

*Who Wants to Talk?* 

# Brand Loyalty



**Tuesday, December 7 - 7 pm on Zoom**

Is brand loyalty a thing of the past? In the 50s and 60s “Mad Men” advertisers turned brand loyalty into gold.

Seventy years later, does brand loyalty hold up to online convenience? Can iconic companies compete in a digital world of disruptive innovations?

Come and share your thoughts and ideas with us.



**Presenter:** Nancy Dowd

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