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Marketing Association

ANNUAL REPORT

2024

Helping NZ Marketers Be Brilliant

The Marketing Association exists to help NZ marketers become exceptional marketers, drive growth for their companies and ultimately build NZ's economy.

We do this by providing the best nous and know-how from local and international experts via events, workshops, advice, resources and a thriving community where NZ Marketers connect, learn and grow together.



“ We are all about building a community of connected marketers who learn and help each other. ”

Brilliant Partners

MA has strong industry partnerships with leading global and New Zealand brands. Principal Partners are Google, Westpac, MediaWorks, Spark, TRA and coming on board in November 2024 Goodman Fielder.

Events and L&D programmes are also sponsored by a mix of international and local companies including Adobe, Cupra, Federation, Brand IQ, Truестock, Cartology, Plato Creative, Producto, Mosh Media, Denstu NZ, KFC, SkyCity and more.



2024 The Year of Connections



In 2024, our mission was clear—to unite New Zealand’s marketing community like never before. And what a year it has been!

- We hosted over 10 monthly marketing meetups in Auckland (all sold out), fostering valuable connections.
- Regular networking events took place in Christchurch, Queenstown, Hamilton, Tauranga, and Wellington, strengthening regional engagement.
- Digital Day Out, Brand Summit and Marketing South sold out, reflecting the growing enthusiasm for marketing excellence.
- The YouTube NZ Marketing Awards saw a record number of entries, culminating in a sold-out awards night with an electrifying performance by Synthony.

- MA’s 50th Birthday celebrated connecting and supporting marketers for 50 years.
- Attendance at learning and development workshops surged across the country, demonstrating a strong appetite for professional growth.
- Global marketing leaders shared their expertise, bringing fresh insights to New Zealand.
- Our CEO, John Miles, was invited to address 13 African Marketing Associations in Kenya, further extending Aotearoa’s global marketing connections.

2024 was a year of remarkable milestones, and we look forward to building on this progress in 2025 where it will be the year **To Be Brave!**

CEO Report

KIA ORA TEAM,

What a year it's been! 2024 was a special one, as we celebrated 50 years of the New Zealand Marketing Association—half a century of helping New Zealand marketers be even more brilliant in their roles! We marked the occasion in true MA style, bringing together 470 marketers at Weta Unleashed for a night of memories, milestones, and a look ahead to the future. It was a celebration not just of our history, but of the incredible marketers, brands, and businesses that have made this industry what it is today. Well done Toyota's Bugger advertisement which was voted the greatest New Zealand advertisement of the last 50 years. A huge thank you to Vogels and Mosh Media who helped us bring this campaign to life and bring back so many nostalgic memories.

THE YEAR OF CONNECTIVITY

2024 truly was the Year of Connectivity. We've always known that marketing brilliance isn't confined to Auckland's city limits. This year, we made it our mission to connect with marketers across Aotearoa. Through a special membership offer to those outside our main centres, we welcomed 69 new members from regions that had been under-represented in the past. Our workshops in Tauranga, Queenstown, Wellington, and Christchurch saw a whopping 132% increase in attendance—from 189 participants in 2023 to 439 in 2024. And let's not forget our live-streamed events, ensuring that no matter where you are, you're part of the team.



With the Google/YouTube Team, Caroline Oates, Caroline Rainsford and Liz Geor.

CEO Report

NUMBERS THAT TELL A STORY

Our collective efforts have borne fruit. Membership revenue climbed by 8.1%, reflecting the growing value we offer. Our learning and development programme revenue didn't just grow by 4.2%; they earned a 98% recommendation rate from participants—a testament to their quality and impact. Across all our events, we welcomed over 10,000 attendees, with engagement in regional events at an all-time high. The YouTube NZ Marketing Awards broke records, with over 1,000 attendees celebrating the pinnacle of our profession. Our partnerships with industry giants like Google, Westpac, and TRA have been instrumental in delivering top-tier events and workshops. On the home front, our team's engagement score hit an impressive 93%, and we experienced zero staff turnover—a clear sign of the passion and dedication of a fantastic group of people.

BE BRAVE IN 2025

As we look to 2025, our theme is clear: To Be Brave. The marketing landscape is evolving rapidly, and it's up to us to lead the charge with bold creativity, strategic risk-taking, and business growth in tough times. Now more than ever, marketers need to find new markets, understand consumers better, develop innovative products, harness the opportunities of technology, make AI work harder, and expand distribution channels. Let's challenge the status quo, push boundaries, and make a lasting impact. With the strong foundation we've built this year, I'm confident that together, we'll navigate the future with courage and innovation and help even more marketers be brilliant.

