspires others*: both staff and the next generations of marketers

The inductees we are honoring tonight, Beth Comstock, Philip Kotler and Joseph V. Tripodi exemplify these criteria. Their achievements distinguish them as great marketers and innovators, people who have made tremendous contributions to date and are shaping marketing's future.

## THE ELECTION PROCESS

The election process is designed to be inclusive and open, while also drawing on the expertise of distinguished marketing leaders in the final selection. An open call-for-entries last summer, involving NYAMA members and wider circles of marketers, drew more than 100 highly qualified individuals. The 17-member Marketing Hall of Fame committee chaired by Joanna Seddon, examined the achievements of each nominee against our four criteria, and narrowed the list to 40 nominees. This short list was sent to more than 800 NYAMA members and over 100 other marketing experts, whose votes determined the top 12 final contenders.

A stellar selection committee representing the industry's leading associations and organizations then reviewed the dozen finalists and picked this year's three inductees.

This year's selection committee consisted of **David Almy**, president, Marketing Research Association (MRA); **Gayle Fuguitt**, CEO, Advertising Research Foundation (ARF); **Nancy Hill**, CEO, American Association of Advertising Agencies (4As); **Bob Liodice**, CEO, Association of National Advertisers (ANA); **Kendall Nash**, president, Qualitative Research Consultants Association (QRCA); **Bruce Nelson**, former vice chair, Omnicom, and **Earl Taylor**, CMO, Marketing Science Institute (MSI).

This year's nominees represented an extraordinarily impressive cross-section of influential marketers, and the finalists were all well-renowned for their outstanding contributions to the field. We relied on the collective wisdom of our distinguished selection committee to identify three new inductees who have truly moved the industry forward through their vision, innovation, leadership and accomplishments. We could not be prouder to celebrate the brilliance of Beth Comstock, Philip Kotler and Joseph V. Tripodi, who represent leadership and innovation in the field. In fact Dr. Kotler, one of 2014's inductees was chair of the nominating committee in 1994.

# BETH COMSTOCK

**SENIOR VICE PRESIDENT &  
CHIEF MARKETING OFFICER,  
GENERAL ELECTRIC**



Beth Comstock is passionate about change and innovation. She leads GE's growth efforts via marketing, sales, licensing and communications and oversees GE Ventures. Her current priorities include partnering with and investing in start-ups, developing new markets in analytics, energy and affordable health through GE's industrial internet, ecomagination and healthymagination initiatives, and making connections that spur a culture of inventiveness and grow brand value.

Previously she served as President of Integrated Media at NBC Universal where she oversaw ad sales, marketing and research, and led the company's digital media efforts, including early development of hulu.com, Peacock Equity, and acquiring ivillage.com.

In 2003, she was named GE's first Chief Marketing officer in more than 20 years. Previously, she held a succession of roles at GE, NBC, CBS and Turner Broadcasting.

Beth is a member of Nike's Board of Directors and Trustee president of the Smithsonian's Cooper-Hewitt National Design Museum. She serves on the board of Quirky, an online hub that makes invention accessible and is a startup partner with GE on smart consumer products. She graduated from the College of William and Mary with a degree in biology.



# DR. PHILIP KOTLER

**S.C. JOHNSON & SON DISTINGUISHED  
PROFESSOR OF INTERNATIONAL MARKETING  
KELLOGG SCHOOL OF MANAGEMENT,  
NORTHWESTERN UNIVERSITY**



