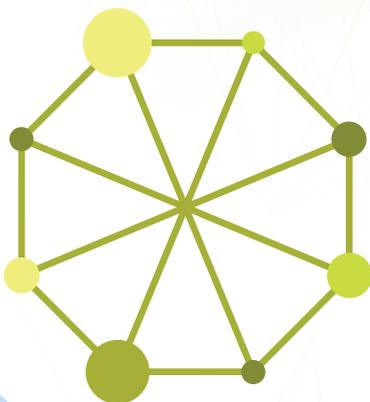


# Mumbrella MSIX



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## Hi everyone and welcome to Mumbrella MSIX IV

This year we are lucky enough to have Professor Byron Sharp headlining the day. This is extremely apt, as it seems 2017 was the year marketing sciences went mainstream, and it did so not because of the businesses that were embracing it, but interestingly because of a handful of academics who have been championing its use. Professor Sharp is perhaps the most influential of all of these outspoken academics – not just because of the work he's done within the Ehrenberg-Bass Institute – but because he's bothered to distill his knowledge and put it in a book – making it easily available for all. Another scientist, Karl Popper, would be very proud of Professor Sharp, as he founded the belief that science should be given away and put in the public domain.



**Adam Ferrier**  
Mumbrella MSIX  
Curator

Professor Sharp is not the only academic joining us – we also have Deb Verhoeven, Associate Dean of Engagement and Innovation. Deb is not a marketing scientist, but can twist and turn data to unveil insights into popular culture enlightening enough to make any statistician blush. Rounding out the academics we have Richard Silberstein, Professor Emeritus of Swinburne University of Technology looking at how neuroscience can improve creativity. I've heard all three of these academics speak and none of them remind me of the academics I knew at university – in a good way.

On the practitioner side, a number of speakers are stretching science into the worlds of innovation (Dr Amantha Imber), and love (Nicole McInnes). We have people making data seem more human, and asking if that means it's irrational data (David Whittle), and people questioning why segmentation is a useful thing (Tomer Garzberg).

To round out the day we have Craig Reucassel, who will take us through his experience using reality TV to change people's behaviour for the good (a nice change from just watching Sophie Monk hand out roses). There are many other speakers included and a few fun activities planned throughout the day too. We'll also find time to hand out the 2017 Mumbrella MSIX Awards as well.

We're excited to spend a day with you talking marketing science – as well as being great fun, I can already guarantee you (in the metaphoric sense) that this will be the most valuable conference you'll attend this year. The content is all killer, no filler, and we're glad you're a part of it. Make the conference your own – meet people, ask questions, heckle and have fun.

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# Mumbrella MSIX



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8:30am	Welcome & Conference Overview, Adam Ferrier, Mumbrella MSIX Curator
9:00am	Keynote: What's Wrong With Marketing Today - And Who's Getting It Right?
9:45am	Stump Byron: Q&A
10:00am	Digital DNA, Science and Segmentation
10:30am	It Ain't Over Til the Big Data Sings: When Data Does More Than Just Describe Things
11:05am	Morning Tea
11:25am	Using Neuroscience for Effective Creativity <span style="float: right;">Curated &amp; Presented by Headline Sponsor: </span>
12:10pm	The Science Behind Getting Innovation Right
12:45pm	The Science of Music, Love and Marketing
1:20pm	15 Minutes of Empathy
1:35pm	Lunch & Mumbrella MSIX Awards Presentation
2:40pm	Circle Work - Choose 3 of 4 Interactive Sessions Below
	<b>Red Group:</b> When the Robots Take over, Will They Also Use Data to Meddle with Our Subconscious?
	<b>Gold Group:</b> Chatbots, Voice and AI: How to Get It Wrong (and Right)
	<b>Green Group:</b> How to Work with, Not Against, Our Animal Nature to Achieve Behaviour Change
	<b>Blue Group:</b> So Here's Why Your Creative Department Is Still Predominantly All Male
4:00pm	Afternoon Tea
4:20pm	Making Data Human
4:50pm	The War on Waste: Getting People Interested in Rubbish
5:40pm	Networking Drinks

**8:30am**      **Welcome & Conference Overview – Adam Ferrier, Mumbrella MSIX Curator**

**9:00am**

**Keynote: What's Wrong With Marketing Today – And Who's Getting It Right?**

Professor Byron Sharp talks about the distractions that are undermining marketing effectiveness, including brand purpose, emotional engagement and programmatic ad technology.



