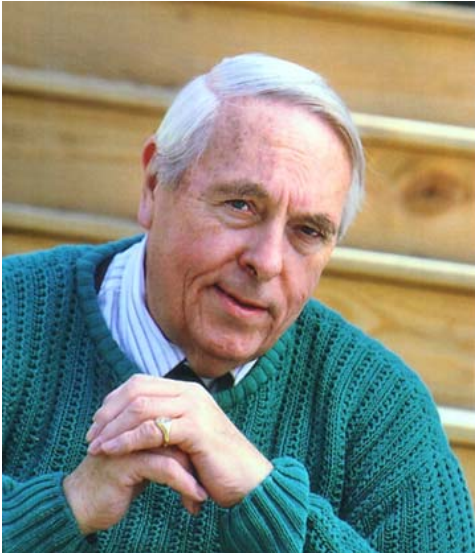


SPEAKER PROFILE



JOHN PHILIP JONES is an American advertising professor, born in Britain and educated in Economics (Honors BA and MA from Cambridge University).

He spent 25 years in European operations at the prominent advertising agency J. Walter Thompson. During this period - he was for eight years responsible for the international advertising of one of the world's most important global brands, Unilever's Lux Toilet Soap. During his professional career, much of his work was focused on the evaluation of advertising effects, and he has continued this activity since he entered academia. He has spent 27 years at the Newhouse School of Public Communications, Syracuse University; he was also an adjunct professor at the Royal Melbourne Institute of Technology, Australia; and is a visiting professor at the Copenhagen Business School, Denmark.

He is the author of eight books and more than seventy articles in major journals, both professional and general. In addition, he was editor and part-author of a series of five major handbooks covering all aspects of professional advertising practice; these were published in 1998-2000. They comprise more than 2,000 pages: the largest individual body of work ever published on advertising.

His books are as follows:

- *How to Turn Advertising Expenses Into Investments.*
- *Behind Powerful Brands: From Strategy to Campaign*
- *What's In a Brand? Building Brand Equity Through Advertising*
- *The Ultimate Secrets of Advertising.*
- *What's In a Name? Advertising and the Concept of Brands*
- *Does It Pay to Advertise? Cases Illustrating Successful Brand Advertising.*
- *How Much is Enough? Getting the Most from Your Advertising Dollar.*
- *When Ads Work. Proof that Advertising Triggers Sales.*
- *Fashions, Fables and Facts About Advertising*
- *Getting It Right the First Time. Can We Eliminate Ineffective Advertising Before It Is Run?*
- *Keynes's Vision: Why the Great Depression Did Not Return.*

His books have been translated into ten languages. He is employed as a consultant by numerous first-rank national and international organizations, mainly advertisers and advertising agencies; travels all over the world in connection with this work. He is also widely known in the academic community worldwide. He is a specialist in the measurement and evaluation of advertising effects and originator of two widely-used concepts to measure them. He has conducted seminars and made speeches in all the countries in Western Europe and most of the countries in Eastern Europe. He has spoken in Latin America. He has delivered keynotes and conducted seminars in India on several occasions; and in the countries of the Pacific Rim, he has carried out similar work in Australia, Japan, South Korea, Hong Kong, Malaysia, Singapore, Indonesia, Sri Lanka and the Philippines.

He has been the recipient of a number of national awards, from the American Advertising Federation (AAF) and other bodies. AAF Distinguished Advertising Professor in 1991. In 2001 he received the Syracuse University Chancellor's Citation for Exceptional Academic Achievement. In 2003 he was nominated, by the distinguished publication *American Demographics*, as one of the "25 most influential people on the demographic landscape over the past two-and-a-half decades."