



Mumbrella 360

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THURSDAY PROGRAM

7:00am	Registration And Coffee		
	Main Stage		
8:00am	UnLtd Thanks		
8:05am	International Keynote: From Storytelling to The New Age of 'Hypertelling'		
			Personal Development Stage
9:30am	International Keynote: How Marketers and Agencies Need to Reset for The New Era of Marketing		International Speaker: Building a Company Culture is One Thing, But How Do You Build a Performance Culture?
10:30am	Break		
	Culture Stage	Content Stage	
11:00am	How to Create a Culture Brand in a Post-Brexit, Trump World	Art for Ads' Sake	How to Inspire Fresh and Innovative Thinking
11:45am	Break		
12:00pm	Festivals, Musicians and Industry Insiders: How Not to Screw Up Music-Based Marketing	Exclusive Research: How Australia Compares to The World's Most Effective Campaigns	How to Raise a Unicorn (And Take a Great Idea to The Next Level)
12:45pm	Lunch		
	1:00pm The Lunchtime Debate: "Digital Metrics Are Full of Bullshit" (Personal Development Stage)		
	Main Stage		
2:00pm	Cracking Content: How Domain Transformed its Journalism into a Core Business Channel <small>Curated and presented by Premier Platinum Sponsor Domain</small>		CMOs Unplugged: A Frank Discussion About The State and Direction of The Marketing Industry <small>Curated and presented by Premier Platinum Sponsor PwC</small>
2:45pm	Break		
3:00pm	International Keynote: Science, Creativity and Contradiction – The Making of a Modern TV Ad		NIDA Corporate Presents: Presenting – It's Not About You
3:45pm	Break		
4:00pm	Keynote: Blurring - What Business Are You In Now? <small>Curated and presented by Headline Sponsor PwC</small>		
4:45pm	Break		
5:00pm	Drinks Reception Sponsored by PwC		

Level 3	Main Stage
Level 3	Culture Stage
Level 3	Content Stage
Level 2	Personal Development Stage
Level 2	Research Stage
Level 4	Growth Stage
Level 3	Masterclass Stage

Research Stage	Growth Stage	Masterclass Stage
Exclusive Research: The Science of Creating Content That Matters	Bridging The Gap: The Secret to a Long-Term Client/Agency Relationship	How to Get Your Content In Front of Consumers in The Online World
		More Than Just a Spin Cycle or Hashtag: How to Use PR for Public Good

Exclusive Research: Is Management Broken?	White, Straight and Hopelessly Out of Touch (Is This the Australian Marketing Industry?)	How to Acquire High-Value Customers on Mobile
Exclusive Research: Australia's Most Authentic Brands Revealed	Getting The Best from The Marketing Dream Team	How to Engage Your Biggest Brand Advocates Curated and presented by Premier Platinum Sponsor PwC
		12:30pm Engaging Authentically: How Data Can Inform Campaign Development and Ensure a Positive Brand Strategy Curated and presented by Masterclass Sponsor Amobee
		1:00pm Post-It Notes to Prototypes: Understanding The R&D Process

The Neuroscience of Creativity: How Little Things can Have a Huge Impact on The Bottom Line Curated and presented by Premier Platinum Sponsor Neuro-Insight		
Bot Wars: Is Your Brand Ready for The Battle to Own CX on Messaging Apps?	The Antidote to Ehrenberg-Bass	Tips and Traps: How to Find and License Music for Ads
Moving Out-of-Home: The Billion Dollar Digital Makeover Redefining OOH		

MAIN STAGE

8:00am **UnLtd Thanks**

8:05am **International Keynote: From Storytelling to The New Age of 'Hypertelling'**

Michael Yapp, Founder and Chief Creative Officer of Google's creative think-tank for brands and agencies The ZOO, joins Mumbrella360 to explore how technology has created a profound opportunity for users to manipulate stories and determine how they will be told.

From simple memes to virtual reality, what he refers to as "hypertelling" will change the way stories are told and experienced. Yapp will outline how brands will be impacted in this new environment and how to respond to it. He will also discuss how hypertelling thrives on content, presumes interaction and manipulation, anticipates change and modification, and reflects the will of the user.



Michael Yapp
Founder & CCO,
The ZOO Americas

Curated by:

Google

9:30am **International Keynote: How Marketers and Agencies Need to Reset for The New Era of Marketing**

As marketing becomes increasingly driven by data and technology, the lines between consulting firms and advertising agencies are becoming blurred.

As business strategy, product design and enterprise technology become central to how brands succeed, what does this mean for the future of marketing?

Ben Bilboul, CEO of London creative agency Karmarama - recently acquired by Accenture Interactive, the world's biggest digital agency - will make the case that successful agencies will need to combine and synthesise their commercial and creative capabilities to compete for the future, marrying left and right brain thinking to drive business results for their clients.

In the rush for 'digital transformation', brands and businesses are creating experiences and campaigns that are more convenient, measurable and efficient than ever before.

But something is being lost along the way:

- With more channels comes a greater likelihood of disconnection. A global CMO recently complained that he had '150 different touchpoints, but could only influence a small percentage of them'
- With better targeting comes marketing that pesters, pursues and stalks us around the internet
- Optimisation can only be of real benefit if the work being optimised is powerful and effective - perhaps this is why a recent survey by the World Federation of Advertisers found that while 80% of marketers felt their brands were offering a great customer experience, only 8% of their consumers agreed

But by adopting a consultancy mindset, and integrating both business strategy and commercial creativity, agencies will secure their positions and become more valuable than ever before, delivering better business results for their clients. Bilboul will show the Mumbrella360 audience how modern marketers and agile agencies are reframing the role of marketing, agencies and the power of creativity and data, for a new era.



Ben Bilboul
Group CEO,
Karmarama



Jules Hall
CEO & Partner,
The Hallway
(Moderator)

Curated by:

the hallway

2:00pm

Cracking Content: How Domain Transformed its Journalism into a Core Business Channel

As intrusive advertising grows more taboo, brands are turning to media outlets for content solutions to help them reach and connect with audiences in a better way.

But those media outlets also face challenges, operating in a digital landscape characterised by content saturation, clogged feeds and atomised audiences.

How can brands and publishers cut through?

Domain Editorial Director Toby Johnstone discusses how Domain transformed its editorial proposition from a weekly print liftout to become one of the most engaged property brands in the world.

He'll talk about how Domain built a modern newsroom that puts its audience first, but simultaneously delivers value for its partners.

And in true listicle style he'll share the five key ingredients needed to commercialise content that audiences really want.



Toby Johnstone
Editorial Director,
Domain

Curated and presented by
Premier Platinum Sponsor:

Domain media

3:00pm

International Keynote: Science, Creativity and Contradiction - The Making of a Modern TV Ad

In the age of ubiquitous technology, it should be quick and easy to create a 30-second TV advertisement. How complex can it be? The answer: shockingly hard if you do it right. To get TV advertising right requires a near impossible mix of science and creativity disciplines that are in many ways diametrically opposed.

Many companies are organised to systematically dilute the power of great ideas. Creative advertising requires powerful ideas, emotion and beautiful execution. Science requires the sort of measurement and optimisation that slowly erodes the punch out of many creative endeavours. Keeping performance and creative impact in balance is difficult. Too many powerfully creative ideas are weakened by endless rounds of negotiation, revision and compromise.

