



Linda Kaplan Thaler has been responsible for some of the most touching, relevant and famous advertising campaigns during her 25+ years in the advertising and entertainment business. She is acclaimed within the industry for her innovative and topical approach.

Much of her work is now part of the American pop culture landscape. She has authored and composed campaign jingles that are among the industry's gold standard. Some examples are: "I Don't Wanna Grow Up, I'm a Toys 'R' Us Kid" (Toys 'R' Us); "Kodak Moments" (Eastman Kodak) and "The Heart of Communication" (Bell Atlantic). Of her 13 Clio Awards, two were for Best Original Music and Lyrics. Today, Linda is the Chief Executive Officer and Chief Creative Officer of The Kaplan Thaler Group, which she founded in 1997. Now a billion-dollar advertising and entertainment company, KTG is consistently ranked by industry publications as one of the fastest-growing agencies in the United States, touted for its breakthrough creative and immediate results. KTG's blue-chip client roster includes Procter & Gamble (Dawn, Swiffer and other brands), AFLAC, Continental Airlines, Champion, Kodak, Kraft Foods, Lunesta, Pfizer, Trojan and US Bank. Linda and her agency are responsible for some of the most memorable advertising in America. The hilarious quacking AFLAC Duck campaign is just one of the agency's cherished accomplishments.

Linda is also a bestselling author. Her latest book which she co-wrote with Robin Koval, titled, *THE POWER OF SMALL: Why Little Things Make All the Difference* (Doubleday, 2009) shows that in a big picture world, it's often the small details that count. Her previous bestselling book, *THE POWER OF NICE: How to Conquer the Business World with Kindness* (Doubleday, 2006), was also ...

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Speech Topics

- ☐ Motivation
- ☐ Marketing
- ☐ Innovation
- ☐ Change
- ☐ Branding

