



Mumbrella

RETAIL MARKETING SUMMIT

WELCOME

After the sold-out success of our first Mumbrella Retail Marketing Summit last year, we've returned to present to you an even bigger line up in 2017, featuring some of the country's leading retail and FMCG brand owners and marketing experts.

Today, we'll be addressing the latest technological and digital developments that every marketer should know about. Hear about the next wave in mobile marketing, how retailers can future-proof themselves against the threat of Amazon, best practice case studies on how brands are utilising augmented reality and virtual reality, and watch a presentation demystifying artificial intelligence, explaining how it can improve the bottom line of your business.

We're also fortunate to have join us, Clare Muscutt, the head of customer experience design at Sainsbury's – now the UK's biggest non-food retailer and the second-biggest grocer. Clare, an award-winning customer experience leader, will share her vast experience and insights into how to deliver a targeted customer experience at scale, in an omnichannel world.

We'll also be looking at some of the more traditional aspects of marketing, including how to supercharge your sponsorship strategy with a case study from Supercheap Auto, Myer's in-store transformation, how iconic Australian retailers such as Sportsgirl and Jeanswest are reinventing their brands, and how to build a brand that consumers love and trust with CMOs from Unilever, McDonald's and Luxottica, alongside OMD and YouGov.

Of course, the summit wouldn't be possible without the support of our sponsors. And the amazing content that we'll be presenting today wouldn't be possible without the contributions of some of the leading marketing minds from both agencyland, and the retail and FMCG sector. So to our speakers, we at Mumbrella say 'thank you'.

To our delegates, we urge you to get involved in the day, to sit in on as many sessions as possible, and to ask lots of questions of the amazing marketing talent we've brought together to create a program which we hope is worth leaving the office for.

Enjoy the day.



Camille Alarcon
Content Director - Events,
Mumbrella



Mumbrella
RETAIL
MARKETING
SUMMIT

	STREAM 1	
8:30am	Welcome Address – Camille Alarcon, Content Director - Events, Mumbrella	
8:40am	INTERNATIONAL KEYNOTE: How Great CX Design is Driving Sainsbury's Mission to be a Place Where People Love to Shop	
9:40am	Brand Building and How to Win the Trust of Your Customers	
10:30am	Morning Tea	
	STREAM 1	STREAM 2
10:55am	Virtual and Augmented Reality Coming to a Store Near You	The Next Wave of Mobile Marketing
11:45am	How Treasury Wine Estates Transformed its User Journey Model to Drive Growth Globally	How Sponsorship Supercharged the Supercheap Auto Brand
12:20pm	How L'Oreal is Using Digital and New Technologies to Boost eRetail Sales	How Kids Influence Their Parents' In-store Shopping Behaviour
12:50pm	Lunch	
	STREAM 1	STREAM 2
1:35pm	How Blackmores is Using Data and Analytics to Achieve Business Results	How Iconic Aussie Retailers are Fighting the Fast-Fashion Frenzy
2:20pm	How to Apply Marketing Science & Why It Makes Advertising Work Better	Myer's Retail Wonderland: Transforming the In-store Experience
3:00pm	Woolworths Gets Personal in Drive for Customer Loyalty	Stop Selling Products, Start Creating Moments
3:35pm	Breaking Down the Barriers Between 'Retail' and 'Brand' Advertising	How Consumer Behaviour is Changing and the Implications for Brands
4:05pm	Afternoon Tea	
	STREAM 1	
4:30pm	Demystifying AI and How It can Improve the Bottom Line	
5:05pm	Amazon on the Go, so What Now for Australian Retailers?	
6:00pm	Close & Networking Drinks Reception	

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8:30am

Welcome Address - Camille Alarcon, Mumbrella

8:40am

INTERNATIONAL KEYNOTE: How Great CX Design is Driving Sainsbury's Mission to be a Place Where People Love to Shop

Clare Muscutt from Sainsbury's, the UK's second-largest grocer, will outline the importance of customer experience design in an ever-changing omni-channel world, and the common pitfalls businesses fall victim to. Muscutt will share how great design can not only be used to create a distinctive brand experience based on customer needs, but also drive business decision making. She will bring to life the tools used to design CX at Sainsbury's and share how to break down barriers between channels to join the dots for your customers.



