

The background features two diagonal stripes, one yellow and one teal, crossing in the center. In the top-right and bottom-left corners, there are network-like graphics with glowing nodes and connecting lines in blue and orange.

msix

Marketing Science Ideas Xchange

Welcome to MSIX 2016, this year we are putting the I into MSIX or, more accurately, looking at how better ideas can be developed with the aid of marketing sciences. The Ideas Xchange is divided into four broad categories. Firstly, we'll be looking at the great work marketing sciences is already achieving with case studies and examples from commerce, government and creativity. Secondly, we'll look broadly at marketing sciences and see how they are being applied to reality TV, the emerging world of influencer marketing, and gaming. Thirdly, the day will close by looking at how various client-side marketers and agencies are structuring their businesses in order to better deliver ideas supported by the marketing sciences. Finally, the day will close looking at some emerging themes in the area.



Adam Ferrier
Curator,
MSIX III

The day involves a series of talks and interactive sessions. However, throughout the day we encourage people to connect with the speakers and each other to make the most of their time here. From our experiences with MSIX I and MSIX II the community attracted to this space cuts across all forms of marketing - from insights to execution, and is passionate about moving the industry forwards; so bumping into mutually interesting conversations will not be difficult.

When the conferences conclude in the afternoon, the 2016 MSIX Awards will begin. These awards recognise the best work informed by marketing sciences undertaken in Australia according to our esteemed panel of judges. The awards are an important complement to MSIX - the industry needs to promote and encourage this category of work.

In short: have fun, and enjoy yourself. Connect and share ideas and rejoice in the knowledge that at the end of the day you will have a head full of ideas and information that is not available to your competitors or those you want to impress. We thank you, sincerely, for your participation today and trust you'll take it upon yourself to get the most from what our guest experts have to offer.

Adam Ferrier,
Curator, MSIX III

SUPPORTERS



AGENDA

8:45am Welcome and Conference Overview - *Adam Ferrier, MSIX Curator*

Marketing Science is Mandatory – Now

9:00am How Applying Behavioural Insights Has Benefited the Public

9:30am Science-Driven Creative? You're Late!

10:10am Data Driven Creativity: How Data Sciences Can be Used Effectively to Build Creative Solutions

10:40am Morning Tea and Group Exercise

How Marketing Science and Ideas Combine to Create Behavioural Change

11:00am Why Reality TV is the Best Tool for Mass Behaviour Change Ever Invented

11:35am Gameful Design for Behaviour Change

12:05am The Science of Influence

12:35pm Lunch and Ideas Xchange

The Use and Abuse of Marketing and Data Sciences: Clients and Agencies

1:20pm Something Weird: Embodied Feelings, You and This Moment

1:40pm How Marketers are Using Data and Marketing Sciences

2:40pm The New Agency Model: How Agencies Have Embraced (or Not) Marketing Sciences

4:00pm Afternoon Tea

Future Trends in Marketing Sciences

4:15pm What is AI Anyway, Surely This is Not Really Happening Here, Right Now?

4:35pm Brand Tracking Informed by Behavioural and Marketing Science (and Why Donald Trump Won the Battle to be the USA's Next President)

5:05pm What's Possible at the Intersection of Behavioural Science, Analytics and Creativity

5:40pm The Exam and Prizes

8.45am

Welcome and Conference Overview - Adam Ferrier, MSIX Curator

Marketing Science is Mandatory – Now

9.00am

How Applying Behavioural Insights Has Benefited the Public

Behavioural insights help us understand human behaviour and decision making. We know from our own lives that we often fail to do what's best for us, despite our good intentions – whether it be exercising more, saving money or eating healthily. We can use this understanding of how humans realistically behave in everyday life to help people make better decisions for themselves and society.



Dr Karen Tindall
Senior Advisor,
Behavioural Insights
Team (BIT) Australia

9.30am

Science-Driven Creative? You're Late!

Ken Roberts will explore how creative is determining the ways in which we drive consumer behaviour, what evidence we have that brands are briefing their creative agencies, and how marketing science quantifies and ranks both rational and emotional drivers of consumer behaviour, allowing us to craft creative that delivers ROI.



Ken Roberts
CEO, Forethought

10.10am

Data Driven Creativity: How Data Sciences Can be Used Effectively to Build Creative Solutions

Steve Coll is one of Australia's most awarded creatives. He created news last year when he left Droga5 for the digital-centric agency, WiTH Collective. Steve has embraced data as being central to the creative product. In this session, Steve will discuss how a data-centric perspective works with and not against creative solutions.



