

33rd  **marug** **MARKETING
CONFERENCE**

The Power of Human Connection

Get attention by giving attention



Book of Abstracts

Table of Contents

Preface	3
Program	4
Map MartiniPlaza	5
Theme	6
Chairman of the Day	8
Speakers	9
Recruitment	13
Workshops	16
A Message from our Partners	26
Business Stands	29
Playground	30
Leeflang Thesis Awards	31
Support	32
Organization	34
After the Conference	35

Preface

In 2022, we live in a world with a tsunami of non-stop content, where more content is published each day than there are humans alive to consume it. Marketeers ask for our attention everywhere they can: global advertisements, billboards, pop-ups, socialmedia campaigns and the discount of your local supermarket. Yet, consumers don't have the time nor the capacity to process everything. Our attention has become a scarce resource. After all, we only have so much of it.

Human-centered marketing has become more and more important. Consumers are looking for a human connection. Brands should recognize that it's about people nowadays, more than ever before.

Today, during the 33rd MARUG Conference, we will zoom in and elaborate on this challenge that all of us experience in one way or another. The day will be centered around the following theme: 'The Power of Human Connection – get attention by giving attention'.

The theme will be discussed from several different perspectives. Keynote speakers will share their experiences on how they have coped with these challenges, while workshops offer the great opportunity to discover how

companies are dealing with these challenges. Throughout the day, students and professionals have the opportunity to connect with each other.

It promises to be a great, intriguing event where the organization will continue to surprise and challenge you. I would like to take this opportunity to thank my fellow board members and the day organization committee for their hard work and great input. It has been an absolute pleasure to take on this adventure together, I hope you will enjoy the day half as much as we enjoyed creating it for you.

On behalf of the 33rd MARUG Conference Board and the day organization committee, I wish you a pleasant, inspiring and fun day!