**Prof. Byron Sharp**  
Director,  
Ehrenberg-Bass  
Institute for  
Marketing Science

**9:45am**      **Stump Byron: Q&A**

**10:00am**

**Digital DNA, Science and Segmentation**

Exploring the intersection of why Trump happened, how survivalist innovation works and how GRONADE looks at marketing challenges through scientific lenses. Tomer will discuss how a blend of segmentation, data washing, creative acquisition and modelling a quantitative persona, helped Screen Australia and Westpac optimise their respective growth objectives. Coupled with validation experimentation, this iteratively results in some of the lowest possible cost-per-action.



**Tomer Garzberg**  
Founder & CEO,  
GRONADE

**10:30am**

### **It Ain't over Til the Big Data Sings: When Data Does More than Just Describe Things**

Using two case studies drawn from the creative industries (music and film) this presentation looks at how and why we can make more creative use of our data. It asks, how do we get our data to sing, rather than just use it to describe the status quo? And conversely, how might data get us to sing? Let's put the gig back into your gigabytes, the beat in your beta, the rhythm in your algorithms.



**Deb Verhoeven**  
Associate Dean  
of Engagement  
& Innovation,  
University of  
Technology Sydney  
(UTS)

**11:05am Morning Tea**

**11:25am**

### **Using Neuroscience for Effective Creativity**

In the competitive marketing landscape, it has become increasingly difficult to stand out from the crowd, with many brands fighting over the same territories and attributes. It's not simply a case of making a great ad anymore - it is knowing what elements in your creative reinforces and strengthens your brand attributes and using these elements in supporting media streams to maximise advertising effectiveness. In this talk, Professor Emeritus Richard Silberstein shows how neuroscience can highlight the nuances that not only influence advertising effectiveness but also drive growth in a set of brand attributes.

