

YOU ARE CORDIALLY INVITED



Made You Look. Ways to Make Your Brand Impossible to Ignore.

In today's digital age, we face information overload. Email, smart phone, iPod, online games and even your Facebook page bombards you with messages. The average American is exposed to over 3,000 a day and they're all fighting for your time and attention. The problem is few are provocative enough to stand out or warrant recall. That's why the primary challenge marketers will face over the next decade is simply capturing a person's attention.

So what's the best way to get people to take notice? A local organization has mastered the art of provocative marketing and done so with shoestring budgets, limited human resources and while addressing issues most people prefer to avoid. Meet Serve Marketing. Hailed as the country's only all-volunteer, non-profit ad agency, Serve's mission is to shine a light on little-known causes and get people to talk and take action.

Make plans to join the Milwaukee Chapter of the American Marketing Association for lunch on Thursday, September 23, and you'll laugh, cry, gasp and cringe as Gary Mueller, Serve founder, shares the secrets of their success and offers tips to make your messages stand out. During this fast-paced event, you'll learn to...

CAPTURE attention without a big budget
USE emotional messaging to stand out
CREATE positive word of mouth
MAXIMIZE earned media exposure
MOTIVATE individuals to take action

Sometimes being remarkable requires re-marketing. So set aside everything you know about your brand and get ready to think like a kid again as Mueller shows you how to catch people by surprise, elicit a physician reaction and make a lasting impression.

ABOUT THE SPEAKER:

As executive creative director at Milwaukee-based ad agency, BVK, and the founder of Serve, Gary Mueller is no stranger to advertising controversy. Whether he is putting pregnant teen boys on the side of buses, sending out fake tax bills, shooting priests, launching bogus movie trailers or posting pictures of cell phones wrapped in condoms, Mueller's provocative public service campaigns always get attention.

Mueller's volunteer staff donates over \$2 million in time and services each year to help put non-profits on the map. His unconventional ads have sparked debate everywhere from CNN, Fox News and MSNBC, to the New York Times, ABC News and Newsweek. Better still, they achieve results.

From 2008-2009, as the funding of most non-profits plummeted, Serve clients like Pathfinders, Running Rebels and United Way increased their income and number of volunteers. Mueller has also achieved stunning results for behavior-related issues. His work contributed to a 10% decrease in the teen pregnancy rate and a reduction of the number of shaken babies in Milwaukee. Currently he is focused on creating awareness of infant death due to unsafe sleep environments.

WHO SHOULD ATTEND:

This educational event is open to AMA-Milwaukee members and interested individuals. It is ideally suited to those working in the non-profit sector or looking for ways to maximize results when working with small budgets.

When Thursday, September 23, 2010 11:30 AM -1:15 PM

Where Italian Community Center
631 East Chicago Street, Milwaukee, WI 53202

FEE **Made You Look. Ways to Make Your Brand Impossible to Ignore.**

In Transition and Student	\$20.00
Member	\$25.00
Non Member	\$45.00

[View Event Summary](#)

RSVP Friday, September 17, 2010

Please respond by clicking one of the buttons below

YES **NO**

Having trouble with the link? Simply copy and paste the entire address listed below into your web browser:
<http://guest.cvent.com/d/yhnFHluwyEqyyWYGbVhivQ/07m8/P1/1Q?>

If you no longer want to receive emails from Milwaukee Chapter American Marketing Association please click the link below.
[Opt-Out](#)