Ruben Bos
Chairman of the 33rd MARUG Conference Board

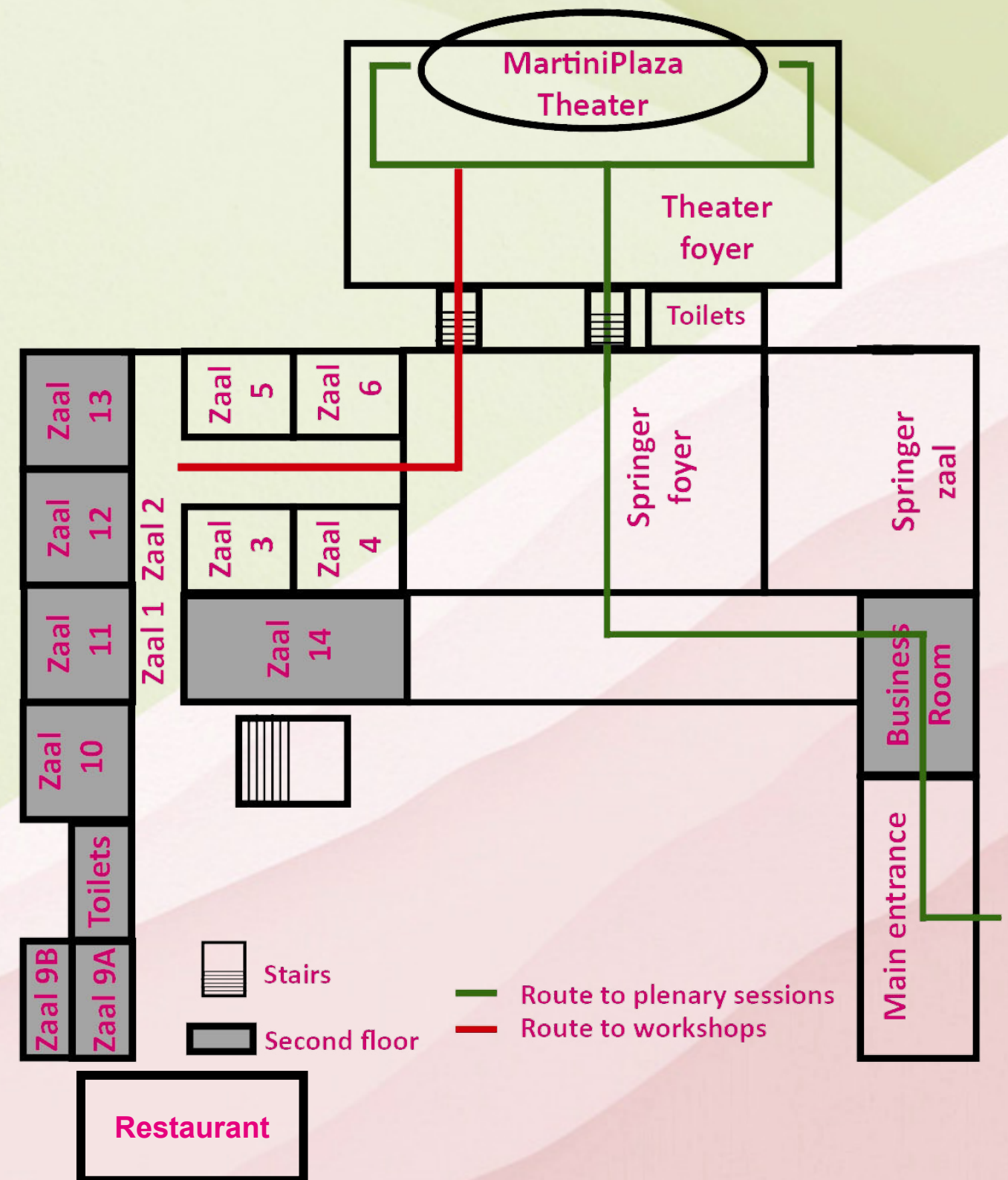


Ruben Bos

Program

09:30 - 10:15	Walk-in
10:15 - 10:30	Grand opening
10:30 - 11:05	Keynote 1: Jelle Bouma - Academic speaker
11:05 - 11:40	Keynote 2: Glenn Cornellisse - STËLZ
11:40 - 12:00	Break
12:00 - 12:35	Keynote 3: Laura Staal - L'Oréal
12:35 - 12:55	Leeflang Thesis Awards
12:55 - 13:50	Lunch or recruitment lunch
13:50 - 15:50	Workshops
15:50 - 16:10	Break
16:10 - 16:45	Keynote 4: Bart van Kuijk - Amnesty International
16:45 - 17:00	Closing remarks
17:00 - 18:00	Social
19:00 - 21:00	Recruitment dinner
22:00 - 3:00	Afterparty

Map MartiniPlaza



Theme

As Seth Godin once said, marketing is a contest for people's attention. This applies now more than ever before. We live within a tsunami of non-stop advertising, where more content is published each day than there are humans alive to consume it. This abundance of content, the so-called content shock, has forced us consumers to divide our attention more carefully and selectively. We don't have the time nor patience to process everything. Our attention has become a scarce resource - a person only has so much of it.

More content production, less consumer attention. Now marketers face the biggest challenge in the current world of marketing: how to stand out and get the attention of your target audience in a world in which we are drowning in content?

Bill Gates wrote the essay 'Content is King' in 1996. Now, in 2022, the community is not going to be engaged by content alone. Consumers are looking for a human connection. They are looking for empathy, recognition and appreciation. It's about people, not about posts.

Attention is given to the brands that they feel a connection with - to the brands that both act human and have a purpose that they align to.

Therefore, human-centered marketing has become more important now than ever before. Brands should recognize that they are selling to humans, and convey this in the way they speak and the topics that they speak about. The focus should be on creating a human connection. Get attention by giving attention; that is the base of human-centered marketing.



In the 33rd MARUG Marketing Conference, on the 26th of April 2022, we are going to focus on the Power of Human Connection. We will discuss several methods and examples where the focus is on creating a sustainable relationship with the consumer, on getting the attention of the consumer by giving attention to the consumer. This MARUG Marketing Conference is about the next level of marketing, which can no longer be classified as Business-To-Business or Business-To-Consumer. The marketing of the future is Human-to-Human.

Get Noticed

The content shock has made it more difficult for new brands to enter the market and get noticed by the consumer. Every day, 4 million blog posts are added to the net, 95 million photos and videos are shared on Instagram and 500 million tweets are sent. The consumer is constantly overwhelmed by messages and advertisements. This forms a challenge for marketers, because how do you stand out? How do you make sure that your audience actually sees what you have to say? It is not about writing more or about writing better, since there is already so much great-quality content out there that does not get noticed. It is about reaching the consumer, evoking emotions and creating a connection. That is what this subtheme will focus on. It will explore how creating a human connection can help a brand cut through the content shock and get noticed by the consumer.