In this session, Indeed's Senior VP of Marketing globally Paul D'Arcy will talk about:

- How to protect the creative idea
- What it truly means to develop an ad transparently (any of Indeed's 3,000+ employees can see all of the 500+ ad ideas the marketing team is working on at any time)
- And, surprisingly, why pre-launch testing and benchmarking is based on emotion rather than data



Paul D'Arcy
Senior Vice
President
Marketing, Indeed

Curated by:

indeed



Mumbrella

MOBILE MARKETING MASTERCLASS 

Mobile has finally overtaken desktop as the place where audiences are to be found. But marketing to audiences on mobile requires different skills and practices. And with mobile not only having come of age but evolving faster than any other area, it's essential to stay on top of the latest technology changes.

Join Australia's leading mobile experts on July 26 for a four-hour immersion curated by Australian mobile pioneer Rob Marston. The **Mumbrella Mobile Marketing Masterclass** will offer key insights into developing mobile areas such as beacons, artificial intelligence, virtual reality and augmented reality, plus mobile payments.

THE CHANGING MOBILE ECOSYSTEM



Matt Gain
Country Manager and
Head, Audible Australia &
New Zealand

FUTURE OF APPS: 270 BILLION REASONS FOR MARKETERS TO GET INVOLVED



Andrew Banzas
Mobile Applications
Specialist, QBE Insurance

BEACONS: THE KEY TO PROXIMITY MARKETING



Nathan Dunn
CEO,
BlueCats

METRICS PANEL DISCUSSION



Monique Perry
Head of Media
Industry Group,
Nielsen



Gai Le Roy
Director of
Research, IAB
Australia



Megan Brownlow
Partner & Editor,
Australian
Entertainment &
Media Outlook, PwC



Rob Marston
Head of Airwave,
ANZ
(Moderator)

BOOK YOUR PLACE IN JULY NOW
mumbrella.com.au/mobilemasterclass

4:00pm **Keynote: Blurring - What Business Are You In Now?**

PwC is pleased to present the 16th edition of The Australian Entertainment & Media Outlook 2017-2021, its independent thought leadership report.

“What business are you really in?” was first asked in 1960 by economist and father of modern marketing, Theodore Levitt. This old question, designed to help railroads deal with the disruption of air travel, has new meaning in today’s blurred world.

As industries converge and business models diversify, we partner with our competitors and compete with our suppliers. Old constructs of competition dissolve while new challenges emerge.

This year’s Outlook looks at how we’re blurring, including the tools and skills required to do it well.

Supported by robust forecasts of advertising and consumer spend across 12 industry segments, PwC’s Australian Entertainment & Media Outlook 2017-2021, will help you find a clear vision through the blur.

At your briefing you will get two digital subscriptions to our full report.



Megan Brownlow
Partner, PwC

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by Headline Sponsor:



REGIONAL RADIO & TELEVISION SIMPLY DELIVERS.

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2. SCA DELIVERS UNRIVALLED SCALE IN REGIONAL MARKETS WITH 6.7M PEOPLE ENGAGED EACH WEEK, NO OTHER OFFERING IS AS EFFECTIVE.
3. SCA DELIVERS MEASURABLE REGIONAL RESULTS WITH INDEPENDENTLY SOURCED RATINGS VIA OZTAM AND FREQUENCY.
4. ALL OF THE ABOVE.

HINT! IT'S ALL OF THE ABOVE! SEE HOW SIMPLE THAT WAS!

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SCA REGIONAL MEDIA MAXIMISES RETURN ON INVESTMENT BECAUSE OVER 30% OF THE POPULATION LIVE IN REGIONAL AREAS. SCA DELIVERS UNRIVALLED SCALE IN REGIONAL MARKETS WITH 6.7M PEOPLE ENGAGED EACH WEEK, NO OTHER OFFERING IS AS EFFECTIVE. SCA DELIVERS MEASURABLE REGIONAL RESULTS WITH INDEPENDENTLY SOURCED RATINGS VIA OZTAM AND FREQUENCY. ALL OF THE ABOVE. HINT! IT'S ALL OF THE ABOVE! SEE HOW SIMPLE THAT WAS! ENTER NOW AT SCAENGAGE.COM.AU



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11:00am How to Create a Culture Brand in a Post-Brexit, Trump World

As marketers, we fetishise the idea of making our brands culturally relevant. Or even better, making a culture brand.

We want to be the next Netflix. The next Apple. The next Always #likeagirl.

Whether it's confronting stereotyped attitudes towards women or championing workers' rights, culture brands think big. They demand a different societal approach.

Now more than ever people want brands to take a stance. Not just simply reflecting culture, but challenging and shaping it.

This is the new role for brands, a role that's important and gaining momentum.

And then Brexit happened. And then Trump got elected. And One Nation is still happening. So what now for brands in this new world?

Can a culture brand even exist in a time when 'diversity' is out, and 'segregation' is in? And if it can, should we as marketers continue to knock down walls or help build them? Is it time to be less #likeagirl and more #likeatrump?

We will ask our diverse – and very opinionated – panel of experts what they think.

And then see if Australia agrees with them, revealing results from a hot-off-the press, never-before-seen nation-wide poll (not that we even believe in polls anymore).



Louise Eyres

AANA Board
Member / Former
Group GM
Marketing, ANZ



Al Crawford

Strategist &
Former Executive
Planning Director,
Clemenger BBDO



Amanda McGregor

Director of Marketing,
SBS



Nicola Hepenstall

Managing Director,
Hall & Partners
Open Mind



Richard King

Managing Partner,
Melbourne,
GRA Cosway
(Moderator)

Curated by:

Hall & Partners

OPEN MIND

12:00pm Festivals, Musicians and Industry Insiders: How Not to Screw Up Music-Based Marketing

The reveal of exclusive research and a panel session on the do's and don'ts of partnering with the music industry, from festival sponsorships to music in advertisements and content.

The panel will include the Co-founder of Laneway Festival, Danny Rogers; Musician, DJ and Host of Triple J's House Party, KLP (Kristy Lee-Peters); Co-founder of record label I Oh You, Johann Ponniah; and Co-founder of PR and management company Bossy Music, Claire Collins.

Moderated and presented by Pedestrian.tv Co-founder Chris Wirasinha, the session will also include the presentation of a music industry research panel survey on advertising in music. Wirasinha will use the never-before-seen results to drive and guide the discussion.



Danny Rogers

Co-Founder,
Laneway Festival
& Lunatic
Entertainment



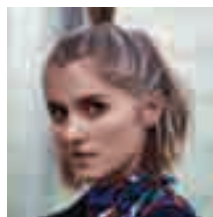
Claire Collins

Co-Founder,
Bossy Music



Johann Ponniah

Co-Founder, I OH
YOU



**Kristy Lee Peters
(KLP)**

Musician/Host,
Triple J's House
Party show



Chris Murray

Co-Founder,
Falcona



Chris Wirasinha

Co-Founder,
Pedestrian.tv
(Moderator)

Curated by:

PEDESTRIAN

We believe there's a better way.

