

Transformation Week at MediaCom Edinburgh

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NICOLA CLARK - MARKETING COORDINATOR 13 JUN 2019

As part of the sparkling line up of events at this year's **TRANSFORMATION WEEK**, MediaCom Edinburgh are proud to announce that they will be hosting **Brand Purpose - The key to unlocking profit?** at the Edinburgh office on Tuesday 25th June.

Launched in 2018, **TRANSFORMATION WEEK** is a week-long series of events and workshops taking place across the country to help our clients navigate their way through the various challenges brought about by unprecedented change & disruption. MediaCom's **TRANSFORMATION WEEK** embraces change by offering valuable help, support and practical advice to help businesses harness real growth.

MediaCom Edinburgh presents: [Brand Purpose – The key to unlocking profit?](#)

From Nike to Toms, we know the most valuable brands actively strive for a purpose beyond what they sell.

People say they care about the sustainability and ethics of the brands they choose, but often struggle to put their values into action.

On one hand, building a clear brand purpose can be a big differentiator. People will often opt for the ethical or moral brand, and in some cases pay more for them. Yet brands playing in this space can also be seen as making a cynical move to leverage greater profits and can face a considerable backlash for getting it 'wrong'. **So how do we best navigate these tricky waters?**

Join us and our guest speakers as we try to understand and unlock the potential value of purpose for brands.

**Tickets are free but limited.
Click here to reserve your space now!**

Our Speakers :

- (Host) Murray Calder – Strategy Director, MediaCom Edinburgh
- Elaine Jervis – Strategy Director, MediaCom Edinburgh
- Stephen Woodford – CEO, Advertising Association
- Kirsteen Beeston – Head of International Malts, Whyte & Mackay

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