Act Human

While marketing was once seen as the art of manipulating your audience into buying your products, the focus has now shifted on creating and sustaining a relationship with the consumer. A relationship which is based on transparency,

human dimension is becoming the new norm. This means that brands should act human, by being empathic and recognizing and appreciating the consumer. Characteristics such as vulnerability and honesty are important. Approaching the consumer not B2C (Business-to-Consumer) or B2B (Business-to-Business), but H2H: Human-to-Human. In this subtheme, we are going to focus on the question: what does it mean to 'act human'? And how can brands act human in order to sustain the relationship with the consumer?

Know Your Purpose

The pandemic and social media have opened the world's eyes to more social issues and injustices. There is an increasing demand for brands that give attention to society, that work towards a more sustainable world. Brands that have a purpose and openly put their core values at the forefront of everything they do. By actively standing behind a cause, brands can connect to their target audience based on their shared needs and interests, while at the same time they can make a positive impact on the world. That is the power of purpose. In this subtheme, we are going to explore how brands can implement their purpose in their marketing strategy and make sure that the consumer feels connected.

Chairman of the day

Özcan Akyol



Özcan Akyol will be the chairman of the day for the 33rd MARUG Conference. He is the writer of the successful roman 'Eus'. After his debut, he became a columnist for the AD, radio host and tv-maker. He created the radio show 'Onze Man in Deventer' for BNNVARA, for which he received 'The Nachtwacht Award' in 2019 and 2022. Moreover, he created tv-programmes such as 'De Neven van Eus', 'Eus in Medialand', 'De Geknipte Gast' and revived the tv-show 'Sterren op het Doek'. Because of his strong opinions about various subjects, he has been regularly invited to television programmes such as 'De Wereld Draait Door' and 'Pauw'. As chairman of the day, Özcan will use his humor, knowledge and ability to ask sharp questions in order to create an open and interactive discussion throughout the day.

'De Geknipte Gast' 'De wereld draait door'

'Sterren op het doek' 'De Neven van Eus'

Speakers

Jelle Bouma - Academic Speaker

Dr. Jelle Bouma MSc. is reknowned for translating scientific knowledge into useful information in practice.

His desire to understand business to the core brought him to the University of Groningen (RUG), the University of California at Los Angeles (UCLA) and the Center for Professional Education St. Charles in Chicago (CPE).

After being an active member at the MARUG during his studies, he worked as an Accenture and Deloitte consultant. Then he led the University of Groningen Business School and the Customer Insights Center. Currently he works at his own investment corporation.

Jelle's academic contributions were acknowledged with the doctor's title in Economics and in Business, because of his answers to the question: why do marketing related organizational changes succeed or fail? After introducing all main concepts of this MARUG Conference, he will elaborate on his surprising findings indicating that it's mainly people making the real difference.



Glenn Cornelisse – Keynote 1

STËLZ



Glenn Cornelisse (29) is one of the founders of the brand STËLZ. As a video content lover he is responsible for the creative side of the company. Creating edgy campaigns, setting up innovative systems for content distribution and disrupting the alcohol market is what he loves to do.

STËLZ is the first hard seltzer drink in the Netherlands, which is taking the market by storm. What started as a fun project with friends turned out to be a successful startup with a lot of potential to beat their corporate competitors. “The reason why we are growing is because we understand the target audience, because we are the target audience”.

Laura Staal – Keynote 2

L'Oréal

Laura Staal (32) started her career within the L'Oréal Group over 8 years ago. She entered the number one beauty company in the world through an internship in Germany. Early on, Laura discovered her passion for marketing. A field in which she could combine both her analytical background and experience as well as her creative side. Shortly after her internship, Laura joined the Professional Products division in Germany to work on one of our well known hairdresser brands, Redken.

After several experiences within Marketing and (E)-Key Account Management and switching the Professional Products Division for the Luxury Products, Laura joined L'Oréal Nederland on an E-Commerce role in 2019, building the L'Oréal Luxe E-Commerce strategy and being closer to her family who lives in Amsterdam.