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1.2 million+¹

Social audience

5.3 million+²

Australians each month

9 million+³

Editorial sessions per month

1.7 million+⁴

Video views each month

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Domain media

1. Total Social Audience for Domain Group (includes followers of Domain, Allhomes, CRE and The Weekly Review across Facebook, Instagram, Twitter, Pinterest, LinkedIn, Youtube and Google+). 2. Sourced via emmaTM conducted by Ipsos MediaCT, people 14+, for the 12 months ending February 2017; Nielsen Digital Ratings (Monthly), people 18+ only, February 2017; Domain, Allhomes and The Weekly Review across digital and print platforms (major metro publications only). 3. Sourced via Google Analytics, March 2017 (includes Editorial sessions across Domain, Allhomes and Commercial Real Estate). 4. Brightcove, March 2017

11:00am Art for Ads' Sake

This is not your usual talk about advertising creative – it's raw and opinionated – but you need to listen if you want people to love your ads. People engage and want to own the arts, but they only tolerate ads. However, great pieces of communication can't be so easily categorised.

Kieran Antill, Executive Creative Director of J. Walter Thompson Melbourne, along with artist Peter Drew, creator of street art series 'Real Australians Say Welcome', will attempt to define the difference between art and ads and how modern brands must close the gap to truly connect.

The internet has given the world so much creative stimulus that people have become creative connoisseurs, and when brands can't deliver on these new creative expectations, the results are mediocre.



Kieran Antill

Executive Creative
Director, J. Walter
Thompson Melbourne



Peter Drew

Artist

Curated by:

J. WALTER THOMPSON MELBOURNE

12:00pm Exclusive Research: How Australia Compares to The World's Most Effective Campaigns

The 2017 Warc 100 Study examined more than 2,000 effectiveness and strategy competition winners globally to identify the top 100. Join Warc's APAC MD Edward Pank as he reveals the hot-off-the-press 100 best case studies from around the world, and how these stack up compared to those from Australia.

Come and be inspired by how smart strategy is driving business and brand growth with best practice from across the globe.



Edward Pank

Managing Director,
Warc Asia Pacific

Curated by:

WARC



Mumbrella
AUTOMOTIVE
MARKETING
SUMMIT

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CarsGuide

**HELPING MARKETERS NAVIGATE THE
AUTOMOTIVE INDUSTRY**

The **Mumbrella Automotive Marketing Summit** is a new conference for marketers and retailers working in the automotive industry. The summit will bring together leading local and international experts that will navigate through the complexities and disruption facing car brand marketers, retailers, media, creative and digital agencies, PR professionals and the complex ecosystem that supports it. The audience will explore through the challenges facing automotive marketing on a daily basis and be provided valuable insight on how to navigate the future.



TERRI GOLDER
Head of Marketing
Communications,
Renault Australia



TARYN ATKINSON
Client Services Director,
Neonormal



FRANK MORABITO
Executive Creative
Director & Partner,
Spinach Advertising



DAVID SIMPSON
Dealer Sales Manager -
Asia Pacific,
Bentley Motors



SIMON VAN WYK
Managing Director,
MediaDigitalX

August 23, Sydney | mumbrella.com.au/automotive

mumbrella360.com.au | Join the conversation: #m360

PERSONAL DEVELOPMENT STAGE

9:30am

International Speaker: Building a Company Culture is One Thing, But How Do You Build a Performance Culture?

AdRoll's Global Chief Revenue Officer Suresh Khanna will share how empowering employees to grow your business and broaden your offerings can be extremely rewarding for companies.

Since it was established 10 years ago, AdRoll has been named one of the 'Best Places to Work' by the San Francisco Business Times and Internet Week, and was also previously named as one of the 'Most Promising Companies in the US' by Forbes.

Khanna's session on how to build a performance culture follows on from last year's popular talk by AdRoll Founder Aaron Bell at Mumbrella360, where he shared the secrets to creating a strong company culture.

Suresh oversees all revenue and customer-facing teams at AdRoll, and he is an advisor to Humanity.com, the cloud-based flexible workforce management platform.



Suresh Khanna
Chief Revenue
Officer, AdRoll

Curated by
Premier Platinum Sponsor:

AdRoll

11:00am

How to Inspire Fresh and Innovative Thinking

This session will reveal how developing the habit of routinely seeking inspiration will help drive the fresh and innovative thinking businesses need to better compete in today's fast-changing world.

In an era of rapid transformation, companies need dynamic thinking to help them anticipate change and explore new opportunities. To do this well, they need to develop peripheral vision, and sharpen their ability to think creatively and act nimbly. The problem is, most people are static in their thinking. Creativity needs inspiration, yet most of us fall into habits that see us doing the same things in the same ways day in, day out. Developing the practise of habitual inspiration will help people see their world in new and different ways, jump out of 'rivers of thinking', and make better creative connections.

The session will be facilitated by Cassandra Hunt, an innovation specialist who has worked across Europe, North America and Asia Pacific, advising organisations on how to grow through innovation.



Cassandra Hunt
Principal Director,
Second Road

Sponsored by Premier
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Domain media

Curated by:

**2ND
ROAD**

12:00pm How to Raise a Unicorn (And Take a Great Idea to The Next Level)

If you're a little bit over those talks about how to think like a start-up and how to fail fast, this one's for you.

This is a talk about how to take a great idea to the next level.

This is about practical inspiration, so it's relevant to start-ups, agencies wanting to serve start-ups, or those working with established brands looking for a steep change in results.

With a significant investment, the pressure was greater than ever to ensure that it was money well spent. Airtasker and innovation agency UDKU will reveal their secrets of campaign success. 42% increase in brand awareness. 277% increase in user sign ups.

The session will identify key marketing challenges and how they were overcome including:

- How to get an idea to the point that it's attractive enough to secure significant investment
- Where to spend first in a world of zero-based budgeting
- How decision science was leveraged to ensure a brave and quirky idea worked its socks off

The session will also include a live task assignment where the audience can race to win a \$100 coupon to use on Airtasker.



Simon Reynolds
VP Marketing,
Airtasker



Colin Jowell
Strategic Partner &
Co-Founder, UDKU

Curated by:



1:00pm The Lunchtime Debate: "Digital Metrics Are Full of Bullshit"

Digital marketing sceptic Professor Mark Ritson has ignited debate across Australia's marketing landscape with his provocative commentary on the shift of budgets away from traditional channels.

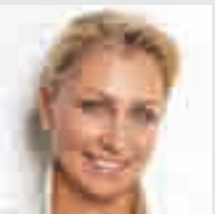
Ritson has made an entertaining case that many marketers have been sleepwalking into shifting budgets into social media and other digital channels without sufficient evidence of success. But do his own claims stack up?

Join our panel for a lighthearted lunchtime debate featuring four industry representatives, each with exactly 10 minutes to argue their case. Then have your vote on the central question: Are digital metrics full of bullshit?

