

BRAND SUMMIT 2023 PROGRAMME

9.00 AM

WELCOME

Bridget Taylor, Chief Creative Officer, Krunch.co

9.15 AM

REVIVING AN AUSTRALIAN ICON: HOW LION IS CREATING CULTURAL RELEVANCE FOR THEIR BRAND

Anubha Sahasrabuddhe, Chief Growth Officer, Lion

9.55 AM

BLACK T-SHIRTS PODCAST LIVE: BEHIND THE SCENES OF THE ONE NEW ZEALAND REBRAND

Adam Ferrier, Founder & Consumer Psychologist, Thinkerbell
Georgia Mahaffie, GM Brand & Marketing, One New Zealand

10.30 AM

MORNING TEA BREAK

11.05 AM

EXPLORING THE ROLE FOR AUDIO AND BRANDS: FROM ADVERTISING TO SONIC ID'S

Brook Gibson, Radio Broadcaster, George FM Drive
Murray Streets, Principal & Founder, filament
Simon Vicars, Chief Creative Officer, Colenso BBDO
Sin Howard, Radio Broadcaster, George FM Drive

Moderator:

Alistair Jamison, CEO, Radio Broadcasters Association

11.40AM

● LIVE

BUILDING EQUITY: HOW FONTERRA DESIGNED AND LAUNCHED THEIR NEWEST B2B BRAND, NUTIANI™, ON A GLOBAL SCALE

Paige Wilkinson, Global Marketing Manager – Active Living, Fonterra Co-operative Group

12.10 PM

LUNCH BREAK

1.05 PM

WHEN BRANDS TAKE A STAND: PURPOSE, TOKENISM, AND BOYCOTTS

Anna Shipley, Chief Corporate Affairs Officer, The Warehouse Group
Tom Sykes, Strategy Director, Principals
Simon Hofmann, General Manager, Brand & Marketing | CMO, Kiwibank

Moderator:

Regan Savage, Head of Marketing & Engagement, Southern Cross Health Society

1.50 PM

COCA-COLA KEYNOTE: UNLOCKING INNOVATION WHILE MAINTAINING BRAND LEGACY

• LIVE

Matthias Blume, VP Marketing ASEAN and South Pacific, Coca-Cola

2.20 PM

FROM AUCKLAND TO AMAZON: HOW RETAIL MEDIA IS RADICALLY CHANGING HOW BRANDS CAN ACCESS INTERNATIONAL MARKETS

Sponsored by

MARKET MEDIA

Colin Lewis, Brand Mentor

3.00 PM

AFTERNOON TEA BREAK

3.30 PM

PANEL: REIMAGINING B2B BRANDS

Adam Ferrier, Founder & Consumer Psychologist, Thinkerbell
Peter Vegas, Co-Chief Creative Officer, FCB New Zealand
Sobia Mughal, B2B Marketing Manager, TradeMe
Nadia Phillips, Director of Marketing APAC, Pax8

Moderator:

Nicky Luis, B2B Marketing Chapter Lead, Spark NZ

4.10 PM

MARKETING MYTHS & MAYHEM: HOW BRANDS AND MARKETING MUST WORK

Andy Lark, Global CMO, Entrepreneur, Author & Speaker

5.00 PM

AFTER PARTY
