

# BRAND SUMMIT 2023 PROGRAMME

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9.00 AM

## WELCOME

Bridget Taylor, Chief Creative Officer, Krunch.co

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9.15 AM

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

Anubha Sahasrabuddhe, Chief Growth Officer, Lion

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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

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10.30 AM

## MORNING TEA BREAK

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11.05 AM

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

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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

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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

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12.10 PM

## LUNCH BREAK

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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

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1.50 PM

## COCA-COLA KEYNOTE: UNLOCKING INNOVATION WHILE MAINTAINING BRAND LEGACY

• LIVE

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

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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

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3.00 PM

## AFTERNOON TEA BREAK

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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

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4.10 PM

## MARKETING MYTHS & MAYHEM: HOW BRANDS AND MARKETING MUST WORK

Andy Lark, Global CMO, Entrepreneur, Author & Speaker

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5.00 PM

## AFTER PARTY

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