Team Ritson



Mark Ritson
Adjunct Professor,
Melbourne
Business School

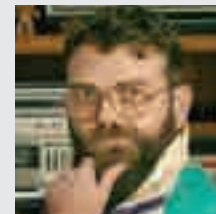


Louise Barrett
Executive General
Manager, Network
Sales, News Corp

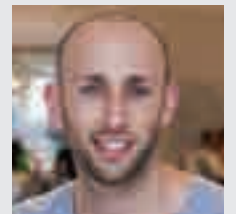


Nikki Clarkson
Head of Marketing
& Communication,
Southern Cross Austereo
(Moderator)

Team Digital



Ashley Ringrose
Co-Founder, Soap
Creative



Dan Monheit
Co-Founder &
Director of Strategy,
Hardhat Digital

nova

Kate, Tim & Marty

**Australia's #1
National Drive
show with over
1.6 million
listeners**

Nova is the #1 metropolitan
network with 9.3% audience
share and over 3.5 million
listeners each week

Nova is the #1 Network
for People 25-54

Nova is the #1 Network
for People Under 40

**Driving you home
4-6pm weekdays**



nova
96.9

nova
100

nova
106.9

nova
919

nova
93.7

Source - GfK Media Research, Survey #2 2017 released on April 27, 2017. Network results based on 5 cap cities.

2:00pm CMOs Unplugged: A Frank Discussion About The State and Direction of The Marketing Industry

Join Russel Howcroft, Chief Creative Officer of PwC, as he interviews a panel of leading CMOs on the current state of the industry and the road ahead. The frank and honest discussion will draw on the recent findings coming from PwC's 'CMO Unplugged' research addressing some of the industry's current challenges, as well as the opportunities for marketing to drive growth in a flat economic environment. The research findings will be presented by Justin Papps, Head of CMO Advisory as a precursor to the panel discussion.



Justin Papps
Head of CMO
Advisory Practice,
PwC



Brent Smart
Chief Marketing
Officer, IAG



Tony Phillips
Chief Marketing
Officer, News
Corp Australia



Louise Eyres
Global Marketing
Executive



Russel Howcroft
Chief Creative
Officer, PwC
(Moderator)

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3:00pm NIDA Corporate Presents: Presenting – It's Not About You

Gain an understanding of how the techniques actors use to get inside the minds of their characters can improve your ability to understand, inspire, and engage your audience.

This session will offer practical exercises to help you articulate your objective and discover how playing different actions can bring about a change in perspective.

What will the audience get out of it?

- Greater understanding of how to adapt communication style to suit various situations and audiences
- Practical techniques to communicate with greater confidence and enhanced personal presence.
- Interaction and audience participation

The National Institute of Dramatic Art (NIDA) is a centre of excellence in training and education for theatre, film and television. In addition to full-time dramatic arts education, NIDA Corporate offers training designed to develop presentation and communication skills for professionals working in the public and private sectors. Our tutors include voice specialists, movement and body language practitioners, film and theatre directors, actors and television presenters.



Natasha McNamara
Corporate Tutor,
NIDA

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Curated by:



9:30am

Exclusive Research: The Science of Creating Content That Matters

In a world where more than half of content fails to deliver, where are brands going wrong?

With 84% of people globally expecting brands to provide content, but 60% of the content failing to make a meaningful connection, there is a chance for brands to bridge this gap by understanding what role and purpose content needs to deliver and play.

So what can you expect from this session? Havas Media's Paris-based Global Chief Insights & Analytics Officer Maria Garrido joins Havas Media Australia's Chief Strategy Officer Imogen Hewitt to reveal real, impactful and data-driven Australian insights into what six roles content should play for consumers; case studies showing what content is and isn't performing by category; and what can fuel content that people actually care about.

Havas' proprietary 'Meaningful Brands 2017' research looks at understanding the role of content in driving meaningful brand connections by analysing its purpose, association and performance. Havas' unique content insights framework looks at over 1,500 brands, 55 content actions and over 60,000 interaction combinations to come up with the Content Effectiveness Index from over 300,000 people. This is research that's never been seen before.

People matter so content matters - so let's make content great again.



Maria Garrido
Global Chief
Insights & Analytics
Officer, Havas Media



Imogen Hewitt
Chief Strategy Officer,
Havas Media

Curated by:



11:00am

Exclusive Research: Is Management Broken?

We hear so much about leadership. But what about management? What about the unsung heroes that make such a difference to successful businesses?

In this session, Realizer will for the first time share the results of a study of middle managers in the Australian media and marketing industry. This session will explore:

- What challenges they face
- How businesses could better support them?
- Is managing Generation Y and Generation Z a real issue?
- The latest approaches to management which are smashing down the walls of hierarchical command and control techniques learnt from the 1950s
- The latest research into motivation, feedback and coaching
- If management really is broken, or whether there is hope for us all

The session will be led by Rob Pyne, Director of Realizer (formerly X or Y), which has trained and coached managers from more than 20 companies in the media and marketing industry in Australia since starting up in 2013. He was also previously Chief Strategy Officer at Initiative and National Strategy Director at OMD.



Rob Pyne
Director, Realizer

Curated by:



12:00pm Exclusive Research: Australia's Most Authentic Brands Revealed

Branding agency Principals will exclusively unveil the results of the 2017 Brand Alpha study which highlights the most authentic brands in the Australian market. A panel of marketers will discuss what makes brands authentic with a focus on four key equity drivers: visibility, value, vitality and virtue.

People attending this session will:

- Be the first to hear the findings of the Brand Alpha study which includes more than 150 brands operating in the Australian market
- Learn different paths to leadership brands can take in their sector
- Find out what makes a brand authentic and how this can be sustained
- Find out how to identify the primary strengths of a brand and how to reinforce areas needed for the brand to gain and hold leadership in its category



Patrick Delany
CEO, Fox Sports
Australia



Leonora McEwen
Senior Manager
Marketing Planning,
Hyundai Motor
Company Australia



Christine Corbett
Chief Customer
Officer, Australia
Post



Sandra de Castro
General Manager,
Sales & Marketing,
AGL



Wayde Bull
Founder &
Planning Director,
Principals
(Moderator)

Curated by:

**2:00pm The Neuroscience of Creativity: How Little Things Can Have a Huge Impact on The Bottom Line**

The past 50 years has seen a revolution in our understanding of the brain. Now the very neuroscience methods responsible for this revolution are being used to give us an insight into how the brain responds to creative content. But simply knowing how the brain responds to advertising is no longer enough. What marketers now need to know is how to action these insights to make a real difference to the bottom line.

In this session, Professor Emeritus Richard Silberstein will talk about:

- Why what is going into conscious and unconscious memory is the most important thing you can measure
- What is conceptual closure? And how it can kill a great ad?
- What danger signs can neuroscience measures reveal that indicate your ad will not only be ineffective - but to make matters worse - help your competitor?
- MyBudget Case Study: Best practice of neuroscience-based optimisation

Neuro-Insight is world-leading consumer neuroscience company with locations in Australia, UK and USA. Professor Emeritus Richard Silberstein is the CEO, founder and inventor of the neuroimaging technology used exclusively by Neuro-Insight.

MyBudget is an Australian leader in personal financial management. Tammy Barton is the founder & Director of MyBudget.

This session will include a case study on MyBudget and its best practice in neuroscience-based optimisation.



**Professor Emeritus
Richard Silberstein**
Chairman,
Neuro-Insight



Tammy Barton
Founder & Director,
MyBudget

Curated and presented by
Premier Platinum Sponsor:





PROUDLY PRESENTS

A promotional poster for a debate. It features two individuals, Harold Mitchell and Anne Parsons, against a blue background with white lightning bolts. Harold Mitchell, on the left, is a man with glasses, wearing a dark suit, white shirt, and patterned tie. He has his hand near his chin in a thoughtful pose. Anne Parsons, on the right, is a woman with dark hair pulled back, wearing a dark turtleneck sweater. She has a serious expression. The text 'HAROLD MITCHELL VS ANNE PARSONS' is overlaid on the image in a large, bold, white font with a blue outline. The word 'VS' is smaller and positioned between the two names.