Mid 2021 L'Oréal Nederland and L'Oréal Belgilux became one in the launch of the L'Oréal Benelux Hub. With this change of organization, Laura took her current position of Marketing Director Designer Fragrances. She is currently responsible for the most diverse and complementary brand portfolio within the Luxury division; covering brands such as Viktor & Rolf, Prada, Valentino, Mugler as well as Diesel, Ralph Lauren and many more. Coaching her team to become the best version of themselves and seeing the market shares of her brands grow over time is what motivates Laura most. Throughout these several years she proudly contributed to creating the beauty that moves the world!

L'ORÉAL



Bart van Kuijk - Keynote 3

Amnesty International



**AMNESTY
INTERNATIONAL**



After getting his masters degree in Communication Science (specialization: popular culture), and a brief period as market researcher, Bart van Kuijk (50) devoted himself to the field of youth marketing and communication. In his role as strategic planner at agencies ComBat and YoungWorks he developed strategies to engage youngsters into a broad area of difficult subjects. He managed to raise the interest of the international press with several striking communication campaigns. After that, he worked for Inholland University of Applied Sciences, which at that time had been the subject of bad publicity. In a few years he managed to make Inholland attractive for new students again. After a brief period back to advertising he decided to join Amnesty International as a campaign and communication specialist. Later, he also became responsible for the fundraising and marketing of Amnesty. In this role he managed to reverse the negative trend of descending income and number of members. Since then Amnesty has been steadily growing, and now has more than 260.000 paying members. Apart from the members, Amnesty Netherlands counts more than 200.000 volunteers, activists and followers. That way Amnesty Netherlands still is one of the largest sections of Amnesty worldwide. In his spare time Bart always has been a passionate bass guitar-player and has performed frequently in the indie-music scene, in the Netherlands and abroad.

Recruitment Business Dates

During a business date, you get the opportunity to have an individual 15-minute conversation with a company.

Belsimpel:

Belsimpel is one of the most prominent companies in the Netherlands when it comes to phones and providers. They work together with companies like DHL, PostNL, T-mobile and more, and strive to keep growing while providing the best service possible.

Databay:

Databay is an innovative marketing intelligence agency. They aim to boost business performance through data & technology. With clients such as AFC Ajax, Air France-KLM and bol.com, Databay offers their services to a wide variety of companies.

L'Oréal:

L'Oréal is the world's largest cosmetics company. Their goal is to bring beauty to people all around the world, which they try to accomplish with their 36 international brands. They employ almost 90.000 people and they generated a revenue of 32 billion dollars in 2021.

SchaalX:

SchaalX helps organizations with recruitment & selection, interim mediation and training and development in marketing, communication and digitalisation. Among other things, they offer development programmes for young professionals to provide them the skills and knowledge required to participate in organizations.

Business Lunch

During a business lunch, you will get to know the company in an informal way. This offers you the opportunity to ask all your questions about the company and hear their recruiters' stories, while enjoying a tasteful lunch at MartiniPlaza.

Hieroo:

Hieroo is a consulting company that offers traineeships to young consultants. They aim to help with the rejuvenation, renewal and strengthening of organizations.

L'Oréal:

L'Oréal is the world's largest cosmetics company. Their goal is to bring beauty to people all around the world, which they try to accomplish with their 36 international brands. They employ almost 90.000 people and they generated a revenue of 32 billion dollars in 2021.

Merkle:

Merkle is a customer experience transformation business partner to the Fortune 1000. They operate in 50 offices spread across the world, and they apply a people-based marketing strategy in order to take personalisation to another level.

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Business Dinner

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Workshops

Participating in one of the workshops is a great way to get to know a company and perhaps even your future employer. These workshops will start with a company presentation and will continue with a business case. During this case, you will have the opportunity to solve a real life problem with your team. Cases are a good way to present your competencies to recruiters, but also to see what a company does in everyday business.



Merkle is a leading data-driven, technology-enabled performance marketing agency, part of Dentsu, and has more than 50 branches and 13.000 employees. More than 285 people work together in our offices in Amsterdam and Rotterdam with leading customers such as Microsoft, T-Mobile, ASML, HEMA, Marktplaats, Leen Bakker, Vodafone-Ziggo, NS and Signify. The company is a strategic partner of Google, Adobe, Salesforce, Bol.com, Selligent. At the MARUG Conference 2022, two consultants from the Amsterdam office will be present.

