



Brandemonium plans 2018 return following immersive experiences,
110+ all-star speakers during 4-day debut event

*Brandemonium welcomed more than 1,000 attendees for inaugural event
featuring more than 110 speakers, more than 70 conference sessions*

Cincinnati | October 11-14, 2017

Cincinnati, Ohio (October 17, 2017) – Brandemonium presented by 84.51° will return to Cincinnati in October 2018 (exact dates to be announced). A first-of-its-kind event for Cincinnati, the new international brand conference and festival places the unmatched creativity of some of the world’s major brands center stage with an emphasis on consumer experience.

“We are very excited with the way things turned out,” said Brandemonium Co-Founder Bill Donabedian. “A consistent theme among attendees was that they learned a lot. We are already planning for next year and there will be more surprises in 2018.”

Emphasizing consumer experiences, Brandemonium’s conference aspect at the Duke Energy Convention Center included keynotes, panels, and workshops to allow brands, retailers, agencies and marketing consultants to immerse attendees in all aspects of their brand. Best-selling author Seth Godin, Damian Kulash and Tim Nordwind of the rock band OK Go, Target CMO Rick Gomez, Google’s Kirk Perry, Robert Graham CEO Robert Stock, Dhani Jones, Mastercard Worldwide CMO Raja Rajamannar, and many more rounded out an all-star lineup of more than 110 influential figures in marketing, advertising, branding, business and entrepreneurship across dozens of industries.

The festival aspect (free to the public) furthered this initiative, giving brands an opportunity to engage while “taking over” the city with brand activations including installations, performances, lounges, pop-up shops and more. Activations included Totes’ colorful display of umbrellas and

lights on Vine Street, Southwest Airlines' mobile pop-up hospitality spot, Jeep's Ride & Drive around the city, and the exclusive Brandämonium Bier brewed by Hofbräuhaus Newport.

Winners of the 2017 Experience Awards juried by AdWeek included:

- Best Activation – Totes: Float
- Best Audience Engagement – Southwest Airlines: Southwest Porch
- Best Visual Installation – Totes: Float
- Best Re-invention (Mash-up, Pop-up Shop, or Takeover) – Maker's Mark: Takeover Tour
- Best Afterparty or Lounge – Interbrand: Be Brave. Be Cool. Be Good.
- Best Virtual Activation – We Have Become Vikings: Discover a Craft Activations Shop

More information is available at brandemonium.com.

Brandemonium LLC is an event company based in Cincinnati, OH founded by Bill Donabedian and Kevin Canafax. Donabedian has more than 16 years of event experience launching events such as the MidPoint Music Festival and Bunbury Music Festival. Canafax has more than 30 years of corporate communication and public affairs experience as well as co-founding charitable events, Suits That Rock and Play On.

About 84.51°

[84.51°](http://84.51.com) brings together customer data, predictive analytics and marketing strategy to drive sales growth and customer loyalty for Kroger and more than 300 consumer-packaged-goods companies in the U.S. Our programs achieve business objectives by driving awareness, trial, sales uplift, earned media impressions and ultimately, customer loyalty. Using a sophisticated, proprietary suite of tools and technology, we turn customer data into knowledge, resulting in a more enlightened, more personal, dynamic approach to putting the customer at the center of every business decision.

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