Steve Coll
Creative Partner,
WiTH Collective

10.40am

Morning Tea and Group Exercise

How Marketing Science and Ideas Combine to Create Behavioural Change

11.00am Why Reality TV is the Best Tool for Mass Behaviour Change Ever Invented

In this talk you'll see why reality TV is the one successful behaviour change tool utilised across culture today. The principles of reality TV as a behavioural change agent will be discussed, as will the role science can play in enhancing the message. You'll also see how Heiress Films collaborated with the University of Melbourne to create a three-part reality TV series, Man Up, aimed at improving mens mental well being. Man Up is principally financed by the Movember Foundation in association with the University of Melbourne, and produced in association with the Australian Broadcasting Corporation.



Professor Jane Pirkis
Director, Centre
for Mental Health,
University of Melbourne



Jennifer Cummins
Principal,
Heiress Films



Jackie Turnure
Digital Strategist /
Producer

11.35am Gameful Design for Behaviour Change

This talk will look at the psychological principles behind game design in order to create effective behavioural change programs. It will examine the principles that make mass participation in games (such as Pokémon Go) likely and what the sciences say should be avoided. The content is a mix of practical and psychological examples which will leave people understanding the intersection of gaming and behaviour change.



Jocelyn Brewer
Psychologist,
Digital Nutrition

12.05pm The Science of Influence

TRIBE connects content creators with leading brands to create powerful and authentic 1:1 campaigns that engage hard-to-reach audiences. Being a self-service tech platform, data science is the cornerstone of the integrity, efficiency and efficacy of the marketplace. This session will uncover how TRIBE applies data science as the measurement of influence across all phases of the marketplace speed and scale.



Jules Lund
Founder,
TRIBE



Nick Barrington
Data Scientist,
TRIBE

The Use and Abuse of Marketing and Data Sciences: Clients and Agencies

1.20pm Something Weird: Embodied Feelings, You and This Moment

Combining cognitive, somatic and expressive principles in this session, Simon Thatcher will provide MSIX guests with an experiment in 'learning via experiencing', inviting each of us to step a little closer towards the edge of our emotional comfort zone. Simon's interactive session will leave guests feeling more grounded in their approach to the world by attempting to unlock areas of the brain and body that were previously closed.



Simon Thatcher
Psychologist

1.40pm How Marketers are Using Data and Marketing Sciences

Many of today's data-rich marketers have grappled with the data science question and have turned big data into clever data, while others continue to feel overwhelmed by the options. This session takes the confusion out of big data. We will hear from some of Australia's leading marketers about the steps they've taken to embrace marketing and data science, and the benefits it's made to their businesses.



Luke Rattigan
Former COO,
Sportsbet



Andrew Knott
CMO / Executive
General Manager –
Marketing, NAB

2.40pm The New Agency Model: How Agencies Have Embraced (or Not) Marketing Sciences

This session will examine three leading Australian agencies, each with diverse offerings: The Monkeys (winner of the Grand Prix at this year's Effies); Quantum (Australia's leading data science agency); and Red Planet (a media, research and analytics agency built from Qantas Loyalty). All three agencies will discuss marketing sciences, data and how each helps their clients navigate this complex space.



Adam Driussi
CEO,
Quantum



Bernard Wilson
General Manager,
Customer Data Analytics &
Commercialisation
Loyalty and Customer Data,
Woolworths Food Group



Vaughan Chandler
Executive Manager,
Red Planet



Fabio Buresti
Executive Planning
Director / Partner,
The Monkeys

Future Trends in Marketing Sciences

4.15pm

What is AI Anyway, Surely This is Not Really Happening Here, Right Now?

A fun and challenging session where guests will hear about the latest developments in AI and how these are reshaping the ways that consumers interact with brands, advertisers and each other. What do marketers do when devices take over from people as targets? Join Erica in a discussion of what some of the latest AI developments are, and what's to come. AI is here, now. Are you ready for it?



Erica Van Lieven
Founder & Managing
Director, Direction First

4.35pm

Brand Tracking Informed by Behavioural and Marketing Science (and Why Donald Trump Won the Battle to be the USA's Next President)

Brainjuicer (the System 1 research agency) is now in Australia and will take us through how Donald Trump became President of the United States. According to their brand tracking research based upon the principles of behavioural and marketing science, a brand's health is determined by the 3Fs; Fame, Feeling and Fluency. You'll also hear how this new brand tracking methodology is being utilised by various categories around the world.



Ed Harrison
Managing Director,
Australia, Brainjuicer

5.05pm

What's Possible at the Intersection of Behavioural Science, Analytics and Creativity

There's an ever-increasing expectation for all parts of business – including product, marketing, communications and operations – to be anchored in the proven science of human behaviour in order to maximise commercial effectiveness. In this session, you'll hear examples of commercial behavioural science in action, examples of real business impact through practical interventions that directly trigger behavioural changes, and guests will hear how behavioural science is carried out by the experts – people who did the science, not just read the book.



Johann Ponnampalam
Co-Founder, Decision
Design. Associate
Professor, Deakin
University



Andrew Chapman
Co-Founder,
Decision Design

5.40pm

The Exam and Prizes



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November 24, 2016 | The Powerhouse Museum, Sydney