Invitation to the Sammy Ofer School of Communications'
School Seminar
A lecture by:

Ms Fern Oppenheim
On:

U.S. Segmentation Study

Wednesday, June 29th, 2011, 14:00-15:30, Room C-228, Arazi-Ofer Building

Abstract:

The Conference of Presidents of Major American Organizations and Brand Israel Group have commissioned a broad scale Segmentation Study of the American market, perhaps the most exhaustive research of its kind. This study explores perceptions of Israel among all key segments of the American population, reveals the barriers that prevent them from relating to Israel, and identifies the most effective communications approaches to reach these segments.

Short Bio:

Fern Oppenheim is the co-founder of Brand Israel Group and the President of Applied Marketing Innovations, a marketing firm that she founded to provide consulting support to pro-Israel organizations. She is a communications consultant to the Conference of Presidents of Major American Jewish Organizations and is responsible for the Segmentation Study and the implementation of its results.

She has an extensive marketing, media and management background with advertising agencies such as Young & Rubicam and Fortune 500 companies such as Kraft/General Foods. She is the co-author of a math text book

The lecture will be conducted in English