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Saatchi & Saatchi Worldwide CEO Kevin Roberts arrives in UAE

Kevin Roberts, worldwide CEO of Ideas Company Saatchi & Saatchi held an exclusive book launch and book signing last night at Borders in the Mall of the Emirates.



His new title, a leading marketing book, 'The Lovemarks Effect - Winning in the Consumer Revolution,' is the second title in the celebrated Lovemarks series.

Roberts, who is the originator of Lovemarks thinking, attached the concept of 'Lovemarks' to those brands that inspire loyalty beyond reason, citing that people love them because of what they are, not because of what they do.

'The idea of Lovemarks is very simple in the sense that their appeal is emotional. Companies may own brands but Lovemarks are owned by the people who love them. More and more businesses today are realizing that the underlying leitmotiv to success is the emotional connection with consumers. It is through this simple concept of building emotional connections that businesses everywhere could gain a deep understanding of their consumers; in order to reach out to them, to inspire them and to capture their loyalty,' Roberts commented.

'The Lovemarks Effect - Winning in the Consumer Revolution' contains insights from a range of the world's most creative and successful CEOs, industry and thought leaders including John Fleming, CMO of Wal Mart, Maurice Lévy, President of the Publicis Groupe and fashion designer Mary Quant.

Roberts added: 'Many people have already felt the impact of Lovemarks on their lives and their businesses. Through this book, I hope that more people will be encouraged to take stock of the way they conduct business or the way they view consumers, to truly put the spotlight on to emotional connections, and thereby create a catalyst for business change.'

'Borders is extremely proud to be hosting such an exciting event,' commented Vivek Bahirwani, Director of Al Maya Group. 'As a book retailer, we aim at enriching people's lives. Kevin Roberts is one of the world's most celebrated business authors and we believe this event will both inform and entertain his

audience, while giving them the opportunity to gain insight from one of the world's most creative business minds.'

Kevin Roberts, the New York-based Worldwide CEO of Saatchi & Saatchi, leads a team of 7000 people across 83 countries, including the UAE. Clients include some of the world's best-performing companies: Procter & Gamble, Toyota, General Mills, Visa International, Ameriprise, JC Penney and Novartis. Under Roberts' leadership, Saatchi & Saatchi has grown revenue year by year and achieved outstanding success at the Cannes International Advertising Festival.

With academic colleagues, Roberts wrote *Peak Performance: Business Lessons from the World's Top Sporting Organizations*, an inspiration-driven business theory and practice. In 2004 he released a new book *Lovemarks: The Future Beyond Brands*, which shows how emotion can inspire businesses and brands to deliver sustainable value. His most recent books are *sisomo: the future on screen*, a look at the central role of sight, sound and motion in accelerating emotional connections in the digital age, and *The Lovemarks Effect: Winning in the Consumer Revolution*, a collection of influential insights on the impact of Lovemarks in the market.