

# The New Marketing Imperative:

## How Brands Win by Navigating Diverse America’s Evolving Priorities

### Collage Group Host

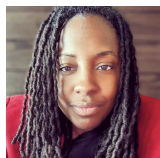


**David Wellisch**  
CEO & Co-Founder

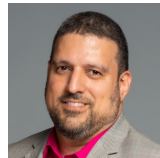
### Collage Group Research Presenters



**Jack Mackinnon**  
Senior Director,  
Cultural Insights



**Zekeera Belton**  
Vice President,  
Client Services



**Victor Paredes**  
Executive Director  
of Cultural Strategy



**David Evans**  
Chief Insights  
Officer

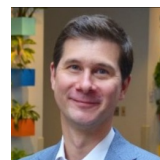
### CMO Panelists



**Francesco Lagutaine**  
Chief Marketing  
Officer



**Michael Smith**  
Chief Marketing  
Officer



**Gary Osifchin**  
Chief Marketing Officer  
& GM, U.S. Hygiene



12:55 p.m.

### Log-In & Welcome

1:00 to 1:05 p.m.

### Introductory Remarks

David Wellisch, CEO & Co-Founder, Collage Group

### COLLAGE GROUP FEATURED CONTENT

1:05 to 2:10 p.m.

### America Now 2022: Harnessing American Identity to Navigate Social Issues

Zekeera Belton, Vice President, Client Services, Collage Group  
Jack Mackinnon, Senior Director, Cultural Insights, Collage Group

🕒 5 min Break 🕒

2:15 to 3:00 p.m.

### Differentiating and Winning with Cultural Fluency: Lessons & Insights from the CultureRate:Ad Database

David Evans, Chief Insights Officer, Collage Group  
Victor Paredes, Executive Director, Cultural Strategy, Collage Group

🕒 5 min Break 🕒

### PANEL DISCUSSION

3:05 to 3:55 p.m.

### CMO Panel: Succeeding Amidst America’s Cultural Divisions

Panelists: Chief Marketing Officers from M&T Bank, NPR and Reckitt  
Hosted by David Wellisch

3:55 p.m.

### Closing Thoughts

David Wellisch

🕒 4:00 pm Adjournment 🕒