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What brand do you most

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What's the most valuable
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lesson in your career, and what
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Staying abreast of the fast moving,
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Best recent technological
advance for marketing
I have a love/hate relationship with
my blackberry, but it's changed
speed to market and the idea of
connectivity. You are no longer
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good on holidays though...

Future direction for the
marketing profession?
Having the ability to stay true to the
core task of meeting the consumer's
need and not being side-lined by
'the next big thing' for its own sake
(ie. let's get into social networking
because it's what others are doing
rather than for the right business
reasons). iPhone is a great example
of integrating technological advance,
using integrated communications to
build excitement, but fundamentally
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phones that are functionally better,
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What does the statement:
"Value Creation Through
Marketing" mean to you?
It's more than benefit-marketing or
value-added offers to the consumer.
Growing market share, particularly in
mature markets, is about finding
ways to build the value proposition
with the consumer. It's not just
having the right feature in the
product, but making sure the whole
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Do you think sustainability is a
burning issue for marketing?
I think it's an issue for all parts of
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Are there any articles or books
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Hobbies:
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reading a mixture of can't-put-it-
down novels for an escape, the
occasional business book for my
mind and "chicklit" for my sanity.

Name: Kym Vercoe
Title: Group account director,
CumminsNitro
Residence: Brisbane

Years in marketing/advertising: 17 years
Qualifications: BComm

Current project or activity: GAD working across the Virgin Blue
group of brands (Virgin Blue, V
Australia, Pacific Blue, Blue Holidays,
Velocity).

Accomplishment most proud of:
When I was marketing manager at
Golden Circle, I launched a range of
baby food products achieving 33%
share in the first 14 weeks. Resulted
in award "Overall Winner for
Marketing Excellence", AMI and
Gold Pinnacle award from AFA which
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* Certified practising Marketer (CPM)
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