Workshop information:

The case we present is about a significant player in the e-bike market. Given the profile of this company, the market that it is in and the (marketing) data of the last few years, we ask you to come up with a suitable marketing strategy for this company for the upcoming year. As in line with our love for data, we provide you with a dataset to analyse. Don't worry, you do not necessarily need any major data analytics skills to come up with a solution. You could use regression models for example, but some basic Excel/Sheets skills will also suffice. Creativity and a clear line of reasoning based on the data are rewarded. Because we are going to work with data, we require you to bring a laptop. See you there!



The Groningen-based Belsimpel, founded in 2008, has since grown into a major player in the telecom world. With a close team of more than 700 motivated, energetic and smart students and professionals, together we are changing the Mobile World. We are not a provider, we are not a shop and we are not a search engine. We are a way: a Method™ to find what suits the customer best when it comes to mobile telephony. It is our mission to change the market. We can call over 1.4 million Dutch people customers of Belsimpel and we are growing fast every year (408 million euros turnover in 2020).

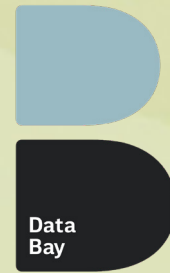
Will you take up this challenge with us?

Working at a young, fast-growing company with the ambition to change the Mobile World: not only in the Netherlands, but in the whole of Europe. During your part-time job or as a starter at Belsimpel, you can really make a difference and your development will be the focus. This can be any job in the field of marketing, from marketing trainee to data driven marketer. You can find all our vacancies on www.werkenbijbelsimpel.nl.

Workshop information:

Belsimpel: Going International! As a company from Groningen, Belsimpel has long been a nationally established name in the telecom sector. Of course, that's not enough: we want to conquer the Mobile World! That's why we went international. But if you want to do that, you have to do it right. What does that actually entail? This of course comes with many challenges and questions regarding marketing: how do you market your brand or how do you promote it? Do you do that in the same way as you are used to or differently? Will you choose a different name? You may also have to deal with other partners, such as marketing channels, as well as other providers and manufacturers. As a student, you get the assignment to make a plan for the internationalization of Belsimpel. Do you have what it takes? Will you really conquer the mobile world with us?

Databay



Boosting business performance through data + technology

Everybody is aware of the overwhelming amount of (customer) information available in our era of big data – but it isn't always so obvious how to use that information to get a better grip on customer behaviour and how to get the customers' attention. That's where we come in. Databay uses actionable insights to help leading national and international players in all kinds of industries seize opportunities and realise constantly optimised return on investment through data-driven marketing (strategies). By optimising the use of their data, our clients discover the right moment to get their message out to reach their customers; your favorite burger as coupon in the McDonald's App, the best price for your Walibi ticket or the new HEMA commercial brought to you via the most optimal media channel. Databay is an innovative marketing intelligence scale-up founded in 2005, and which is part of DDB Unlimited ('the performance agency'). Databay's clients include a wide range of local and international clients including McDonald's, NVM, Philips and HEMA.

We are proud of our connection with the (MA)RUG as many of our employees graduated from the RUG themselves. Maybe you will help to strengthen this connection, as we are always on the lookout for talents.

The Databay workshop will be very inspiring!

In this workshop you are hired by the board of the 'Caesar's Palace' casino to advise them on how to optimally communicate with their guests; both digital and in real-life. You will analyse the available data, come up with creative ideas and impress the board with a clear and convincing presentation.

This workshop is most applicable to students from the study programs Marketing Analytics and Data Science, Marketing Management, Marketing Information Systems, Economics and Econometrics. Or bachelor students with interest in this direction. Please bring your laptop with Excel and PowerPoint to this workshop.



Meet AdResults

AdResults is a full-service strategic online marketing agency for e-commerce, retailers and brands in Groningen. Our team is specialized within SEA, SEO, Social Media Advertising and Marketplaces. Say what you do and do what you say. Honest and sincere, enthusiastic and committed; that's our approach. With knowledge, expertise and commitment we improve results and provide the best services for clients like Body & Fit, Travelbags and Pig & Hen.

