

# Building Blockbusters:

## From M&Ms to Pedigree and Beyond Products to Services

**Grant F. Reid**  
**Former CEO, Mars Inc.**

**What really makes a brand unforgettable? Is it a flash of magic, an inspiring campaign or something deeper, woven into the way businesses are built? Today, the answer matters more than ever.**

Few leaders know this better than Grant F. Reid. Over a 34-year career at Mars, he helped steer household names including M&Ms, Snickers, Dolmio and Pedigree to new heights.

As CEO, he grew sales by more than 50% to over \$45 billion, expanded the workforce to 140,000 and reshaped the portfolio through innovation and acquisitions. His expertise embraces marketing, sales, manufacturing

and procurement, giving him a rare 360-degree perspective on what powers brand growth.

In his lecture, he will share lessons drawn from marketing thinking and tested through real experience. He will ask: which fundamentals still matter, which must be rethought and how can blockbuster moments be turned into lasting equity?

This is not a retrospective but a rare chance to hear one of the world's most accomplished leaders on what it really takes to build brands.

To book your place, see next page.

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British  
Brands  
Group

**Thursday 16 October 2025**  
**6pm for 6.30pm**



Cavendish Conference Centre  
 22 Duchess Mews  
 London W1G 9DT  
 Click here for [map](#)



Online attendance available.

## BOOK HERE



Attend in person



Attend online

Tickets: £50 + VAT

The Lecture will be followed by a drinks reception.

## RSVP

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**The Brands Lectures have become a leading forum for brand thinking in the UK.**  
**Previous lectures include:**

### Are Brands Good for Britain?

Tim Ambler

### Posh Spice and Persil

Jeremy Bullmore

### 100% Marketing

Rob Malcolm

### Hybrids, the Heavenly Bed and Purple Ketchup

David Aaker

### Brands beyond Business

Simon Anholt

### The Lovemarks Effect

Kevin Roberts

### They think it's all over ...

Martin Glenn

### Can brands save the world?

Let's hope so.

Richard Reed

### In brands we trust

Lord Bilimoria

### Brand new! Innovation in a challenging world

Fiona Dawson

### Accountability is not enough

Rory Sutherland

### Sports marketing: unleashing the passion

Austin Lally

### Brands, Capital and Crises

Rita Clifton

### Consumers, brands and trust: happy bedfellows or a new pyramid of conflict?

Peter Vicary-Smith

### Brands and CEOs

Patrick Barwise

### Never mind the quality, feel the personalisation. The future of retailing

Alan Giles

### Are brands a form of corporate bullshit?

Evan Davis

### Should brands take a stand?

Gary Coombe

### Brands – Falling in love again

Peter Field

### Let's make this more interesting

Adam Morgan

### The history and future of brand management in under sixty minutes

Mark Ritson



**Copies of all lectures are available free from the British Brands Group**

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