PLUS, A BIG THANK YOU

Our chair of the last 8 years, Jo Boerema-Barr is stepping down as Chair of the NZ Marketing Association Board. Jo has led the board through some incredibly difficult times including Covid, economic downturn and more. Her professionalism, organisation and calm leadership has been exemplary.

A huge thank you from the team at MA and the whole NZ Marketing community for the extraordinary job you have done.

Lastly I want to thank the rest of the MA board for your guidance and support, and to the MA team for your dedication and hard work. Your collective efforts have driven our success over the past year, and I look forward to building on this momentum together.

Ngā mihi nui,

JOHN MILES
CEO, Marketing Association



Board Chair Report



BOARD MEMBERS

Jo Boerema-Barr (Chair)
Matthew Pickering (ANZ)
Shane Evans (SBS)
Ant Rainger (Rainger & Rolfe)
Ian Olan (Consultant)
Nathalie Moolenschot (Animates)
Simon Hofman (Kiwibank)
Laura Cibilich (Run)

RETIRED IN 2023

Emma Watson (Consultant)
Rachel Ellerm (Lion Breweries)

BOARD INTERN

Ben Alloway (Argus Heating)

BOARD SECRETARY

Sascha Brook

WELCOME 50 YEARS

Last year, the Marketing Association successfully delivered on its theme of “A Year of Connection.” John and the MA team engaged deeply with marketers across Queenstown, Christchurch, Wellington, Waikato, Tauranga, and Auckland through a diverse range of workshops, events, marketing meetups, and more.

In 2024, we connected with 10,307 marketers through events and workshops, with 15% participating online. Workshop attendance grew by an impressive 28%. Membership revenue also reached another all-time high, increasing by 8.1% compared to 2023. These are strong results, especially considering the recession New Zealand has faced over the past year.

Throughout the year, we remained committed to our vision of “empowering marketers to create value for New Zealand organisations” across all career stages. From the Top Talent programme for students to the second year of the highly acclaimed Advanced Marketing Leadership program, we continued to support marketers at every level.

A major milestone in 2024 was the Marketing Association’s 50th anniversary. We celebrated our evolution from the Direct Mail Association to the NZ Marketing Association, now embracing all facets of our profession. The anniversary campaign, which showcased five decades of iconic ads, captivated both marketers and the wider public, highlighting New Zealand’s outstanding creative talent.

In 2024, we achieved over \$4 million in revenue, representing solid growth of 2.8% compared to 2023. This year, we incurred a small deficit due to increased investment in CRM platform and in engaging marketers outside Auckland and rising event costs. However, our overall financial position remains strong, with reserves exceeding \$1.1 million.

Looking ahead, John and his team are committed to building on our successes by:

- Driving a stronger learning and development programme,
- Hosting key events that support Social Media, B2B, Brand, and Brand Digital Marketing,
- Delivering exceptional value to our members, and
- Providing strong support to marketing leaders.

A huge thank you to John and the entire MA team for their tireless efforts in supporting our members throughout 2024. Their passion and dedication are deeply appreciated.

We also extend our gratitude to our wonderful partners, Special Interest and Regional Groups, and the National Board for their invaluable support.

Finally, to our members—thank you for your ongoing commitment. We look forward to continuing this journey together, “driving business success through brilliant marketers,” in the year ahead.

JO BOEREMA-BARR



YouTube NZ Marketing Awards

2024 marked an exciting new chapter for the NZ Marketing Awards with the arrival of our brand-new naming partner – YouTube!

From the start of the year, the team was in full planning mode, determined to make this the biggest and best Awards yet—and they absolutely delivered.

We saw record-breaking numbers across the board: the highest-ever number of Award entries, a sold-out crowd of 1000 people, and the most electrifying afterparty we've ever hosted.

And if you missed it, YouTube made sure the celebrations went next level, bringing SYNTHONY to the Awards afterparty. The venue transformed into a full-scale concert, complete with incredible music, dazzling lights, and a dance floor that didn't stop!

None of this would have been possible without the incredible efforts of so many. A massive thank you to our Awards partner SCG, our 175+ judges, our naming sponsor YouTube, all our Awards partners, and the teams at the Marketing Association and SCG for making this an unforgettable celebration of marketing excellence.