Our team has a passion for online marketing. We're always focused on how to make a campaign successful. To create a strategy, we become intertwined with our clients' businesses to find out what they find important. Connecting and collaborating is our key to success: to our clients and to our enthusiastic team.

We're excited to present AdResults by giving a workshop at the MARUG Conference. We'll give you an introduction to the world of online marketing and teach you more about our clients, services and great company culture. Be creative and get the chance to work on a case of an interesting client.

Become our next future consultant!

We offer extensive traineeships and allow you to become qualified in our services in search advertising, website optimization, social media advertising and online marketplaces (e.g., Amazon and Bol.com). Become part of a close-knit, cooperative and productive team with a lot of fun and great activities. We value our colleagues highly, because the right people with the right resources can move mountains.

Everything revolves around satisfied and enthusiastic clients, because that makes us enthusiastic too! We hope to meet you on the 26th of April, or stay up to date and connect with us on LinkedIn, Facebook or Instagram.

L'Oréal

L'ORÉAL

Sure, with 85 000+ employees, 36 international brands and a sales revenue of close to €30 billion annually, L'Oréal is **one of the largest FMCG companies** worldwide. However, during our 100th anniversary in 2009, we spent very little time looking back. The digital revolution started disrupting every industry on the planet, so we could not rest on our laurels. Instead, our CEO Jean-Paul Agon envisioned that the time had come to disrupt our own industry. He said: **“Digital is not the cherry on the cake, it is the new cake”**.

Since then we digitally upskilled all our employees and acquired tech start-ups that help us to develop amazing new experiences for our consumers. The **UV Sense** and **ModiFace Augmented Reality** are just two examples of the future of our business.

For you, this means that we are always looking for talented and passionate people who want to **shape the future of our industry**.

As an intern, you will become part of the **Intern Development Program**, which is a program that guarantees your personal and professional growth. Doing an internship at L'Oréal will help you decide which Master Degree or professional career you want to pursue.

Joining our activities at the MARUG Conference is also the perfect way to learn more about our **Young Graduate Program**. We believe in empowerment at the lowest level of the organization, so as a Young Graduate you will get real responsibilities from day one. Of course, you will get a personalized development track to help you build your own career, driven by your ambitions and capacities. The workshop at the MARUG Conference is inspired by a global competition and will challenge participating students to use their creativity to disrupt the beauty industry and create the beauty that moves the world!

SchaalX



SchaalX

Are you ready to rocket launch your career in Digital Marketing?

During our 1,5 years (Dutch) traineeship programme, you will gain the knowledge and the skills to become one of the most wanted marketing professionals in the field. Together with other young professionals you will learn about the most actual digital marketing topics like mobile marketing, SEO, SEA, analytics, voice marketing and conversion optimisation. You will also work on your soft skills by following a personal growth programme with the Talent Academy Group. All your hard work will of course be rewarded with Friday after work drinks and activities like a summer BBQ, jeu de boule evening, mountainbike tours and a Christmas party.

Curious about the newest digital marketing trends that companies use in their Human 2 Human strategy?

Human 2 Human is a hot topic for many companies and in this digital era, the possibilities for a personal approach are endless. Which digital innovations do companies use to succeed in a digital Human 2 Human strategy? You will find out during this workshop. We will talk about the newest trends like voice marketing, chatbot and personalisation. We will show you some best practices of corporations like ABN Amro, Vattenfall and Volksbank. Next to that a current trainee will explain how she uses these trends during her project at PGGM.

Sia Partners

SIAPARTNERS

Sia Partners is a next generation management consulting firm and pioneer of Consulting 4.0. We offer a unique blend of AI and design capabilities, augmenting traditional consulting to deliver exceptional value to our clients. With 2,200 consultants in 18 countries and expertise in more than 30 sectors and services, we optimize client projects worldwide. Through our Consulting for Good approach, we strive for next-level impact by developing innovative CSR solutions for our clients, making sustainability a lever for profitable transformation.

In 2009 the office in Amsterdam was opened, which is now situated in the Rembrandttoren with a great view from the 28th floor of Amsterdam. We focus on the following sectors: Energy & Utilities, Financial Services, Marketing & Customer Experience, Data Science and HR, Transformation & Change. The Dutch team is experiencing strong growth and has now built up an impressive client portfolio, supported by and cooperating with colleagues from our international offices. Sia Partners Netherlands employs approximately 55 consultants.

