

# PAUL JANKOWSKI

## Understanding the New Heartland Consumer and Culture



- Cultural Thought Leader
- Author of *Speak American Too: Your Guide to Building Powerful Brands in the New Heartland*
- Forbes Contributor

Paul Jankowski is founder and chief brand strategist at New Heartland Group, a branding and consumer engagement agency dedicated to connecting clients with New Heartland consumers.

What's the New Heartland? A massive and influential cultural segment representing nearly 60% of U.S. consumers. From the Southwest, Midwest, and parts of the Southeast, New Heartlanders embrace unique cultural nuances anchored in core values and lifestyle activities. Brands that ignore these nuances miss a big opportunity that could pay off for generations.

"The nuanced insights that Paul Jankowski offers into the needs, desires, affinities, and values of consumers in America's New Heartland, have helped some of PepsiCo's biggest brands form deep, lasting relationships with these important consumers."

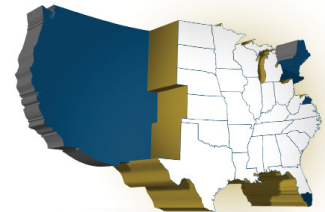
- Indra Nooyi, Chairman & CEO, PepsiCo

## JANKOWSKI HELPS BRANDS CONNECT »

For 25+ years Jankowski has worked with brands like Pepsi, Pizza Hut, Mountain Dew, Lipton, FedEx and others to reach and engage New Heartland consumers. Fueled by proprietary research and deep marketplace experience, Jankowski shares insight into New Heartland Core Values such as Faith (not religion), Community, and Family, and lifestyle touchpoints such as music, food, outdoors, sports, technology, and fashion, and how these values effect buying behavior.

As a brand building thought leader, Jankowski's work has been covered in media outlets such as Forbes, Advertising Age, MSNBC, Adweek, Billboard, Business Insider, and Fox Business.

Jankowski is a much sought after Speaker. Speaking engagements include CMA (Country Music Association), PepsiCo, Media Post, SXSW Music, Ashford University Forbes School of Business and Technology, and AMA (American Marketing Association).



## Published Thought Leader



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"Paul understands how to build a brand, market it, and connect with the consumer in memorable ways. His presentation at Country Radio Seminar engaged, entertained, and gave our attendees truly tangible tools that will move the needle for their businesses. We have already asked Paul to return to CRS for an encore presentation!"

- Bill Mayne, CEO, Country Radio Broadcasters

## SPEAKING TOPICS »

- **Everyone Talks About "Branding":**  
What a Brand Really Is and How to Build One
- **An Introduction to the New Heartland:**  
Why Brands are Missing the Mark and How to Hit It
- **Target a Culture, Not a Demographic:**  
The Significance of Core Values and Lifestyle
- **Ditch the Consumer Stereotype:**  
Research Reveals the Real View of the New Heartland

## Previous Speaking Engagements



SIGMA

SXSW



Ars



PEPSICO



NASHVILLE  
ENTREPRENEUR CENTER



AMERICAN MARKETING  
ASSOCIATION



Forbes  
School of  
Business

FARE  
THE BUSINESS OF FOOD

## MEET PAUL JANKOWSKI »

Paul Jankowski is founder and chief brand strategist at New Heartland Group. He previously served as Chief Marketing Officer for Elvis Presley Enterprises and oversaw all aspects of global brand development. He was VP/Media Marketing with SFX Entertainment (Live Nation), Director of Global Entertainment relations for Gibson Guitar Corp., and served as pop promotion manager for MCA Records and SBK Records.

He was a certified NFL agent and worked directly with professional athletes and entertainers including Beyonce, Taylor Swift, Blake Shelton, Evander Holyfield, Jason Aldean, and Elton John.

Paul co-founded the TJ Martell Foundation in Nashville, a music industry foundation that funds medical research for leukemia cancer, and AIDS. He graduated from University of Tennessee at Knoxville. He lives in Nashville, TN with his wife and four children.



## BOOKING INFORMATION

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