50 Years of Helping Marketers

THE VOGELS TOAST TO THE GREATEST CAMPAIGNS OF THE LAST 50 YEARS

The New Zealand Marketing Association's 50th anniversary was a celebration of the greatest marketing campaigns of the past five decades. This initiative highlighted the evolution of advertising in New Zealand and key elements of impactful campaigns. It created huge interest from within the marketing community and people loved the trip down 'memory lane'!

KEY INSIGHTS

- **Original Music:** Strengthened brand association and recall.
- **Authentic Kiwi Identity:** Resonated deeply with audiences.
- **Bold Creativity:** Risk-taking ads created lasting impact.
- **Storytelling Excellence:** Emotional connections made ads memorable.

STANDOUT CAMPAIGNS

From KFC's launch in the 1970s to Tina from Turners in the 2020s, our retrospective highlighted key winners:

- **1970s:** Great Crunchie Train Robbery
- **1980s:** 'Dear John' – Emotional storytelling.
- **1990s:** 'Bugger' – Most awarded NZ advertisement of all time and the winner of the greatest campaign of the last 50 years
- **2000s:** Mitre 10's 'DIY' – Classic Kiwi appeal.
- **2010s:** 'State Insurance' – A feel-good favourite.
- **2020s:** Tina from Turners

CAMPAIGN IMPACT

- **18,612** users engaged
- **5,765+** new contacts added
- **110,000+** page views
- **12,430** votes cast
- Front-page NZ Herald website
- Coverage on Seven Sharp & Marketing Magazine
- Sold-out anniversary event (470 attendees)

LESSONS FOR THE FUTURE

Great campaigns should continue to embrace **original music, Kiwi authenticity, bold storytelling, entertainment, and risk-taking.**

LOOKING AHEAD

MA is committed to inspiring creativity and innovation in marketing. This campaign affirmed that bold storytelling and risk-taking remain crucial to successful advertising. Here's to the next 50 years! A huge thank you to Vogels for supporting this campaign and to Mosh Media who created all the brilliant social assets that brought the campaign to life.



Top Talent Programme with University of Auckland

by Amy Carstairs, now Business Executive at Saatchi & Saatchi New Zealand.

A key highlight of my university degree was being selected for the first-ever cohort of the Top Talent Programme, a partnership between the University of Auckland Business School and the NZ Marketing Association.

This program is for the top 15% of third-year marketing students and involves four insightful workshops, along with the opportunity to spend a week at your sponsor company.

The workshops spanned behavioural science, marketing plans, leadership, stakeholder management, digital strategy, social media marketing, AI, content creation, and digital storytelling, all facilitated by some of the best in the industry. It was an amazing opportunity to expand on what I learned at university and apply real industry knowledge in a practical setting.

My favourite part of the programme was the opportunity to go into the creative agency DDB for a one-week work experience. Before this, I knew about advertising and agencies but had no real context for what they actually did, how they operated, or whether it was the right fit for me. After expressing my interest in exploring the advertising world in my application, I was stoked to be mentored by the head of business management and to immerse myself in the agency's fast-paced, exciting culture.

From chatting with different departments to participating in creative brainstorms and even sitting in on a VO recording, this experience gave me a hands-on understanding of how a large agency works. It also cemented my love for the industry and helped me build the knowledge and connections that led to my current role as a Business Executive at a Saatchi & Saatchi.

A huge thank you to the Marketing Association for making opportunities like this possible. I'd recommend every eligible student jump at the chance to be part of this incredible programme!

AMY CARSTAIRS



The Global Marketing Super Stars Brought to You by the MA in 2024

Each year, the Marketing Association secures some real heavy hitters to challenge the thinking of New Zealand marketers. It's part of our mandate to bring the world's best nous and know-how to Aotearoa to help make marketers brilliant.

In 2024, MA made it possible for local marketers to hear from the strategic and creative minds behind some of the world's best-known brands, the people that shape culture and push innovation in the world of marketing.

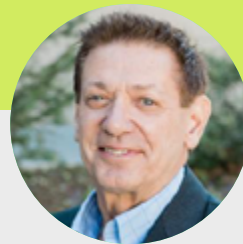


ISLAM ELDESOUKY

Global Vice President of Creative, Coca-Cola

Winner of the 2024 Cannes LIONS Creative Brand of the Year.

Islam is known for pushing the boundaries of creativity and strategy and remains a driving force in the world of branding, inspiring marketers and creatives around the globe.



PETER WILTON

Marketing Professor at UC Berkeley and Owner, ORBIS Associates

From the Haas School of Business at University of California in Berkeley, Peter is a global thought leader on disruptive innovation.

