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# msix

Marketing Science Ideas Xchange

Where marketing sciences  
meet real-world marketing



Andrew Leigh



Jason Collins



James Hurman



Michael Norton



Rebecca James



Paul Fishlock



Philip Harris



Jenni Romaniuk



Aaron Michie



Michelle Katz

POWERHOUSE MUSEUM, SYDNEY  
JULY 30 2015

## AGENDA

- 8.15** Registration and arrival tea and coffee
- 8.45** Welcome & conference overview  
Adam Ferrier, MSiX curator
- 9.00** KEYNOTE  
Building brands through transparency
- 10.00** On earth as it is in heaven:  
What would marketing/advertising  
look like in utopia?
- 10.40** MORNING TEA
- 11.00** Using behavioural economics to  
shape public policy, and people's  
behaviour
- 11.40** The Creative vs. Media Battle
- 12.25** The future of behavioural science  
will be more like music than magic:  
building creativity
- 1.05** LUNCH
- 2.00** Big or small, how to get clever data
- 2.45** Consumer neuroscience:  
Brave new world or bullshit?
- 3.35** Please, not another bias!  
An evolutionary take on behavioural  
economics
- 4.15** AFTERNOON TEA
- 4.30** (How not to be a) Dummy's guide to  
distinctive brand assets
- 5.10** Why science and creativity are friends
- 5.50** The Quiz and wrap up
- 6.00** CLOSE
- 6.00** Drinks reception
- 6.30** MSiX Awards

## THURSDAY, JULY 30



**8.45 WELCOME**  
Adam Ferrier, MSiX curator

### 9.00 KEYNOTE: Building brands through transparency

How does a pizza tracker build shareholder value for a pizza brand? With greater transparency, comes greater trust from your stakeholders. The more trust, the more value. Norton's ground breaking research will show how building transparency into your brand, business or processes will help people see value in your offer, (re)gain trust, increase satisfaction and trigger action.



Michael Norton  
professor of business  
administration, Marketing Unit,  
Harvard Business School

### 10.00 On earth as it is in heaven: What would marketing/advertising look like in utopia?



- The role of marketing and advertising in utopia
- Gaps between utopia and our neck of the woods
- How we're getting closer to utopia

Nicholas Gruen  
CEO, Lateral Economics

### 10.40 MORNING TEA

### 11.00 Using behavioural economics to shape public policy, and people's behaviour

- Why policies that constrain our choices can actually improve our lives
- How the UK government's 'Nudge Unit', and NSW Government got their taxes paid on time
- Six ways behavioural economics will affect policymaking in the future



Andrew Leigh  
Shadow Assistant Treasurer

### 11.40 The Creative vs. Media battle: Which side of the agency fence do marketing sciences belong to – creative or media?



Aaron Michie  
chief innovation  
officer,  
ZenithOptimedia



Justin Hind  
CEO & co-founder,  
With Collective



Phil Phelan  
national  
strategy director,  
SapientNitro



Paul Fishlock  
principal,  
Behaviour Change  
Partners



Howard Parry-  
Husbands,  
CEO, Pollinate  
(moderator)



Sam Tatam  
behavioural science  
lead, #OgilvyChange  
Australia

### 12.25 The future of behavioural science will be more like music than magic: building creativity

- Behavioural science isn't new, but how we use it can be
- Why we must embrace and utilise behavioural science like musicians
- How, by thinking this way, our interventions will continue to evolve and influence

### 1.05 LUNCH

### 2.00 Big or small, how to get clever data

A panel discussion on how to set up systems and processes that allow your company to make the most out of the data you have.



Rebecca James  
chief marketing  
officer, ME Bank



Andy Lark  
chief marketing  
officer, Xero



Justin Hind  
CEO & co-founder,  
With Collective



Howard Parry-  
Husbands  
CEO, Pollinate  
(moderator)

### 2.45 Consumer neuroscience: Brave new world or bullshit?



Michelle Katz  
assoc. director of  
advertising & media  
partnerships, Optus



Dr Philip Harris  
director, Nuro



Richard Silberstein  
chairman, Neuro-Insight

### 3.35 Please, not another bias! An evolutionary take on behavioural economics

- How evolutionary biology provides a framework to understand human (consumer) behaviour
- Why we should think of humans as evolved animals to understand decision making
- Why my least favourite Wikipedia page is the "List of cognitive biases"



Jason Collins  
economist and public policy  
specialist

### 4.15 AFTERNOON TEA

### 4.30 (How not to be a) Dummy's guide to distinctive brand assets

Marketing science tells us distinctive brand assets are invaluable for brands wanting to grow. We'll look at:

- How distinctive assets help build a brand
- How to assess the strength of your brand assets
- How to avoid the common mistakes when building a strong brand identity



Jenni Romaniuk  
research professor & associate  
director (international),  
Ehrenberg-Bass Institute,  
University of South Australia

### 5.10 Why science and creativity are friends



James Hurman  
founder & principal,  
Previously  
Unavailable

- Why scientists hate it when we talk about creativity like it's the opposite of what they do
- Why creative awards are the most scientific thing we do
- How evolutionary biology holds the key to better creative work

### 5.50 The Quiz and wrap up

### 6.00 Drinks reception

### 6.30 MSiX Awards