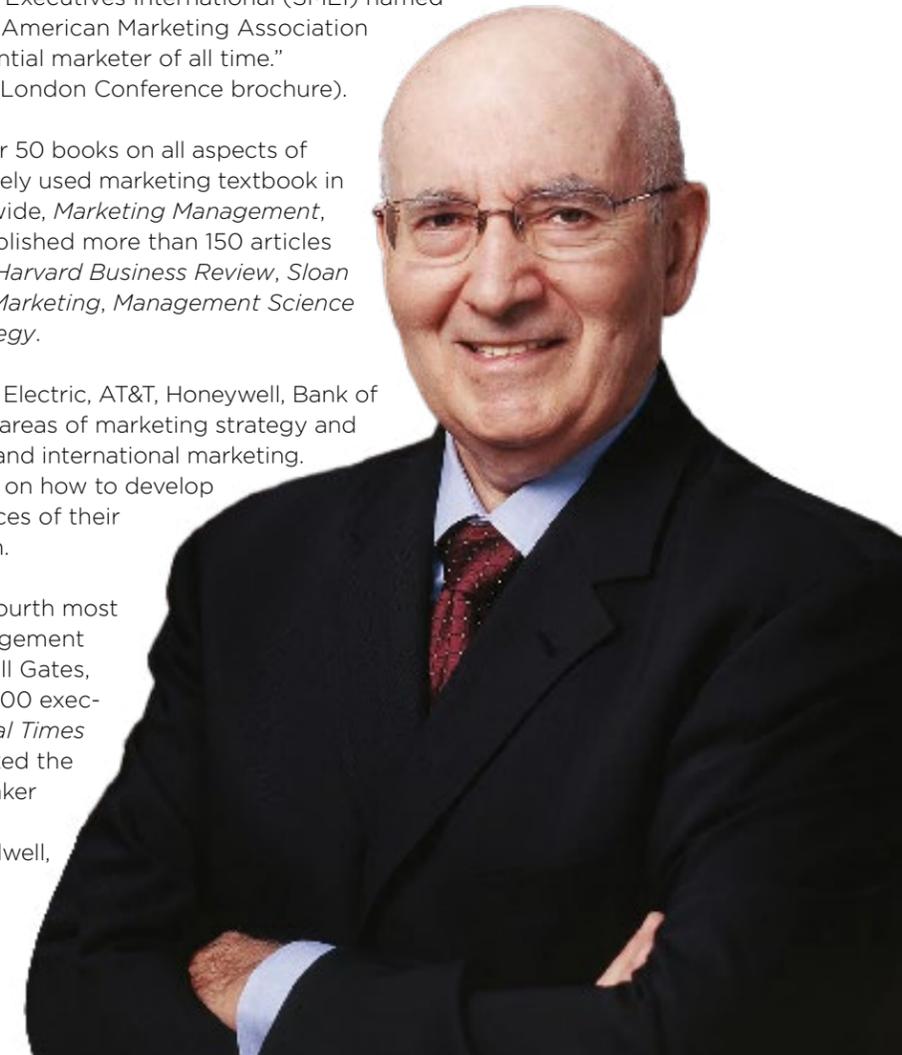
Professor Kotler received his Masters degree at the University of Chicago and his Ph.D. at MIT, both in economics. He did postdoctoral work in mathematics at Harvard University and in behavioral science at the University of Chicago.

Philip Kotler is widely acknowledged as the father of modern marketing and the world's foremost expert on strategic marketing. He was voted the first Leader in Marketing Thought by the American Marketing Association and named The Founder of Modern Marketing Management in the Handbook of Management Thinking. Professor Kotler holds major awards including the American Marketing Association's (AMA) Distinguished Marketing Educator Award and Distinguished Educator Award from The Academy of Marketing Science. The Sales and Marketing Executives International (SMEI) named him Marketer of the Year and the American Marketing Association described him as "the most influential marketer of all time." (Extracted from 2008 Leaders in London Conference brochure).

Professor Kotler has authored over 50 books on all aspects of marketing, including the most widely used marketing textbook in graduate business schools worldwide, *Marketing Management*, now in its 14th edition. He has published more than 150 articles in leading journals, including the *Harvard Business Review*, *Sloan Management Review*, *Journal of Marketing*, *Management Science* and the *Journal of Business Strategy*.

He has consulted for IBM, General Electric, AT&T, Honeywell, Bank of America, Merck and others in the areas of marketing strategy and planning, marketing organization and international marketing. He has also advised governments on how to develop and position the skills and resources of their companies for global competition.

Professor Kotler was ranked the fourth most Influential Business Writers/Management Gurus, following Peter Drucker, Bill Gates, and Jack Welch, in a survey of 1,000 executives from 25 countries (*Financial Times* November 18, 2005). He was ranked the sixth most influential business thinker following Gary Hamel, Thomas L. Friedman, Bill Gates, Malcolm Gladwell, and Howard Gardner by the *Wall Street Journal* (May 5, 2008).



# JOSEPH V. TRIPODI

**EXECUTIVE VICE PRESIDENT, CHIEF  
MARKETING & COMMERCIAL OFFICER,  
THE COCA-COLA COMPANY**

*The Coca-Cola Company*

Joseph V. Tripodi is Executive Vice President and Chief Marketing & Commercial Officer of The Coca-Cola Company. Mr. Tripodi leads the worldwide Marketing and Commercial efforts of the Company to develop and leverage its capabilities, brands and assets to meet the needs of consumers, shoppers and the global Coca-Cola system to drive profitable growth.

Mr. Tripodi brings more than 30 years of diverse marketing, customer, commercial and general management experience from around the world to The Coca-Cola Company. He joined the company in 2007 as Chief Marketing & Commercial Officer and today leads a global team entrusted with stewarding Trademark Coca-Cola, the world's most valuable and recognized brand, along with more than 500 brands and 3,500 products found in over 200 countries.

Under his leadership, The Coca-Cola Company was named the Cannes Lions Creative Marketer of the Year in 2013, while Trademark Coca-Cola continued its 13-year run as Interbrand's Most Valuable Global Brand. In addition, the Company's marketing strategies and innovative consumer engagement work earned it a place among *Fast Company* magazine's Top 15 Most Innovative Companies in the World in 2013. The Company was also recently recognized as *Advertising Age* Marketer of the Year and Mobile Marketing Association Marketer of the Year.

Prior to joining the Company, Mr. Tripodi was Chief Marketing Officer for Allstate Insurance Company where he was instrumental in developing and launching Allstate's "Your Choice Auto and Home," the industry's first product innovation in decades. Mr. Tripodi also served in Chief Marketing Officer roles for The Bank of New York, Seagram Spirits & Wine, and Master Card International where he architected the highly differentiated and acclaimed "Priceless" advertising campaign. He held positions of increasing responsibility for Mobil Oil Corporation and IBM, where he began his marketing career in 1997.