He works at the intersection of strategy, innovation/digital transformation, and customer experience, to help organisations sustain their relevance and leadership in ever evolving markets.



JENNY HAGGARD

Global Brand Strategy & Thought Leadership Lead, Spotify

Jenny has worked with brands such as Disney, Nike, Netflix, Marriott, Adidas, Honda, Xerox, Warner Bros, Samsung, Schick, Facebook, Universal Pictures, Xfinity, Hyundai, and more



VARUN VERMA

Chief Data Analytics Officer,
L'Oréal Australia

In 2024, Varun was named as a 40 under 40 Data Scientist and the Top AI and Data Analytics Leader of the Year. He's led teams and worked with top-tier organisations such as Loreal, Heineken, PwC, Visa, Accenture, and Allianz.



MALCOLM POYNTON

Global Chief Creative Officer,
Cheil Worldwide

Expat Kiwi and multi-award-winning global creative powerhouse Malcolm is a recognised industry influencer and speaker, a two-time Cannes Jury President, and named as one of AdAge's 'World Top 10 Digital Minds'. He's worked with iconic brands Adidas, RayBan, Rolls Royce, Unilever, Lycra, Qatar Airlines, Abbott, Huggies, and more.



ZOE SCAMAN

Founder of UK agency Bodacious

Zoe has made her mark by working with some of the biggest and most influential brands globally, including Nike, Netflix, Oatly, Unilever, EA Games, EA Sports, Under Armour, Snapchat.

With a futurist mindset, she creates transformative strategies that leverage emerging technologies and cultural shifts to drive impact.



LAUREN ABNEY

AI Strategist & Marketing Innovator,
Google USA

Lauren works with Google's largest clients and executives to transform businesses. Her unique perspective blends cutting-edge AI knowledge, deep industry experience, and a passion for exploring the intersection of technology and consumer behavior.



BRITNEY MULLER

AI Consultant, New York

New York-based AI expert Britney Muller is a compelling international keynote speaker, writer and consultant.

Highly recommended by Rand Fishkin, Britney offers actionable insights on the intersection of marketing and technology.

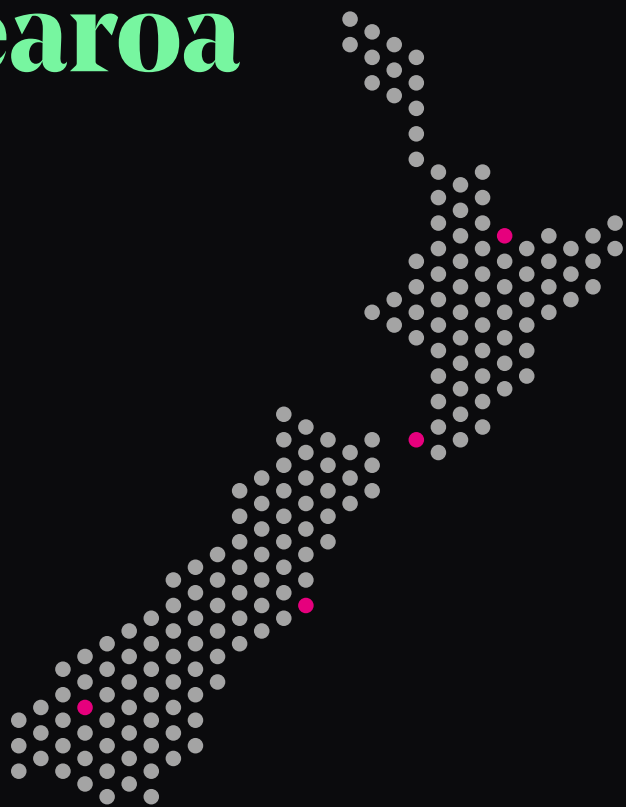


SEAN O'DONNELL

Global Brand Director, Tiger, The
HEINEKEN Company

Named one of Asia-Pacific's 50 Most Influential Marketers in 2023, Sean is one of NZ's most awarded marketers, with 15 Cannes Lions and multiple D&AD pencils. He's a winner of WARC most effective Creative Campaign, NZ Marketing Awards Supreme Winner, and NZ Effies Marketer of the Year.

Expanding MA's workshop offering across Aotearoa



Wellington's marketing workshops have seen a 120% surge in attendance, as marketers focus on sharpening their skills and staying ahead. In a challenging region, the MA supported the industry with providing special 50th birthday offers, making it easier for individuals to continue developing and growing.