Mystery Workshop



With more than **10 million customers** spread over **6 countries**, we are one of the biggest companies based in the Netherlands. We work with cutting edge technology, we have more than **20 brands** and are constantly innovating. With our unique young talent program you'll learn digital marketing on the highest level, the champions league. Do you want to know what we do and who we are? Sign up for our workshop.



What is Accenture?

Accenture is a global professional services provider with industry-leading capabilities at the intersection of business and technology. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services—all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 640,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities.

Because you can do various projects at multinationals and our extensive training database, you can develop yourself in a short time.

Accenture is a very open, young organization, with an open company culture in which there are many opportunities for growth. Everything is possible in principle, but you have to do it yourself. Great focus on training & development, but also on Truly Human, so really have the intrinsic motivation to do the work you do. It also focuses on diversity in employees and you work in multidisciplinary teams.

What can you expect from the workshop?

At Accenture Interactive, we combine business consultancy, creative agency and technology powerhouse under one roof. We consider ourselves as the most effective 'digital enablers' around. And with good reason: our work includes pioneering next-level marketing, implementing industry-changing digital transformations and improving business performance using digital technology and data insights. We bridge the gap between brand promise and expectations - by creating transformative Experiences. During our case we will show you the different steps we take in solving a client case.

Workshops for professionals

Customer Insight Center RUG



Jana Holthöwer will give a workshop on AI and robotics in marketing. In this workshop, you will explore how AI fits in the big picture: How do customers feel in different service settings when they are being served by AI? Are there certain settings where they may even prefer AI? Will AI augment or substitute jobs? And who will be the boss, AI or the human employee?

Groningen Digital Business Centre



The Groningen Digital Business Centre (GDBC) is focused on strengthening the northern digital sector. During the workshop of the GDBC relevant themes and subjects regarding digital business and data analytics will be discussed. An interactive workshop will be presented where participants are able to discuss how to intertwine digital business and marketing.

A message from our partners

Belsimpel

At Belsimpel, we value the power of human connection immensely. At Belsimpel, the customer always comes first and we use “the family idea”. While helping the customer we always ask the question: Would I do it like this for a family member as well? We take time for our customers and try to make it as easy as possible for them. We provide the customers with objective and independent advice and do not work with targets and bonuses. This is one of the reasons why we have grown so much since the start. Customers appreciate this approach and service. We found out that the international market is not used to this approach, so there still is a big gap to fill. In the coming years we will try to conquer the European market with this approach.

However, you will find this approach not only towards the customer, but also within the company. Within Belsimpel we greatly value the personal development of our colleagues and the team spirit within teams. Within Belsimpel we have a nice and informal atmosphere and we organize many outings and teambuilding events. This way we make sure we not only have a valuable connection with our customers, but also with our own colleagues!

Adresults

We mind your business, we mind your AdResults: AdResults is a strategic online marketing agency and sees the power of human connection in several ways. In order to use online marketing correctly, knowledge about the products and services, possible return percentages or margins on product groups is important. But getting to know the people behind the company is even more valuable.

We want to get to know them, feel the brand we work for and meet our clients. We become intertwined with their businesses to find out what they find important. We aim for close cooperation to build long term relationships with them. Getting to know our customers is getting to know their customers. In this manner, we’ve been able to create a strategy and successful campaigns.

In a world of digital advertising, we’re always finding new ways to stay connected with our clients and our enthusiastic team. By creating original tangible gifts, improving knowledge by physical meetings and making memories with many company outings. Honest and sincere, enthusiastic and committed is the way to describe AdResults.

Please come meet us at the AdResults stand at the MARUG Conference Day. We’d love to tell you more about our unique company culture!

Merkle

Merkle strives towards creating a single-customer view to fulfill customers’ individual needs and wants. By integrating data from multiple sources like the website, the app, the CRM system, in-store data, order data and others, we get a complete picture of each customer as an individual. In turn, we use this data to provide the right offer, message and creative at the right time for each individual customer. This way we give our customers (or rather the customers of our customers) the personal attention they wish to receive in their mailbox, search engine or social media platform. Such personal attention does not go unnoticed; clicks, views, sales and most importantly the revenue and profits of the company go up. In sum, value has been added by first giving attention via a personal touch which gets reciprocated by getting attention in multiple ways.