HAROLD MITCHELL VS ANNE PARSONS

**IN THE 21ST CENTURY IS TV OR OUTDOOR
THE MORE POWERFUL SCREEN?**

Has the power and potential of on-screen communication now swung towards Digital OOH? Or is TV still the king? Moderated by PHD's Mark Coad, this debate will pit the godfather of Australian media Harold Mitchell against his long term adversary and a doyenne of the industry Anne Parsons.

WED JUNE 7TH - 3:00PM MAIN STAGE

Harold Mitchell photo credit Julian Kingma

3:00pm

Bot Wars: Is Your Brand Ready for The Battle to Own CX on Messaging Apps?

While major brands in the US are starting to realise the potential of using bots in messaging apps to engage with their customers, Australian marketers have been slower to experiment and understand the possibilities. This is in spite of the fact that millions of Australians are fast becoming addicted to Facebook Messenger, WhatsApp and iMessage.

We are entering a new era in customer engagement for brands, where the old rule book for marketers is being thrown out as a new kind of engagement is created where the customer is truly in control.

In this world your brand has to win over the customer through innovative utility, added value and handy services. Bots play a central role in the war, but what are the right tactics to win in this new engagement arms race?

The war is being fought on a number of fronts: between the tech superpowers, Apple, Facebook and Google which are all vying to be the dominant player, and also between you and your competitors to build competence and customer ownership on messaging apps before anyone else.

We are at the start of a CX land grab that only happens once in a decade.

Are you ready for the Bot Wars?

This session will give a helicopter view of the big picture on messaging apps and practical insights and tips at a tactical level. For anyone wanting their brand to lead in social engagement and customer service, this session is essential input for your thinking.



Douglas Nicol
Owner/Partner,
The Works/On
Message

Curated by:



4:00pm

Moving Out-of-Home: The Billion-Dollar Digital Makeover Redefining OOH

It's been a massive year for the out-of-home (OOH) sector, with 2016 seeing around \$300m worth of mergers and acquisitions – and continuing growth in ad spend. The space is exploding, but its potential has yet to be fully harnessed by marketers.

In this session, panellists will present the latest digital trends and technologies in OOH, exclusive research insights from Quantum's consumer database, award-winning case studies of OOH campaigns, and forecasts for the sector, including how automation, convergence, location-based services and mobile will play a major role in OOH's future.



Christian Zavec
Chief Strategy
Officer, QMS
Media



David Roddick
Sales & Marketing
Director, Adshel



Mark Fairhurst
General Manager,
Sales, APN
Outdoor



Max Eburne
Chief Commercial
Officer,
JCDecaux Australia



Michaela Chan
Chief Marketing
Officer, oOh!Media



Nazar Musa
Chief Executive
Officer, Medical
Channel
(Moderator)

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Curated by:



GROWTH STAGE

9:30am

Bridging The Gap: The Secret to a Long-Term Client/Agency Relationship

It's a very rare client CMO who has also run a world-class agency. So what special insights do these unicorns of our industry have to offer that could hold the secrets of better client-agency relationships?

This panel session, curated and moderated by Founder and Principal of New Business Methodology Julia Vargiu, involves four former top agency CEOs who are now CMOs at leading Australian and international brands.

The panel will cover what it's like on the 'other' side, what they wished they knew back in their agency days, and what they really want their agencies to know right now.

They will share their unique perspective on what they really think is the secret to a long-term agency-client relationship, such as how marketers can better inspire their agencies and help them to collaborate with each other, and what agencies can learn from the discipline of the boardroom and the business world.

This is a rare opportunity to hear from these uniquely experienced senior leaders in a frank and open discussion on the pivotal topic for our industry.



Jenny Williams

Former Chief Marketing Officer, HCF



Luke Dunkerley

Former GM Corporate Marketing, Woolworths Ltd



Melissa Hopkins

Director of Marketing & Communications, Optus



Paul Bennett

Former Head of Marketing & Client Experience, MetLife Insurance Ltd



Julia Vargiu

Founder & Principal, New Business Methodology (Moderator)

Curated by:

New Business
METHODOLOGY

11:00am

White, Straight and Hopelessly Out of Touch (Is This the Australian Marketing Industry?)

Australia is a melting pot of cultural, social and economic diversity. Around 18% of us speak a language other than English at home, 34% of us live outside a capital city, 28% of us are over 55, up to 11% of us identify as LGBTQI, and almost 80% of us have made our way through life without a university degree.

But if you watch a reel of TVCs, read marketing brochures or visit most corporate websites you'd be convinced that we're a nation of creatively ambitious hipsters and white middle-class helicopter mums living in a golden high-net-worth inner-city triangle.

By talking to a real reflection of Australia's diversity – qualitatively and quantitatively – this exclusive research will reveal how contemporary Australians feel about the way they're portrayed in big budget communications. We'll compare that with how young, white and wealthy Australians from the marketing industry view the same portrayals and identify opportunities for brands to connect, grow and drive sales west of Haberfield and north of Fitzroy.



Matt Jorgenson

Strategic Director, Direction First



Pamela Wong

Strategic Consultant, Direction First

Curated by:

 **DIRECTION FIRST**

12:00pm Getting The Best From The Marketing Dream Team

As the marketing remit diversifies, so does the breadth of skill sets required.

Leadership and management become increasingly critical to ensure these multi-disciplinary teams work collaboratively, delivering high performance and measurable results.

An emerging dynamic in a space previously dominated by agencies sees the giant professional services moving in, with Accenture buying Karmarama in the UK and The Monkeys in Australia, and PwC gearing up its own capabilities in Australia.

Our panel of experts will share their experiences, including:

- Structuring their own team to maximise both internal and external talents, ensuring clarity on roles and responsibilities
- Setting up teams to work with speed and agility, maximising collaboration and minimising miscommunication
- The data sets they expose to their combined teams in order to measure the ROI of marketing activity and incentivise results
- The importance of emotional intelligence and psychological safety to the performance of a blended team tools they use to help their teams to work better together towards shared goals



Carolyn Bendall
Head of Marketing,
ANZ



Ben Bilboul
Group CEO,
Karmarama



John Preston
CEO, Blue 449



Jules Hall
CEO & Partner,
The Hallway
(Moderator)

Curated by:

the hallway

3:00pm The Antidote to Ehrenberg-Bass

There seems to be only one bona fide way to do marketing these days, the EB way.

It's "How Brands Grow", don't you know?

So what if you're not a believer in the wisdom of Byron Sharp? What if your direct experience contradicts the 'laws of marketing'? Or what if you want to just try another way?

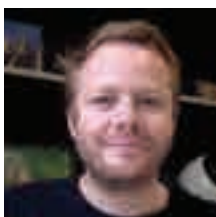
This session led by Australia's most vocal champion of behavioural economics, Adam Ferrier, promises to deliver an antidote to those afflicted by the good folk at the Ehrenberg-Bass Institute.



