

# BXP PRELIMINARY EDITORIAL CALENDAR

	SPACE COSING	ADS DUE	FEATURE FOCUS	THE TOOLBOX (Product Focus)	THE DEBATE
<b>JANUARY/ FEBRUARY</b>	Jan - 17	Jan - 27	Marketing Modeling & Design ROI	Special Effects for Packaging	Can analytics deliver innovation?
<b>MARCH</b>	Feb - 14	Feb - 24	The Circular Economy	Eco-Friendly Packaging and Product Development Materials	What makes a brand experience immersive or invasive?
<b>APRIL</b>	Mar - 7	Mar - 17	Trends and Insights into the Luxury Market	Technologies that Speed Innovation and Optimize Marketing Programs, from Project Planning and Analysis to Digital Asset Management	How can a design leader be a change-maker?
<b>MAY</b>	Apr - 6	Apr - 16	Profiting from Personalization	Presentation and Point of Purchase Materials and Displays	Where do you get your best ideas? (A focus on cross-pollinated creativity)
<b>JUNE/JULY</b>	Jun - 1	Jun - 13	Delivering More Connected Brand Experiences, Including Multimedia Marketing Options on Mobile and E-Commerce	Luxury	What are the risks and rewards of disruptive design and marketing?
<b>AUGUST</b>	Jul - 10	Jul - 20	Design as Investment Not Cost	Materials and Tools to Create More Inspiring Work Environments	What is the real worth of brand equity in modern markets?
<b>SEPTEMBER</b>	Aug - 8	Aug - 18	Trends & Insights into the Food and Beverage Markets	Prototyping and Other Idea Visualization Tools	
<b>OCTOBER/ NOVEMBER</b>  <b>SPECIAL EDITION</b>	Oct - 10	Oct - 20	<b>ANNUAL AWARDS SPECIAL ISSUE</b>		
<b>DECEMBER</b>  <b>SPECIAL EDITION</b>	Nov - 6	Nov - 15	<b>BXP STATE OF THE INDUSTRY LOOK BOOK RESOURCE GUIDE &amp; TOOL BOX</b>		

**MERCHANDISING SUPPORT INCLUDED WITH EVERY ISSUE:** Collaboration Resource Showcase

<b>SPECIAL PROMOTIONS</b>	<b>BONUS DISTRIBUTION</b> (Subject to Change)
<p><b>SPECIAL SECTION:</b> Agencies to Watch</p> <p><b>WEBINAR:</b> Brand Leaders &amp; Rising Stars Awards Special Edition Webinar (February)</p>	<p><b>CosmoProf</b>, Italy; <b>Dscoop</b>, Phoenix; <b>PACK EXPO East</b>, Philadelphia; <b>Natural Products Expo West</b>, Anaheim</p>
<p><b>WEBINAR:</b> Innovation &amp; Top Trends</p>	<p><b>Fuse</b>, Miami; <b>GlobalShop</b>, Las Vegas</p>
<p>Introducing the 2017 Makeover Challenge Competitors &amp; Their Design Philosophies</p> <p><b>BONUS:</b> Advertiser Benchmark Study</p>	<p><b>LuxePack</b>, NY; <b>Sustpack</b>, Scottsdale, AZ; <b>ISA Sign Expo/CPP</b>, Las Vegas; <b>HOW Design Live</b>, Chicago</p>
	<p><b>PackEx Toronto</b>, <b>LuxePack</b> NY; <b>Pharmapack</b>, NY; <b>EastPack</b>, NY; <b>HBA</b>, NY; <b>Fancy Foods Show East</b>, NY</p>
<p><b>SPECIAL SECTION:</b> Agencies to Watch</p> <p><b>WEBINAR:</b> Delivering Immersive &amp; Engaging Brand Experiences</p>	<p><b>CosmoProf</b>, Las Vegas</p>
<p>Unveiling the 2017 Makeover Challenge Redesign Concepts</p>	<p><b>PRINT</b>, Chicago; <b>LuxePack Monaco</b>; <b>Aerosol Dispensing Forum</b>, NY; <b>International Retail Design Conference</b></p>
<p>Announcing the 2017 Makeover Challenge Winner</p> <p><b>WEBINAR:</b> Design as a Marketing Tool &amp; How to Quantify its Impacts</p> <p><b>BONUS:</b> Brand Awareness Perception Study</p>	
<p><b>SPECIAL SECTION:</b> Agencies to Watch</p> <p><b>WEBINAR:</b> Unlocking Creativity in Teams and Organizations</p>	<p><b>Texas Pack</b>, Houston; <b>MinnPack</b>, Minneapolis; <b>SGIA</b>, New Orleans; <b>PACK EXPO West</b>, Las Vegas; <b>DMI</b>, Minneapolis; <b>Supply Side West</b>, Las Vegas; <b>BXP Conference</b> (TBD)</p>
<p><b>THE BRAND EXPERIENCE TOOL BOX</b></p>	<p><b>BXP Conference</b> (TBD); <b>WestPack 2018</b> (TBD); <b>PharmaPack Europe 2018</b> (TBD); <b>Consumer Electronics Show</b>, Las Vegas; <b>DBA Design Effectiveness Awards Gala</b> (TBD); <b>Fancy Foods Show West</b>, San Francisco; <b>Graphics of the Americas</b>, Miami</p>

## IN EVERY ISSUE

### CHIEF EXPERIENCE OFFICER MULTI-MEDIA SERIES

Through in-depth interviews, BXP focuses on the best-in-class companies that have recognized design's value as a core business competence. In this multi-media series, exclusive interviews are held with consumer facing goods and retail thought leaders and are available in print as well as aired via webcast.

### THE SCENE

BXP delivers research, news, consumer and shopper insights and more from inside and outside the omni-channel brand design community. Each issue offers fresh inspiration for looking at design as a business strategy.

### FEATURE FOCUS

This section examines shopper insights, trends and best collaborations and inspiring omni-channel brand design from around the globe.

### THE DEBATE

Each issue, we invite business leaders to push against the boundaries of today's design conversation. The resulting conversations are witty, provocative and fuel for changing the design, branding and marketing of consumer packaged goods and establishing best practices for the industry.

### THE TOOLBOX

The latest resources and solutions in a marketer's and designer's toolbox for creating winning brand experiences.

### THE [BRAND EXPERIENCE] LIST

The top 10 buzz-worthy brands by social media mentions.

### CASE STUDIES

BXP examines strategies, insights and best practices for new product launches and the art of the rebrand to create winning global omni-channel brand strategies and executions to support that brand's specific business objectives.