Clare Muscutt
Head of Customer
Experience Design,
Sainsbury's



Camille Alarcon
Content Director -
Events, Mumbrella
(Moderator)

9:40am

Brand Building and How to Win the Trust of Your Customers

Global research firm, YouGov, will reveal the results of its newly-commissioned research on what goes into building a healthy retail and FMCG brand that consumers trust, as well as provide a snapshot of the brand health of some of Australia's major retail and FMCG players. The session will also feature a panel discussion on the topic, with chief marketers from Unilever, McDonald's and Luxottica, along with media agency OMD.



Jo Feeney
Director of Marketing,
McDonald's



John Broome
Chief Marketing
Officer, Unilever
Australia & New
Zealand



Aimee Buchanan
Chief Executive
Officer, OMD
Australia



Jee Moon
Vice President
Marketing, Luxottica



Patrick Corr
Co-CEO,
YouGov APAC
(Moderator)

10:30am

Morning Tea

10:55am

STREAM 1

Virtual and Augmented Reality Coming to a Store Near You

In a year that saw virtual and augmented reality come of age with Oculus, Samsung, Sony, Google, HTC and Microsoft exploring new frontiers and commercial applications for the technology, the growth of this burgeoning industry is forecast to exceed \$150bn by 2020, according to a Digi-Capital report. Don't get left behind and find out how Australian retailers and brands are utilising VR and AR for social media, tourism, sales, store design, category platforms, training and unique shopper experiences.



Dean Calder
Head of Category
& Channel
Development,
Danone Nutricia



Maree Magdas
Corporate Marketing
Manager, Just Cuts



Jason Bentley
CEO, Aurora VR
(Moderator)

STREAM 2

The Next Wave of Mobile Marketing

While digital marketing activity is often synonymous with online sales, the high penetration of smartphones in Australia means the mobile device is playing an increasingly important role in driving offline sales. In this session, hear from a panel of leading retailers on the progressive steps they have taken with mobile, sharing their learnings and results from recent mobile marketing initiatives.



Col Kennedy
General Manager
Brand & Customer
Experience, Country
Road



John Sette
Group Marketing
Manager, Kathmandu



Andrew Mathwin
Senior Marketing
Manager, Digital
& Omnichannel,
Spotlight Retail
Group



Kate Box
Head of Retail,
Facebook
(Moderator)

11:45am

STREAM 1

How Treasury Wine Estates Transformed its User Journey Model to Drive Growth Globally

Treasury Wine Estates (TWE) will outline how its locally-developed user journey model – which puts the consumer, shopper and retailer at the heart of all business decisions and strategies – is driving business growth. Find out how the application of the bespoke model has delivered results for both its brands such as Wolf Blass and Gentlemen's Collection, and the overarching business, globally.



Angus Liley
Marketing Director,
Treasury Wine
Estates ANZ



Georgia Bruton
Managing Partner,
Shopper JWT

STREAM 2

How Sponsorship Supercharged the Supercheap Auto Brand

A best practice case study in sponsorship for retailers. Learn how Supercheap Auto turned its sponsorship of the Bathurst 1,000 into the second-largest retail event of the year, behind Christmas. Hear about how the auto retailer transformed the sponsorship property from a 'logos on signs' approach, to a fully immersive customer experience across advertising, social media, pop-up retail and loyalty.



David Bauer
GM Customer
Communications
& Engagement,
Supercheap Auto



Matt Newell
Executive Strategy
Director, The General
Store

12:20pm

STREAM 1

How L'Oreal is Using Digital and New Technologies to Boost eRetail Sales

L'Oreal's Christophe Eymery will discuss how the beauty company is using technology to expand its beauty services and link back to eRetail – where it gains sales through traditional B2B clients' online channels, such as Priceline online. Eymery will outline initiatives including the use of wearable technology and an app which uses facial mapping technology to allow consumers to try on products and make-up styles in real time.



