



## The Importance of Branding, Particularly in a Recessionary Economy

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#### The Man who Revitalized MasterCard Named Bartels Fellow, Will Lecture at UNH

**What:** The University of New Haven will host a lecture by UNH alumnus Lawrence Flanagan '80 B.S., chief marketing officer for Worldwide Marketing and Communications for MasterCard Worldwide and the author of the company's famed *Priceless*® advertising campaign, which currently airs in more than 110 countries worldwide and has earned numerous awards and honors, including a Gold Effie, an Addy Award and The Cresta.

Flanagan, as been selected as the Fall 2009 Bartels Fellow at UNH. His lecture will focus on brand advertising, interactive marketing, sponsorship properties, promotional usage programs and global marketing intelligence.

**When:** Wednesday, Sept. 30, 2009, 11 a.m.

**Where:** Dodds Theatre on the UNH campus

**Details:** The Bartels Fellowship was established in 1989 at the University of New Haven through the generosity of Henry E. and Nancy H. Bartels. The Fellowship brings people of national stature and prominence in the fields of business or public service to the UNH campus, with the primary goal of broadening the horizons of students and faculty in these areas. Bartels Fellows visit classes, hold open discussions and deliver a formal address to the University. The lecture is free and open to the public. For more information, call 203-932-7123.

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