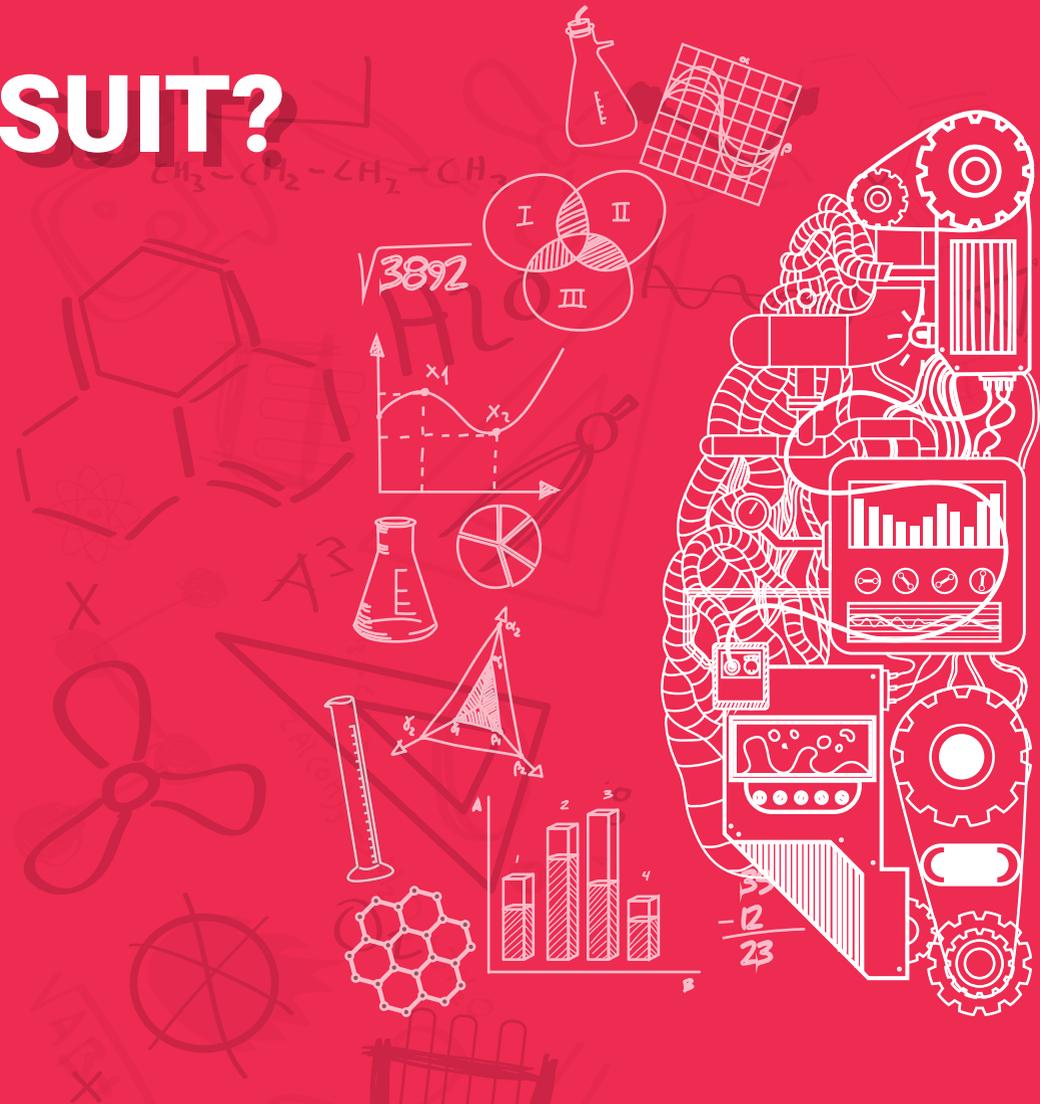


**Prof. Emeritus  
Richard Silberstein**  
Chairman,  
Neuro-Insight

Curated & Presented  
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# SUIT?



Actually, you are probably both to varying degrees. The long held myth of being a left-brain or a right-brain person has no scientific evidence to back it up. While there is some localisation of function that exists in either hemisphere, your personality and creative ability exists across both hemispheres. Something to keep in mind the next time you see a pretty brain picture, like above.

# CREATIVE?



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**Mediatel Connies Awards**

2017 - Best Research Project/Initiative



**David Ogilvy Award**

2016 - Innovation Category



**IPA Advertising Effectiveness**

2012 - Grand Prix Award  
2014 - Gold and Bronze Awards



**Journal of Advertising Research**

Top paper published in 2014



**ARF Great Minds Awards**

2011 & 2015 -  
Innovation Gold Winner

**12:10pm**

### **The Science Behind Getting Innovation Right**

With so many fails in the world of innovation, it's a wonder people don't use more proven techniques for getting it right. This talk will tell you how, drawing on real world examples, and the science behind them.



**Dr Amantha Imber**  
Founder,  
Invention

**12:45pm**

### **The Science of Music, Love and Marketing**

The digital world has given us access to logic and decision-making power beyond human capacity. But inhuman pragmatism threatens the marketing industry with more and more young digital natives forgetting the irrational humanity of their audience. This session will explore two companies that used algorithms and data in a way that kept humans at the center of their technology, and how their approach can help marketers to remember the non-robots choosing their brands at the end of the customer journey.