Mr. Tripodi is a member of the Board of the Ad Council and also served as Chairman of the Association of National Advertisers.

Mr. Tripodi received his Master of Science in Management from the London School of Economics in 1981 and his Bachelor of Arts in Economics with honors from Harvard College in 1977.



# INDUCTION CEREMONY

**MAY 28, 2014 6 PM - 9 PM**

**Location:**

JWT World Headquarters  
Conference Center,  
466 Lexington Avenue NYC

**WE WILL "CELEBRATE BRILLIANCE IN  
MARKETING," BY INDUCTING THREE  
GREAT INNOVATORS:**

**Beth Comstock**, Senior Vice President and  
Chief Marketing Officer, GE

**Dr. Philip Kotler**, S.C. Johnson & Son Distinguished  
Professor of International Marketing at Kellogg School  
of Management, Northwestern University

**Joseph V. Tripodi**, Executive Vice President,  
Chief Marketing & Commercial Officer,  
The Coca-Cola Company

**6:00 pm - 7:00 pm**

**Networking Reception, Cocktails,  
hot and cold Buffet**

**7:00 pm - 8:15 pm**

**Induction Ceremony for the Marketing  
Hall of Fame®**

**Welcome and Introduction**

- Randall Ringer, President of the NYAMA
- Joanna Seddon, Chair of the Marketing Hall of Fame Committee

**First Inductee: Beth Comstock**

- Introduction, Joanna Seddon
- Induction into the Marketing Hall of Fame
- Beth Comstock

**Second Inductee: Philip Kotler**

- Introduction: Don Sexton, Incoming President of NYAMA
- Induction into the Marketing Hall of Fame
- Dr. Philip Kotler

**Third Inductee: Joseph V. Tripodi**

- Introduction, Robert Kahn, Board Member NYAMA
- Induction into the Marketing Hall of Fame
- Joseph V. Tripodi

**Closing Remarks**

- Randall Ringer

**8:15 pm - 9:00 pm**

**Open Bar**

# THE AWARD



The Marketing Hall of Fame® logo and the award sculpture were both designed by Cristiano Andreotti from Verse Group.

*"The primary image or association that this design evokes is that of an art show, where all the pieces are facing the viewer. It suggests the idea that the Marketing Hall of Fame is an actual display of brilliant pieces of art — digital, translucent, dynamic arrangements of the themes. The overlapping panels suggest a landscape of billboards, inspired by Times Square. The panels are all skewed as if they were being viewed as you are walking past them or driving in your VW on the highway. There is a sense of motion, of old ideas receding into the past and the exciting promise of new works of art to come, of new ideas. After all, marketing is about people with brilliant new ideas. And this is a collection of the best of them. My greatest joy would be to provide some inspiration to you."*

Cristiano Andreotti

# NEW YORK AMERICAN MARKETING ASSOCIATION

## WE INSPIRE, SUPPORT AND CELEBRATE BRILLIANCE IN MARKETING.

The New York American Marketing Association (NYAMA) is an organization that inspires, supports and celebrates brilliance in marketing. Founded in 1931, the NYAMA is the principal community for marketing professionals across all industries and disciplines in the New York area. Offering programs, monthly events, and interaction with the chapter through volunteer activities, we provide marketers with an opportunity to increase their knowledge and reach in the marketing community.

### Vision

Marketing is rapidly evolving to become a primary engine of economic growth. Marketers who adapt to new challenges will create new value for their companies and society. Our shared purpose is to accelerate this transformation to the future of marketers.

### Mission

The NYAMA raises the profile of marketing and marketers. We prepare marketers to thrive in new roles, develop expertise and grow new capabilities. We are advocates for breakthroughs in all aspects of marketing.

### Values

Through our mission, we bring life to the things we value:

- Encouraging meaningful breakthroughs in marketing knowledge
- Integrating the diverse perspectives that keep marketing relevant
- Connecting people to advance their careers and the profession
- Creating opportunity for involvement, experience and recognition
- Sharing the creative energy that radiates from the heart of NYC

## WHAT CAN NYAMA DO FOR YOU?

Join the New York Chapter of the American Marketing Association and gain access to networks, events and educational opportunities for personal and career growth. As a member of the NYAMA, you can:

**NETWORK:** Maximize your personal and business potential by networking with other marketing professionals, top industry leaders, and business owners across all marketing disciplines.

**LEARN:** Hear about effective, successful marketing strategies by attending NYAMA events and enhance your professional development.

**STAY FOCUSED:** Join Shared Interest Groups or create a new group. Share ideas, knowledge and experience with members of the same field.

**VOLUNTEER:** As a member you can volunteer for any NYAMA Committee and / or get involved in the Marketing Hall of Fame.

**SAVE:** Become a member and receive discounted pricing on networking and educational events.

Learn more at [MarketingHallOfFame.org](http://MarketingHallOfFame.org), [NYAMA.org](http://NYAMA.org)

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