Adam Ballesty
Marketing &
Innovation
Director, Diageo
Australia



Danielle Uskovic
Head of Digital &
Social, Lenovo



Jim Ingram
Founding
Partner,
X Agency



Andy Lark
Marketing
Director, Simple



Adam Ferrier
Consumer
Psychologist
(Moderator)

Curated by;
Adam Ferrier

Protect your brand from fake news

Protect your brand from extremist videos

Protect your brand from hate speech

Protect your brand from adult content

Protect your brand from offensive material

Protect your brand from funding extremism

Protect your brand from hate preachers

Protect your brand from political propaganda

Protect your brand from graphic violence

Protect your brand from misinformation

Protect your brand.
Global problems need global solutions.

9:30am How to Get Your Content In Front of Consumers in The Online World

The customer journey is fragmented across multiple channels and devices, making it harder for brands to breakthrough and connect. But there is a way. Producing content native to the platform the consumer is on and customised to where they are in the buying cycle, is critical for any brand looking to achieve and maintain market leadership.

In this masterclass find out:

- The latest content marketing strategies being used to drive large-scale growth across industries
- How to target audiences across channels including email, blog, outreach and partnerships in addition to social channels
- How to determine what strategies will work for you when it comes to engaging with consumers in the the new digital age



Catherine Dix

Head of Content Marketing
& SEO, Web Profits

10:30am More Than Just a Spin Cycle or Hashtag: How to Use PR for Public Good

In a time when PR spin and awareness days/weeks/months are prolific, which campaign strategies succeed in achieving real and significant social impact? How do communicators ensure campaigns actually deliver benefits to society? With attention spans dwindling as individuals engage with multiple communication mediums, today's communicators must deliver innovative, fully integrated, tangible campaigns to break through the noise if they are to effect real social change.

This masterclass will examine the tools and tactics employed in creating social change through engagement across three fields: Health, Community and Government. It will feature award-winning case studies demonstrating tools and tactics needed to exceed objectives and achieve results within a budget.



Clare Collins

Co-Founder, Insight
Communications



Alice Collins

Co-Founder, Insight
Communications

Curated by:



11:00am How to Acquire High-Value Customers on Mobile

This masterclass will see M&C Saatchi Mobile ANZ Director Bobbie Gersbach-Smith talk through how the agency network leveraged multiple mobile channels to drive successful, measurable and accountable acquisition at a local and global level. Bobbie will provide practical advice on how to capitalise on opportunities in social, programmatic, App Store Optimisation (ASO) and the long tail of mobile-first vendors. She will highlight how and why brands need to leverage mobile tracking solutions to reflect LTV (life-time value).



Bobbie Gersbach-Smith

ANZ Director,
M&C Saatchi Mobile

Curated by:

M&CSAATCHI MOBILE

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Say hello to our team:

Heidi Hawkins
Digital Team Lead
0409 306 487

Matthew Munson
General Manager, Sydney
0448 726 508

12:00pm How to Engage Your Biggest Brand Advocates

The smiling face in your latest ad campaign is not your strongest brand ambassador. Neither are your most loyal customers, your CEO or even the social media influencers you determinedly woo. Your people are your most powerful brand advocates.

In this masterclass we'll share our top tips for cutting through the noise, capturing attention and engaging your people when your brand depends on it.



Katie Reid
Creative Comms
National Lead, PwC

Curated and presented by
Premier Platinum Sponsor:



12:30pm Engaging Authentically: How Data Can Inform Campaign Development and Ensure a Positive Brand Strategy

Sometimes brands find themselves in situations where they say, "If only we'd known" or "What if we'd done that differently?" We've seen many marketers forced to apologise for a campaign that has missed the mark and put their brand in hot water. We also see a lot of brands get it really right when engaging around social issues. The truth in both situations is that you can't know what you don't know. While we can't predict the future, or go back in time, we can certainly anticipate reactions, monitor sentiment, track consumption and take the temperature of consumers to ensure advertising has a positive impact for a brand.

In this masterclass, Harry Lam, Insights & Analytics Specialist at Amobee, will explain how brands can employ insights and data to measure potential consumer responses to marketing campaigns before they are devised and deployed. You'll learn how data and analytics platforms that track sentiment and consumption can inform creative strategy and help brands make good choices when it comes to marketing messaging, campaign themes and brand ambassadors. Amobee will also share some real-life examples of how insightful data can steer brands in the right direction and brands which have succeeded in engaging authentically.

Join us to find out how your brand can utilise data to inform marketing strategy, creative development and branding decisions to make sure your brand is always viewed and consumed in the most positive light.



Harry Lam,
Insights & Analytics
Specialist,
Amobee

Curated and presented by
Masterclass Sponsor:



MASTERCLASS STAGE

1:00pm

From Post-It Notes to Prototypes: Understanding The R&D Process

Can you teach a robot to sing like Thom Yorke? How do you bring physical products into a virtual world? Can coffee cups help us collaborate?

AKQA's research and development team explore emerging technology through the lens of industry challenges and social issues. Past sprints have seen the team investigate machine learning, AI, personal data, chatbots, collaboration and virtual reality.

AKQA R&D Lead Designer Callan Rowe shares key learnings from the team's first year, including:

- How do you design a framework for exploring the unknown?
- How do you effectively collaborate with clients and share the risk, investment and rewards?
- How long does it take to bring an idea from post-it note, to proof of concept?
- Is the R&D investment worth it?



Callan Rowe

R&D Lead Designer,
AKQA

Curated by:

AKQA

1:30pm

How to Harness The Power of Social Intelligence

Social intelligence refers to the collective tools and solutions which allow organisations to monitor social channels, respond to social signals and synthesise social data points into meaningful trends and analysis based on the user's needs. It is essential for brands looking to deeply understand their consumers, their competitors and their markets.

In this masterclass, Mireille Ryan, CEO of the Social Media Marketing Institute and Founder of the Social Media Marketing Awards, shares real-life case studies of how brands have moved past merely monitoring social and have tapped into the power of social intelligence.

Find out:

- How data-driven insights can fuel your strategy and guide your decision making
- How to use social intelligence for product development
- How you can find and engage influencers using social intelligence
- Using social intelligence to detect risks and threats to your brand – how to be proactive instead of reactive



Mireille Ryan

CEO, Social Media
Marketing Institute

Curated by:

SOCIAL
INTELLIGENCE HQ

2:00pm Analytics Has Changed. Have You?

Analytics isn't the afterthought it once was, but has rapidly become the driver of digital businesses. Tools have become more sophisticated and practices have improved the reliability and breadth of what's recorded. But is your business still stuck doing it the 1990s way, and what can you do about it? Simon Rumble will walk you through the evolution of digital analytics, how to do things properly today and where things are headed.



Simon Rumble
Co-Founder,
Snowflake Analytics

Curated by:



3:00pm Tips and Traps: How to Find and License Music for Ads

This masterclass will address two topics: the finding, and the buying, of music.

Bruce Tweedie, MD of Australian music supervision company Music Mill, will explore different ways to perform a 'music search', whether it be for low-budget online pieces, or the full monty national brand campaign for a car. He will also examine the differences between searching for songs and searching for artists to make appearances in a campaign. Then he will talk about the process of acquiring the music or the artist, and delve into the complexities that have exploded around these processes in recent years.



