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Frank L. Lane Public Lecture

September 15, 2010

Frank L. Lane the creator of the Killer Brand marketing method and author will be visiting the Georgia Southern campus to give a public lecture on ‘The Four Sequential Steps of Entrepreneurial Success’. While on campus Frank will be meeting with marketing and entrepreneurship faculty and speaking to a number of marketing classes about Killer Brands.

Frank. L. Lane’s public lecture will be in the Nessmith Lane Auditorium on October 26th at 5:00pm.

About Frank

Frank was named President and Chief Operating Officer of Neutrogena Products at the age of 34. In his three years there, sales doubled, profits doubled, and the company’s stock market value increased 600%.

In seven years with S. C. Johnson Wax, Frank held several marketing posts. Under his direction, the Laundry Products/Air Freshener group posted a 250% sales increase and a 500% profit increase in three years. The group developed nine new products for the Company—including SHOUT™ laundry stain remover and BEFRESH™ toilet bowl freshener.

Frank’s earlier business experience includes Procter & Gamble on PUFFS™ facial tissue and WHITE CLOUD™ toilet tissue; and General Electric, where as a 23 year old copywriter, he was the youngest person ever awarded GE’s General Management Award for Special Achievement.

Frank had four campaigns make Ad Age’s Top 100: WHITE CLOUD™’s “It doesn’t feel like (whispered) toilet paper”, GLADE SOLID™’s “It’s not an air conditioner—air conditioner, it’s an air conditioner”, SHOUT™’s “Want a tough stain out, Shout it out”, and BEFRESH™’s “I don’t do toilets, I put a shower in the bowl”.

At Neutrogena, Frank built several twenty year old brands, NORWEGIAN FORMULA™ hand cream, Sesame Seed Body Oil, Rainbath Shower Gel, all over 400% in three years, conceived Captive Audience Marketing and sponsored the idea that built Neutrogena Shampoo 3600%.

Frank is the creator of the KILLER BRAND™ Marketing Method. The KILLER BRAND™ method is to marketing as the SUZUKI method is to violin, an alternate method to becoming a maestro, in marketing rather than music.

Frank has used this method to successfully build killer brands as a corporate brand entrepreneur, such as Shout stain remover. Frank has also successfully used this method to build killer brands as a start-up brand entrepreneur, such as Bullfrog Amphibious Formula Sunblock.