**Nicole McInnes**  
Managing Director  
Australia,  
eHarmony

**1:20pm**

### **15 Minutes of Empathy**

Empathy is the capacity to enter into the hidden desires and unspoken needs and pains of people who are not from our tribe, a skill that uses imagination to piece together what it might feel like to be someone else. In a way, it's almost a superpower which we get by being human. Feeling and demonstrating empathy is tied to better performance at work, and especially to better leadership. Empathy is also crucial for customer service. In this session, The School of Life will lead you through why empathy is important in business and how you can further develop this emotional skill.



**Gauri Bhalla**  
Faculty,  
The School of Life

**1:35pm**

**Lunch & Mumbrella MSIX Awards Presentation**

# **Mumbrella 360**

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2:40pm Circle Work

Choose 3 of 4 Interactive Sessions (25 Minutes Each)

### Red Group



Thomas Mahon  
CEO,  
Peazie

#### When the Robots Take over, Will They Also Use Data to Meddle with Our Subconscious?

A light-hearted discussion about a heavy topic - the future of influence. First we (marketers) used research to understand what would influence people's feelings and behaviours and whether what we were spending money on was working. Now we have marketing science, data and automation - all plugged together and run by machines. The global data duopoly currently hold the keys, but who's really in control of this uncharted level of influence?

### Gold Group



Douglas Nicol  
Partner,  
The Works

#### Chatbots, Voice and AI: How to Get It Wrong (and Right)

This session looks at wide scale research and testing that On Message has done to understand what consumers want from AI. Covering areas like voice marketing, chatbots and avatars, we look at what are the factors that will lead to large scale uptake of these channels. We will share learnings from our experience in this field with ING Direct, Foxtel, Facebook and Children's Panadol.

### Green Group



Andrew O'Keefe  
Director,  
Hardwired Humans

#### How to Work with, Not Against, Our Animal Nature to Achieve Behaviour Change

Human nature was formed from our time on the savannah, well before we moved into cities and workplaces. There we developed our basic set of nine instincts. These behaviours that served us well in our ancestral setting are alive and well in society today. For people interested in human motivation and behaviour, it's better to work with our animal nature then ignore it. Andrew works with clients to help align leadership and people practices to human nature. Over the last decade he has spent time with legendary chimpanzee researcher Dr Jane Goodall, collaborating with her to speak to business audiences.

### Blue Group



Eeon Pritchard  
Head of Strategy,  
Dentsu Mitchell

#### So Here's Why Your Creative Department Is Still Predominantly All Male

It's a well-documented fact that the majority of people working in creative departments are still male. Eeon Pritchard will explore whether there has been a patriarchal conspiracy to keep it a boys' club, and how the changing nature of creativity means now's the time for the pendulum to swing. Also, what can dancing chickens, puffer fish, Barry White and the birth of 1950s rock'n'roll radio teach us about how to solve the problem?

## 4:00pm Afternoon Tea

### 4:20pm

#### **Making Data Human**

Big data has become the mother of all marketing buzzwords. Palms sweat and hearts race as companies navigate their way through the complexities of software, hardware, legal, process, structure and team toward overall business transformation. While they deal in big data, Lexer are specifically focussed on human data - data that originates in people. In this talk, David Whittle takes you through the quest to make data human - building a human data asset and sophisticated software for companies who genuinely want to understand and engage their customers better. He'll also share his journey from one of Australia's leading creative agencies, M&C Saatchi, to an Australian tech start-up going global.



