



# ONE MORE THING...

FROM THE QVC LEADERSHIP SUMMIT

ONE BRAND • ONE PATH • ONE ANOTHER • ONE TEAM MOVING FORWARD

Day one is a wrap. A stimulating and informative opening by Mike George reminded us of the road we've traveled and gave us an insightful glimpse of the path ahead. Some of the discussions involved ...

## 3Es AND A Q

Is it possible to "own" the letter Q? Jeff Charney and the Marketing Team are sure going to try. With a fresher, more relevant look and feel, a chic, updated new logo and a powerful branding repositioning (featuring print, television, billboards, and buzz), QVC will make sure the American consumer will no longer see a "Q" without thinking about us and our brand.

In addition, a breakthrough advertising campaign featuring our new Q and a clever "iQdoU" positioning line will **Engage, Enrich, and Entertain** our current and potential customers. More importantly, it will give them a true sense of empowerment and pride. As the campaign gathers momentum, it will allow QVC consumers to stand up and be counted, aggressively attacking the stigma head-on that has been long associated with television retail. Ultimately, we will be able to distance ourselves from the rest of the pack.

## IT'S ALL ABOUT THE PRODUCT

As Bob Ayd stated, future success will depend on managing a diversified portfolio of products in the "grey area." With every product we consider putting on air, we should ask, "Is this Brand Right or Brand Wrong?"

A variety of prestigious national brands and a deep selection from our proprietary brands will not only attract new customers, but will strengthen the confidence of our present ones.

Oh, and we'll let you know when the **Heidi Klum Sterling Heart Locket** will air as a TSV.

## STICKINESS

With so many media choices, getting the average channel surfer to stay with us for an extended period of time and make a purchase is a challenge.

Mike Appleby and Angie Simmons demonstrated how increasing QVC's "stickiness" by just one minute can make an impact on audience volume and sales. How do we make them stay with us? By practicing "Viewership Right" (attractive sets, great products, and redesigned graphics) and avoiding "Viewership Wrong" (untrained guests, poor execution) to increase new names, audience size, and viewing time.

## NO MATTER WHERE YOU GO ... THERE'S QVC

Just as we transformed the retail world via the airwaves, QVC will be a leader once again with



QVC Everywhere - leveraging new technologies, like cell phones, digital cable, and the Internet.

Meade Rudasill revealed how QVC will capitalize on new media trends to increase our digital footprint. Through a bold prioritizing initiative, QVC will transition from an analog to digital infrastructure and continue to test new mobile technologies. Integral to this transition is the merging of TV and the Internet. The new features on QVC.com, presented by Bob Myers, demonstrate how television and online viewership will be seamless.

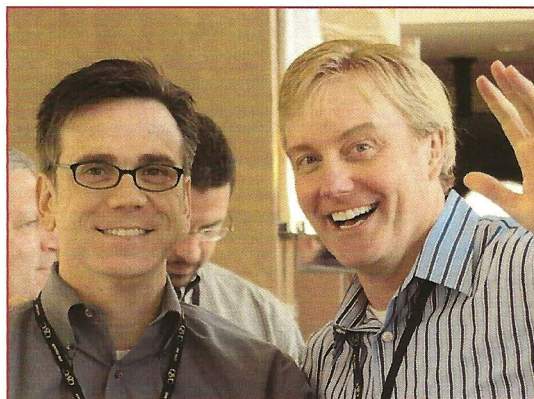
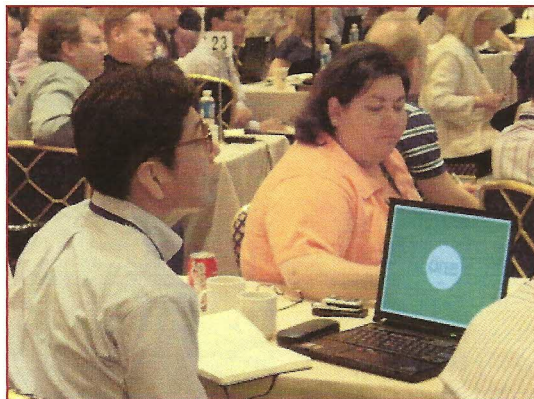
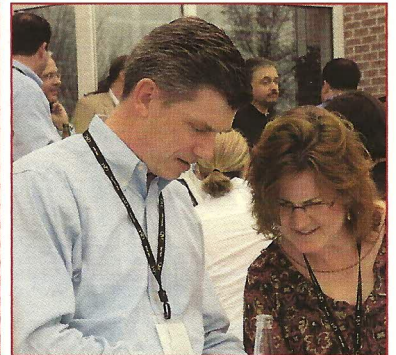
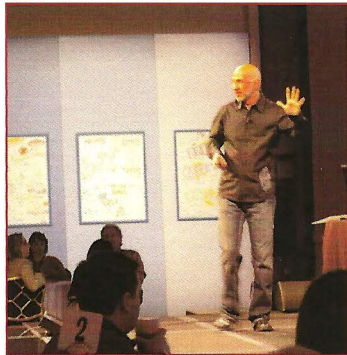
## TO "SUMMIT" UP ...

While redefining the brand might be intimidating for other companies, we are sure we have the right strategy.

Tactical marketing, focus on the product, excellence in on-air and online execution, and leveraging an exciting new world of media technologies all add up to Engaging, Enriching, and Entertaining the customer.



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"We are #1. We need to respect that. No one remembers who's #2."

— JEFF CHARNEY

"Working individually, we cannot win. Working as a team, we cannot fail."

— MIKE GEORGE

"In order to be great, we need to realize that we're not great yet."

— DAN McDERMOTT

"We have to earn our customers' engagement. We have to give them the tools to engage with us whenever, wherever, and however they want."

— DAN O'CONNELL

"One of our biggest opportunities is the convergence of TV and the Internet."

— MEADE RUDASILL

"By being genuine, we build credibility and trust with our customers."

— ANGIE SIMMONS