

Tim Calkins

Author of *Breakthrough Marketing Plans*, *Defending Your Brand*, and co-editor of *Kellogg on Branding*



Review of Super Bowl Advertising

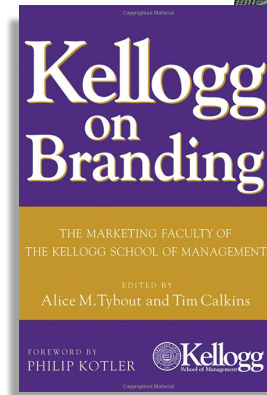
Wednesday, February 15

**TenHoeve Center, Room 1606
Des Plaines Campus**

- 6 - 6:30 p.m. Networking with author
6:30 - 7:45 p.m. Presentation
7:45 - 9 p.m. Q&A and book signing

Millions are spent each year on producing and running television commercials during America's preeminent sporting event—the Super Bowl. Advertisers showcase new products, build their brands' images, or announce changes in corporate direction. These spots are always entertaining and rated by non-football fans as the main reason for watching the game. Calkins will play spots run for the first time during Super Bowl LI and share his insights into what makes those spots effective, or ineffective, uses of marketing dollars.

Free and open to the public with registration at www.oakton.edu/events.



After receiving an M.B.A. from Harvard University, Calkins started his career in brand management at Kraft Foods, managing Miracle Whip, Taco Bell, Parkay, and DiGiorno, before making a transition back to the classroom. He is now a clinical professor of Marketing at Northwestern University's Kellogg School of Management and an internationally recognized expert on brand-building. Calkins is famous for organizing panels of Kellogg students for "grading" Super Bowl advertising and they are often interviewed after the game by network broadcasters and business publications.



For more information, email Tom Byrne at tbyrne@oakton.edu.

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