Bruce Tweedie
Managing Director,
Music Mill

Curated by:



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The **Mumbrella Sports Marketing Summit** returns for its third year, with the best insights from top local and international practitioners in the media and marketing communities. Topics to be discussed this year include what's next for women's sport, storytelling with sponsorship, exclusive research on fans' attitudes to broadcast, Cricket Australia's expansion as a global sports brand and whether alcohol advertising has a future in live sport.



KENTON OLSON
Director of Digital &
Emerging Media,
Seattle Seahawks



MATTHEW PAVLICH
Co-Founder,
Pickstar & President,
AFL Players Association



LYNNE ANDERSON
CEO, Australian
Paralympic Committee



ANDREW CAMPBELL
Managing Director,
Heineken Australia



REBECCA HAAGSMA
Director of Product &
Innovation, Telstra

June 21, Sydney | mumbrella.com.au/sports

EXHIBITOR MAP LEVEL 2

< BREAKOUT ROOM

SPEAKER LOUNGE >

< BREAKOUT ROOM

CATERING

DELEGATE LOUNGE >



DELEGATE LOUNGE >

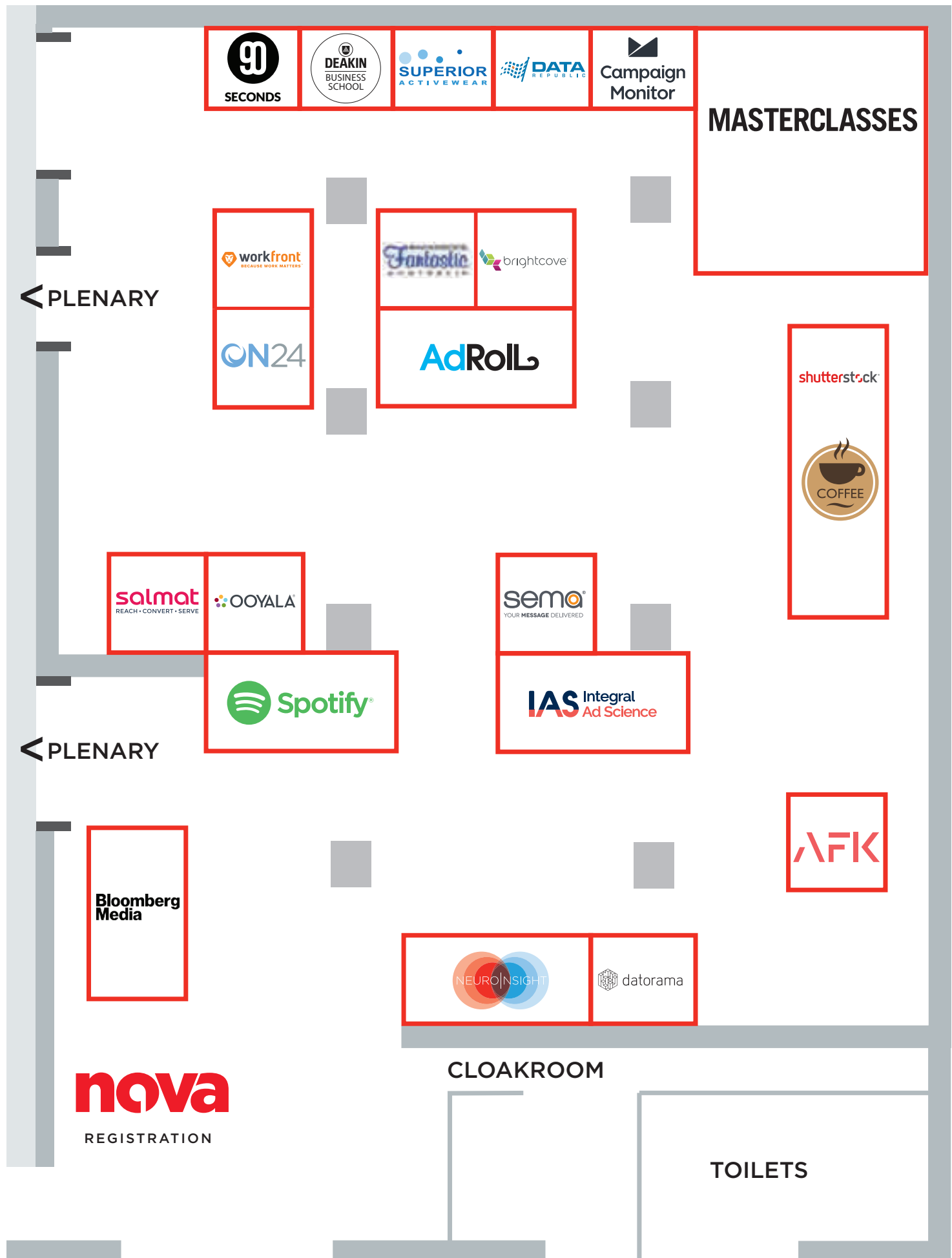


BREAKOUT ROOM >

CATERING

BREAKOUT ROOM >

EXHIBITOR MAP LEVEL 3



EXHIBITORS

90 SECONDS

90 Seconds is the world's leading cloud video production platform and marketplace allowing brands to purchase, plan, shoot, edit and review video anywhere in the world, online and on mobile. 90 Seconds has worked with global brands including Uber, Barclays, PayPal, Visa and Sony to produce high-quality, fast, easy and affordable video content. The company has a global, fast-growth team working on product and customer success across all timezones. Visit: www.90seconds.tv.



ADROLL

AdRoll is a leading performance marketing platform with over 30,000 clients worldwide. Its suite of high-performance tools works across devices, helping businesses attract, convert, and grow their customer base. The company is home to the world's largest opt-in advertiser data co-op, the IntentMap™ with over 1.2 billion digital profiles. AdRoll's goal is to build the most powerful marketing platform through performance, usability, and openness. Learn more at www.adroll.com.



AFK

AFK, formerly known as MobeSeek, is an innovative, hungry, tenacious digital agency. 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. We are truly full service, handling everything in the digital space from research and strategy through to production, implementation (design and dev), and media planning and buying.



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For over 10 years, Backdrops Fantastic Australia has transformed venues both large and small into fully immersed themed environments with its vibrant themed backdrops. Perfect for lighting and projection, and bursting with endless potential for video projection mapping, Backdrops Fantastic's range of seamless modular sets easily transforms any event space, providing a variety of staging solutions. Shipping Australia wide, Backdrops Fantastic Australia looks forward to transforming your next event.



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Bloomberg, the global leader in business and financial information and news, gives influential decision makers a critical edge by connecting them with a dynamic network of information, people and ideas. Bloomberg News, delivered through the Bloomberg professional service, television, radio, mobile, internet and three magazines - Bloomberg Businessweek, Bloomberg Markets and Bloomberg Pursuits - covers the world with more than 2,300 news and multimedia professionals at 150 bureaus in 73 countries.



BRIGHTCOVE

Brightcove Inc. (NASDAQ:BCOV) is the leading global provider of powerful cloud solutions for delivering and monetising video across connected devices. The company offers a full suite of products and services that reduce the cost and complexity associated with publishing, distributing, measuring and monetising video across devices. Brightcove has thousands of customers in over 70 countries who rely on the company's cloud solutions to successfully publish high-quality video experiences to audiences everywhere. To learn more, visit www.brightcove.com.



