Lida's presentation will be a unique opportunity to get an insight into the world of marketing and brands. Using case-studies from a prestigious portfolio of some of the world's best-known brands, including work for Oil of Olay, Laura Biagiotti, Archers and the J&B whisky launched in March 2005, Lida will give an overview of how new products get created as well as how brands get positioned. Then moving from the corporate world and mass market into the alternative and cutting edge, the presentation will focus on urban trend-setting scenes and all things cool, again using first-hand experiences of fashion, music and more generally lifestyle.

This presentation will be insightful for industry practitioners, public sector workers following industry trends, academic scholars seeking to understand marketing practice as well as anyone interested in brands and is strongly recommended for students of:

- Industrial, Communication and Fashion Design
- Economics
- Public Relations and Advertising
- Media and Communications

Short biography:
Dr Lida Hujic is a Consultant at New Solutions in London. Her area of expertise is media and leading edge cultures (fusion of fashion, music, events). She has a doctorate in media and communications from Goldsmith's College, University of London - the only university among the 'coolest brands' in Britain as voted by the Brand's Council. Her PhD was about the development of MTV in Europe, for which she received numerous accolades, including a prestigious MTV Video Music Award in the specially created category 'best academic achievement'.
She is a true cosmopolitan. Even though she spent all of her adult life in London, she is originally from Sarajevo in Bosnia and Herzegovina where she lived as a teenager and young adult. She grew up in Paris (France) where she regularly returns, for work and fun.

About New Solutions:
New Solutions is a leading strategic marketing consultancy, part of the Omnicom Group. New Solutions handles projects that take its consultants around the globe from its base at the heart of London, UK. This year only, since January, New Solutions conducted multiple projects in the USA, Western and Eastern Europe and Asia (Thailand, India and Indonesia). In the last quarter of 2004, New Solutions has also conducted projects in Africa and closer to Turkey - Greece.

New Solutions consultants are experts in fusing strategic thinking with a creative approach to:
- Identify new business growth opportunities
- Generate innovative product and service concepts
- Build brands and business

New Solutions work across industries, from food (such as Unlever BF) to drinks (such as Diageo), from media (such as the BBC), to beauty (Procter and Gamble). In the 'fashion' related brands, New Solutions has recently conducted innovation and brand positioning projects for the like of Hugo Boss and Laura Biagiotti.