Christophe Eymery
Head of Digital &
Media, Australia &
New Zealand, L'Oréal

STREAM 2

How Kids Influence Their Parents' In-store Shopping Behaviour

Drawing on the latest findings from Ehrenberg-Bass Institute – the world's largest centre for research into marketing – marketing scientist Dr. Bill Page will look at the influence of children on the in-store behaviour of parents and explore questions such as: Do people visit different parts of the store when kids go with them?; and How do children wield 'pester power'? Dr. Page's presentation will offer practical, evidence-based insights and provide implications for retailers and brand managers.



Dr Bill Page
Senior Research
Associate,
Ehrenberg-Bass
Institute

12:50pm

Lunch

DIGITAL MEDIA EXPLORATION

AFK, formerly known as MobeSeek, is an innovative, hungry, tenacious digital agency. We are very proud to be independent.

Our roots are as a mobile agency and as the world moves increasingly 'Away From Keyboard', our depth of knowledge in mobile enables us to create genuinely cross-platform digital experiences that transform brands, connect customers, and help businesses thrive.

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1300 305 889 hello@afkagency.com www.afkagency.com

1:35pm

STREAM 1

How Blackmores is Using Data and Analytics to Achieve Business Results

Just over three years ago when Dave Fenlon joined Blackmores as its MD, he and his team set about reviewing how the vitamins company could more effectively reach its customers. In this session, Fenlon and Tim Trumper from data analytics firm Quantum will provide a holistic view of how they've worked to better understand customer behaviour through data and analytics, and leverage data-driven insights to bring about real business results.



Dave Fenlon
MD Australia &
New Zealand,
Blackmores



Tim Trumper
Advisor, Quantum



Camille Alarcon
Content Director -
Events, Mumbrella
(Moderator)

STREAM 2

How Iconic Aussie Retailers are Fighting the Fast-Fashion Frenzy

How do you compete with the Topshops and H&Ms of the world if you're an Australian brand targeting millennials? Sportsgirl will share its new brand story which began two-and-a-half years ago when it launched a refreshed competitive brand positioning and re-defined what it means to be a uniquely Australian brand. Meanwhile, Jeanswest will outline its six approaches to innovation which has seen it successfully push into a more premium space.



Anna Stevens
Group Strategic
Brand Manager,
Sussan & Sportsgirl



Belinda Waller
General Manager
Marketing,
Jeanswest



Andrew Williams
Managing Partner,
Pencil&Pixel



Alex Hayes
Head of Mumbrella
Bespoke, Mumbrella
(Moderator)

2:20pm

STREAM 1

How to Apply Marketing Science & Why It Makes Advertising Work Better

Like wildfire, advanced analytics and predictive modelling is penetrating almost every corner of organisational decision making. Sadly, marketing is not only far from being at the forefront of this movement, but in many cases it's nowhere to be seen. Forethought's Ken Roberts will set out some key principles for the application of marketing science in communication, including a case study co-presentation with Coles' Dale Preston.



Dale Preston
Head of Customer
Voice,
Coles Supermarkets



Ken Roberts
CEO, Forethought



Simon Canning
Marketing &
Advertising Editor,
Mumbrella
(Moderator)

STREAM 2

Myer's Retail Wonderland: Transforming the In-store Experience

An in-depth view into the complete re-imagining of the Myer Sydney flagship store with the launch of 'Wonderland by Myer' and its role as part of the 'New Myer' strategy – the retailer's five-year transformation plan. Hear insights into the learnings and performance so far based on objectives around customer experience and retail performance; as well as the future and ongoing evolution of 'Wonderland by Myer'.



