



# Listen. See. Touch. Improve.

How global consumer insight is driving Electrolux brand growth.

How do you turn consumer insights from LA to Tokyo into profitable growth? What should global marketers be focusing on? Why not join IAA Sweden and other VIP international marketers for a glass of wine and refreshments at Electrolux on September 30th and put your questions directly to Electrolux's Martin Hörnqvist, Vice President Marketing Strategy and Consumer Insights.

Electrolux has recently made a remarkable transformation from being a production-focused global industrial company to an innovative, proactive, market-driven group. But what does modern consumer insight mean? How are consumers' deepest needs uncovered and satisfied around the world? And how is consumer segmentation driving business value? Once growth opportunities are identified, how can they be commercialized and communicated based on superior consumer understanding? Come and hear Martin share some of Electrolux's secrets to success!

**Menu:** Wine, cider and refreshments

**Where:** Electrolux Headquarters, S:t Göransgatan 143

**When:** Sept. 30th, 17:30 – 18:30 (mingle), 18:30 – 19:30 (talk)

**Speaker:** Martin Hörnqvist, VP Marketing Strategy & Consumer Insight, Electrolux AB

**Cost:** 200 kr for IAA members and their guests; 300 kr for non-members

**RSVP:** Mail to [susan.skyllemark@electrolux.se](mailto:susan.skyllemark@electrolux.se) before Sept. 28th.



Martin Hörnqvist