In modern marketing, the foundation of these intimate customer interactions are data. While balancing specific targeting on the one hand and privacy on the other, we make use of the most industry-leading technologies which enable us to reach individuals as described above. Want to know more about who we and our clients are, what we do and what we achieve? Come visit us at our workshop, the social later today or at our website. We would love to meet you.

SchaalX

Human2human has been our strategy for years and it's the success factor of our company. The most important asset is that we connect human2human with our clients and our candidates. Our people are SchaalX. Next to using this approach in our human2human strategy, it is also a leading theme during our whole traineeship programme. The traineeship is about your career; thus, you are at the centre of it all. It is our job to give you all the tools you need to grow into the marketeer you want to become. Next to the masterclasses, you will receive coaching on the job from our programme manager Ment. And Rik, the owner of SchaalX coaches you in your personal branding. And after the traineeship programme? We will always be there to support you in your career path and you are always more than welcome at our yearly summer BBQ.

Accenture

Accenture is a global professional services provider with industry-leading capabilities at the intersection of business and technology. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services—all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 640,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities.

Because you can do various projects at multinationals and our extensive training database, you can develop yourself in a short time. Accenture is a very open, young organization, with an open company culture in which there are many opportunities for growth. Everything is possible, but you have to do it yourself. Great focus on training & development, but also on Truly Human, so really have the intrinsic motivation to do the work you do. It also focuses on diversity in employees and working in multidisciplinary teams.

Business stands

Upstairs in the foyer you can find the business stands. The business stands will give you the opportunity to have an informal conversation with the recruiters.

The business stands that you can find:



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Playground

Upstairs in the foyer you can find the playground. At the playground, you will be able to get in touch with the theme of the 33rd Conference in an informal way! There is a STËLZ bar, VR-Room and a Photobooth. Downstairs you can find the CV-check, LinkedIn photo stand and more.

Activities/ companies at the playground:



VRROOM Ultimate VR Experiences develops fully interactive virtual worlds with a focus on virtual reality techniques and applications. Virtual reality is going through an enormous acceleration due to the new developments in the Metaverse, a world in which Social VR and interaction with other VR users becomes central. VRROOM is a specialist in the development of multiplayer interactive experiences with a team of developers, 3D artists, 3D designers and VR architects.

Come and experience it yourself in the Multiplayer VR Rollercoaster of MARUG/ GDBC.



FEB Career Services



Leeflang Thesis Awards

The Leeflang Thesis Award was established and presented for the first time on Wednesday, December 11, 2002 in honour of the 25th jubilee of Prof. Dr. Peter S.H. Leeflang. The award celebrates and rewards the best thesis written in the MSc Marketing at the University of Groningen. Each year, all thesis promoters can nominate their best theses for this award. Submissions are judged by a jury composed of members of the Department of Marketing of the University of Groningen as well external members. They draw up a short list of three finalists, from which the winner is chosen. More information on the award, including an overview of previous winners, can be found at this link.



Support

Board of Recommendation:

Dhr. L. Oerlemans	Head of International Retail Operations at Rituals
Dhr. L. Tjoa	Co-Founder GoSpooky
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Dr. H. Risselada	Assistant Professor RUG
Mw. H. Meijer	Manager Education Netherlands at the Sound and Vision Institute
Mw. L. Goldschmidt	Team Leader at Coty
Mw. M. Vonk	E-commerce manager at kleertjes.com
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Dhr. P. Kattestaart	Principal Consultant at Capgemini Invent
Dhr. H. Zijlstra	Direct Customer Insight - AIR FRANCE/KLM
Dhr. R. Redczus van Berkel	Founder + Owner N8W8
Dr. M.J. Gijsenberg	Associate Professor of Marketing at University of Groningen
Dhr. C. Mendes Aguiar	Commercial Director Parcels and Ecommerce Benelux
Mw. F. Bout	Online Video Manager bij ANWB
Dhr. R. Paas	King's commissioner province of Groningen
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Organization

MARUG Conference Board '21-'22



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Day Organization

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Do you want to organize the MARUG Conference next year?
Please contact An de Lang at 06 39868202

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Adformatie



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YOUR GOODIEBAG!

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Come to the MARUG Conference
afterparty @ News Café at 22:00!