CAMPAIGN MONITOR

Campaign Monitor is the leading provider of intelligent email marketing and automation software for growing brands. With the simplicity of Campaign Monitor's drag-and-drop tools, more than two million customers at 200,000 companies worldwide, including Adidas, BuzzFeed, Chandon, Rip Curl, the San Diego Chargers, Topshop, Sephora, Vice Media and Virgin grow their business with powerful email marketing and marketing automation.



DATA REPUBLIC

Data Republic is a data exchange technology platform and marketplace where organisations can list, exchange and collaborate on data projects in a secure and privacy-compliant environment. Founded in 2014, Data Republic's technology solves the complex legal barriers to data exchange, making it simpler and more secure for organisations to exchange data for insights: www.datapublic.com.



DATORAMA

Datorama is a global marketing intelligence company providing a SaaS platform for enterprises, agencies, publishers and platforms. Datorama gives marketers the ability to connect all of their data sources together for more efficient reporting, better decision making, and total control over their marketing performance. Datorama's best-in-class combination of end-to-end data management, AI technology and high-performance architecture makes it simple for data-driven marketers to connect, unify, analyse, visualise and act on their marketing data.



DEAKIN BUSINESS SCHOOL

Deakin Business School prepares graduates for careers of the future. We harness emerging technologies to facilitate innovative, borderless, and personalised education. Our research informs our practice and impacts the communities we engage with. Our focus on flexible education provides students with control over place and pace of study, delivery method, and learning style. DBS offers undergraduate and postgraduate courses and students can combine their studies with practical skills through overseas study programs, internships, and placements.



IMPULSE SCREEN MEDIA

Impulse Screen Media (ISM) is a technology company delivering coincidence marketing opportunities for brands to boost multi-screen media effectiveness. ISM has built a unique platform (AdSync+) which captures and extracts real-time data from television broadcasts, allowing brands and agencies to optimise digital media buying in synergy with live TV events. ISM is integrated with all major DSPs enabling TV-synced ads across display, video, social and mobile. ISM has operations across Australia and Asia. Visit www.impulscreen.com for more information.



INTEGRAL AD SCIENCE

Integral Ad Science (IAS) is a global technology and data company which builds verification, optimisation, and analytics solutions to empower the advertising industry to effectively influence consumers everywhere. Built on data science and engineering, IAS is headquartered in New York with operations in 12 countries. Learn more at: www.integralads.com.



NEURO-INSIGHT

Neuro-Insight is the world leader in neuroscience-based research delivering high-quality projects in brand communication and media strategy. We are the only company in the world licensed to use a patented brain-imaging technology, enabling us to measure second-by-second changes in brain activity. This allows us to deliver unique consumer insight, and reveal how a piece of design or advertising is affecting people at both a rational and an emotional level.



NOVA

Since 2001, the Nova Network has built a highly engaged audience, diversified across multiple platforms, and created innovative client solutions based on deep audience connections. Nova brings the freshest hits and the biggest live music experiences through Nova's Red Room and extends across all touchpoints from digital, mobile (including Apple Carplay), desktop, social platforms, events, street teams and on-air in your local city; Nova 96.9, Nova 100, Nova 106.9, Nova 93.7 and Nova 91.9.



ON24

ON24 is the leading webinar marketing platform for demand generation, lead qualification and customer engagement. Its award-winning, patented, cloud-based platform enables companies of all sizes to deliver engaging live and on-demand webinars. Providing industry-leading analytics that can be integrated with all leading marketing automation and CRM platforms, ON24 enables marketers to optimise demand generation, enhance lead qualification and accelerate sales pipeline opportunities. Visit www.on24.com to learn more.



Ooyala

Ooyala's comprehensive suite of solutions helps broadcasters, operators and media companies automate video workflows, deliver personalised video experiences, and build more engaged and profitable audiences. Developed with superior analytics capabilities for business intelligence, Ooyala's offerings include a premium video platform, a leading ad serving and programmatic platform, and a media logistics solution that improves video production workflows. Vudu, NBCUniversal, Star India, Viacom18, Sky Sports, National Rugby League and Racing Victoria are some of Ooyala's global customers.



QIHOO 360 INTERNATIONAL ADVERTISING UNIT

We are the International Advertising Unit of China Internet giant Qihoo 360, which provides search advertising, display advertising, app promotion, KOL marketing and big data analytics services for overseas marketers to connect their brand with 800 million Chinese netizens. Since our establishment in 2014, we have helped over 250 clients in Hong Kong and overseas markets, such as Ebates, Hotels.com, Sasa.com and FXCM enhance their presence in China.



SALMAT

Founded in 1979, Salmat has evolved from a small letterbox distribution company to an ASX listed company delivering customer contact and marketing solutions for some of Australia and New Zealand's most-trusted public and private sector organisations. Australian owned and run, our clients choose us for our results-focused customer experience solutions, our expertise from more than 20 years in the contact centre industry, and our ability to deliver on and offshore solutions.



SEMA

At SEMA, we combine data expertise with cutting-edge digital print technologies to deliver innovative communications across multiple channels. We have a long-standing history, working with some of Australia's most-recognised brands to drive effective communications with their consumers. We work with our clients to:

- decipher their data to optimise the customer journey
- improve brand relationships and customer loyalty
- increase revenue by achieving optimal campaign response rates

For further information visit www.semagroup.com.au.



SHOOTSTA

Shootsta is an always-on video production powerhouse. It has disrupted the video production industry and offers a unique subscription model which provides the tools and resources to empower brands to create high-quality video content cost-effectively, at scale - ready to share within 24 hours. Shoot Today. Share Tomorrow.



SHUTTERSTOCK

Shutterstock is a leading, global technology company providing high-quality licensed imagery and music to businesses, marketing agencies and media organisations. Shutterstock has created one of the largest and most vibrant creative platforms for professionals to license content - including images, videos and music, as well as innovative tools that power the creative process.



SPOTIFY

Spotify is the world's largest and most successful music streaming service of its kind globally, with more than 100 million active users, and over 50 million paying subscribers across 60 markets. Since its launch in Sweden in 2008, Spotify has driven more than \$US5bn to rights holders and has been largely credited with helping to restore growth to the global music market.



SUPERIOR ACTIVEWEAR

Superior Activewear is a wholly owned Australian subsidiary of Gildan Activewear - a leading manufacturer and marketer of quality branded basic family apparel, including t-shirts, fleece and sport shirts to the printwear market. The company sells its products under a diversified portfolio of company-owned brands, including the Gildan®, Anvil®, Comfort Colors®, Alstyle® and American Apparel® brands. Gildan has over 48,000 employees worldwide and is committed to industry-leading labour and environmental practices throughout the company's supply chain.



WILLIAMS LEA TAG

Williams Lea Tag is a global brand services company that manages and implements marketing campaigns globally. Many of the world's greatest brands trust us to bring control and consistency to their campaigns, taking them to market quickly and effectively. Our services include Creative Production, Broadcast, Sourcing & Packaging. For more information, visit www.wlt.com.



WORKFRONT

Workfront is a cloud-based work management solution. With the help of implementation partners like Work Management Australia, teams in creative and technical industries can triumph over email and rework. Workfront provides a centralised location to complete work and collaborate in real-time, improving productivity, creating value, and offering visibility into every step of the process. There's a reason why thousands of world-class enterprise teams like Fossil, ANZ Bank, Sydney Opera House, Amazon, and Kiwi Bank trust Workfront.





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