**Dave Whittle**  
CEO,  
Lexer

### 4:50pm

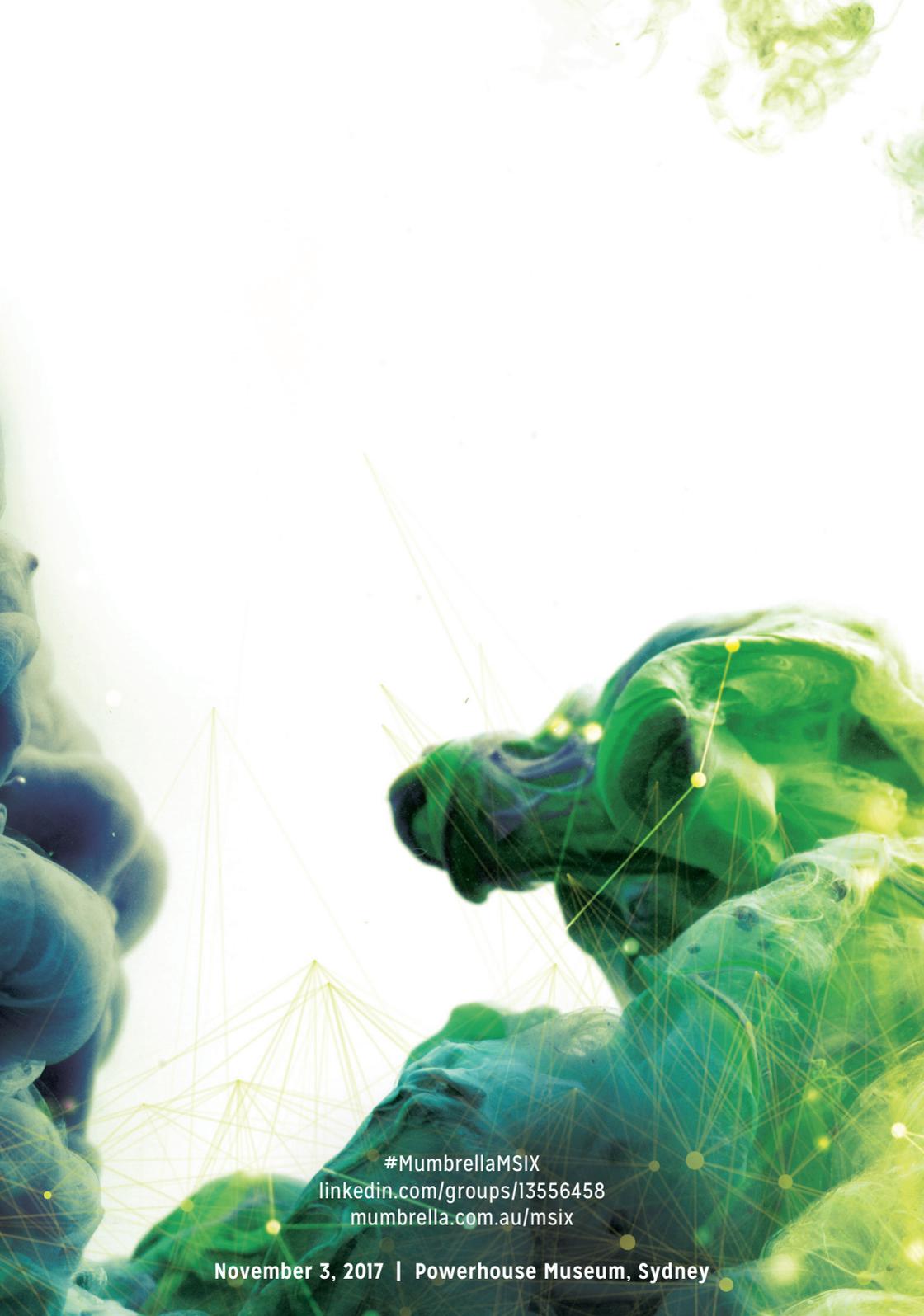
#### **The War on Waste: Getting People Interested in Rubbish**

Green doesn't rate was the well trodden line in TV, before *War on Waste* captured Australia's attention. In this session, Craig will talk through the tone and techniques used in ABC's three-part TV series *War on Waste* that led to genuine behavioural change in the broader community.



**Craig Reucassel**  
Comedian,  
Presenter,  
Waste Warrior

## 5:40pm Networking Drinks



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