

PRESS RELEASE

## Motorola's Chief Brand Steward Shares Insights on Brand Reform at Singapore Global Brand Forum



Bringing together the  
world's most inspirational  
and influential leaders

**Singapore, 22 July 2004** -- Mr Geoffrey Frost, Chief Brand Officer of Motorola Inc, the world's leading wireless, broadband and automotive communications technology provider, will join the list of distinguished speakers at the Global Brand Forum in Singapore this August, where he will share his insights on the issues and challenges of re-inventing a global technology brand.

For the past four years, Frost has played a pivotal role in creating a consistent internal and external brand voice for Motorola, as well as driving a cross-company team to elevate the brand across the entire corporation. Amongst other things, Frost is credited with leading the charge in unveiling *Moto* – the consumer voice of the Motorola Intelligence Everywhere™ brand – in 2002. Under his direction, Motorola has received an array of creative awards, including an “Effie” Award in 2000 for advertising effectiveness. Before moving to Motorola, Frost was global director of advertising and brand communications for Nike. In 1998, he received the Cannes Grand Prix for the best campaign in the world.

“It is with great honour that I accept this invitation to speak at the Global Brand Forum,” said Frost. “Motorola is known for its heritage of world-changing innovations and our brand is a creative expression of this world where we provide intelligent solutions to improve the way we live. Equally important is the successful execution of the brand strategy in today’s fast-paced and ever-changing business environment. We have seen excellent results from our brand rejuvenation strategy as we continue to build a leading brand personality. Last but not least, I look forward to a time of fruitful exchange of ideas with the panel of illustrious speakers gracing the event,” he said.

“We are delighted to have somebody like Geoffrey Frost speaking at the Global Brand Forum. To have someone on whose shoulders lies the responsibility of managing a brand as powerful as that of Motorola share his learnings is indeed a privilege. I have no hesitation in saying that his presence has enriched the forum in more ways than one,” said Karthik Siva, Global Brand Forum Chairman.

The Global Brand Forum 2004 will bring together nine eminent personalities from diverse backgrounds to exchange views and propose solutions to some of the pressing leadership issues facing brands and businesses today. Now in its second year, the Global Brand Forum has become a platform for the world’s most influential people to disseminate knowledge and initiate debate that will instill change in the way we manage our business.

An expected audience of between 800 - 1,000 regional CEO and director level executives, government officials and entrepreneurs will gain critical insights from speakers addressing topics crucial to business and government executives such as how to develop better leaders, creating positive social change and building leader organizations and brands.

Global Brand Forum is supported by IE Singapore, the Singapore Ministry of Information, Communication and the Arts, the Singapore Tourism Board, CNN, Fortune, Time, The Straits Times, Singapore Airlines, IBM and Motorola.

### **About Motorola**

Motorola, Inc. (NYSE: MOT) is a global leader in wireless, broadband and automotive communications technologies that help make life smarter, safer, simpler, synchronized and fun. Sales in 2003 were \$27.1 billion. Motorola creates innovative technological solutions that benefit people at home, at work and on the move. The company also is a progressive corporate citizen dedicated to operating ethically, protecting the environment and supporting the communities in which it does business. For more information: [www.motorola.com](http://www.motorola.com).

MOTOROLA and the stylized M Logo are registered in the U.S. Patent & Trademark Office. All other product or service names are the property of their respective owners.  
© Motorola, Inc. 2004

### **About Global Brand Forum**

Global Brand Forum is the world's premier forum for debate, ideas and action in the areas of brands, business and leadership. It brings together the world's most inspirational and influential leaders to discuss issues, exchange ideas and develop a vision for the future.

With the aim to change perspectives and raise standards among business, government and community leaders Global Brand Forum provides participants exposure to and interaction with icon speakers from diverse backgrounds who have redefined business and changed the world.

Headquartered in Singapore, the Global Brand Forum is marketed in 10 countries across the Asia-Pacific region.

###

### **Media contacts:**

Amit Jain  
Global Brand Forum  
Tel: 6550 9724  
e-mail: [amit.jain@globalbrandforum.org](mailto:amit.jain@globalbrandforum.org)

Lynn Chan  
Motorola  
Tel: 6484 0933  
e-mail: [lynn.chan@motorola.com](mailto:lynn.chan@motorola.com)

Angela Boey  
Hill and Knowlton (SEA) Pte Ltd  
Tel: 6390 3315  
e-mail: [aboey@hillandknowlton.com.sg](mailto:aboey@hillandknowlton.com.sg)