Timothy Clark
Executive GM of
Property, Store
Development &
Services, Myer



Danny Lattouf
MD IdeaWorks
& Board Director
ANZ, POPAI



Miranda Ward
Deputy Editor,
Mumbrella
(Moderator)

3:00pm

STREAM 1

Woolworths Gets Personal in Drive for Customer Loyalty

Ingrid Maes, Woolworths' Director of Loyalty & Data, will co-present alongside Adam Driussi, CEO of data analytics firm Quantum, on the strategic programs the company has worked on, including the supermarket giant's rewards program, which has effectively driven customer loyalty.



Ingrid Maes
Director of Loyalty &
Data, Woolworths



Adam Driussi
CEO,
Quantum



Alex Hayes
Head of Mumbrella
Bespoke, Mumbrella
(Moderator)

STREAM 2

Stop Selling Products, Start Creating Moments

SapientNitro will outline the current state of e-commerce and how a relentless focus on transacting alone will not be defensible territory for brands in the future. This session will cover how identifying the 'Must-Win-Moments' for your brand can create value, loyalty and growth; how a few basic techniques can go a long way to develop emotionally resonant e-commerce experiences; and tangible steps you can take now to start to create an emotional connection with your consumers.



Paul Taylor
Executive
Creative Director,
SapientNitro



Cassandra Kelsall
Experience
Design Lead,
SapientNitro

3:35pm

STREAM 1

Breaking Down the Barriers Between 'Retail' and 'Brand' Advertising

Contemporary marketing theory stresses the distinction between short-term sales activations and long-term brand building. But what if an over-emphasis on the traditional distinctions between 'retail' and 'brand' advertising actually hurts more than it helps? BMF's planning chiefs will share examples of how retail brands have seen success by blinding themselves to these traditional distinctions, including Australia's fastest-growing major retailer, Aldi.



Hugh Munro
Head of Planning
(Innovation), BMF



Ali Tilling
Head of Planning
(Brand), BMF

STREAM 2

How Consumer Behaviour is Changing and the Implications for Brands

We all know that the digital revolution has completely transformed the way consumers are interacting with brands, yet most businesses are still struggling to keep up. In this session, BrandHook's Pip Stocks identifies the seven changes in consumer behaviour; what consumers want from their brand experiences; and demonstrate how successful FMCG and retail brands are adapting to their needs from new ways to buy.



Pip Stocks
CEO & Founder,
BrandHook

4:05pm

Afternoon Tea



4:30pm

Demystifying A.I. and How It can Improve the Bottom Line

Tiberio Caetano, chief scientist at machine learning specialist firm Ambiata, will separate the truth from the hype around artificial intelligence (A.I.) and explore: Why A.I./machine learning is relevant to the FMCG and retail sectors, outlining the benefits it can provide; how to get started with A.I./machine learning to improve your company's bottom line; and provide a case study in which A.I./machine learning was successfully applied.



Tiberio Caetano
Chief Scientist,
Ambiata



Camille Alarcon
Content Director -
Events, Mumbrella
(Moderator)

5:05pm

Amazon on the Go: so What Now for Australian Retailers?

Amazon's threat to traditional retail has been widely documented as it continues its march to deliver shoppers data-driven, automated, real-time services through its suite of complimentary offerings including Amazon Prime, Amazon Echo, Amazon Dash and Amazon Fresh. In this session, Accenture will outline Amazon's expanding retail ecosystem, explain what it means for consumers, and the impact on retailers. This will be followed by a panel discussion on what Australian retailers should be doing to future-proof their businesses.



Nhung Mason
ANZ Products Lead
for Management
Consulting,
Accenture



Clare Muscutt
Head of Customer
Experience Design,
Sainsbury's



Stephen Kulmar
CEO,
Retail Oasis



George Freney
CEO, Booodl &
Technology
Entrepreneur



Alex Hayes
Head of Mumbrella
Bespoke, Mumbrella
(Moderator)

6:00pm

Close & Networking Drinks Reception

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