In **Christchurch**, attendance has jumped 252%, driven by the MA's commitment to expanding in-person learning opportunities in the region. What started as smaller gatherings has transformed into vibrant hubs of learning and collaboration, with the South Island's marketing community embracing existing and new workshops.

Queenstown and **Tauranga** are exciting new regions for the MA, and interest is really growing. Attendance in Queenstown, is up 30%, with local businesses and professionals keen to develop their marketing expertise.

Participant increase by region	2023	2024	Increase
Wellington	81	178	120%
Christchurch	42	148	252%
Queenstown	66	86	30%
Tauranga	-	27	-

2024 - The Year of Connections



Caroline Rainsford
Country Manager, Google

Google NZ and the NZMA formed a world-class partnership, driving innovation. A highlight was the YouTube NZ Marketing Awards, celebrating industry excellence.



Quentin Weber
Founder and CEO, Unbound

Growing the MA in Waikato has been rewarding, especially through monthly breakfasts. These events have strengthened engagement and community connections. It's exciting to see Waikato's marketing network continue to grow.



Moumita Das Roy
Commercial Communications Manager, Dulux

As a newcomer, the MA became my go-to for networking and learning. The 50th birthday celebration showcased decades of great Kiwi ads and culture. It remains a hub for industry leaders and a welcoming space for new professionals.



Michael Durie
Chair, MA Southern

2024 was our best year yet, with packed events and record registrations. Our 'Off the Clock' networking and Think Again luncheons tackled key marketing themes. We're committed to maintaining this momentum in 2025.



Adnan Khan
Chair, Digital Special Interest Group

This year, we curated Digital Day Out, covering AI, data, and innovation. I led meetups and blogs on analytics, helping marketers navigate digital shifts. Judging the YouTube NZ Marketing Awards highlighted how tech drives brand connections.



Frankie Coulter
CMO, Goodman Fielder

Reconnecting with the MA has strengthened our investment in people at Goodman Fielder. Partnering for 2025 embeds MA events into our marketing capability programme. We share the vision of making marketers more brilliant.



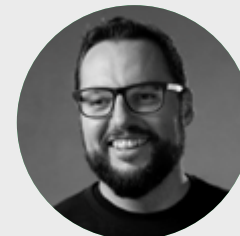
Glenn Dougal
Chair, MoPed, Bay of Plenty

MoPed's partnership with the MA led to a record number of events, workshops and speaking sessions, enriching learning. DayBreak conference, masterclasses, and speaker sessions enriched learning. Networking events fostered even more connections in the Bay of Plenty.



Dr. Drew Franklin
Associate Dean, University of Auckland

The Business School had a fantastic year of engagement with the MA. The "Top Talent Marketing School" gave students industry experience and real-world skills. We look forward to introducing more brilliant graduates in 2025.



James Perry
Chair, Queenstown Marketing Association

2024 marked the launch of MA's Queenstown Marketers Group. We connected 148 marketers, ran surveys, and hosted networking events. Our goal is to support and elevate marketing in the Queenstown Lakes region.



Lucy Bell
Marketing Manager, University of Otago

Attending the 2024 Marketing Association's Advanced Leadership Programme from Dunedin was a significant commitment but invaluable for upskilling and networking. It provided practical insights, leadership discussions, and fresh ideas.

Key Data

MEMBERSHIP

- Total Revenue grew by \$89,411 from \$1,102,104 to \$1,191,515 – Total Membership Revenue up 8.1%.
- Individual members including students, 527 in 2023 to 682 in 2024.

EVENTS

- Total Events Revenue had a slight decrease of \$1,703 to \$1,613,723 in 2024.
- Whilst we had record figures for Marketing Awards, Brand Summit and Digital Day Out Digital Day Out, numbers were slightly down on 2023 due to running two less Marketing Disrupted online events and in 2023 we had the hugely successful Mark Ritson Series where over 900 marketers saw him in three days.

NUMBER OF MEMBERS ATTENDING EVENTS

Event Type	2023	2024
Paid	4,559	4,606
Free	2,239	2512
Online – paid	1,469	
Online - Free	806	1,586
Marketers engaged – All Events	9,073	8,704

LEARNING AND DEVELOPMENT

- Total Revenue grew from \$805,898 in 2023 to \$840,095 in 2024 – a 4.2% increase.
- Total satisfaction by participants of MA workshops was 93% and when asked if they would recommend MA (Customer advocacy rating) 98% said they would.
- Our objective in Wellington and Christchurch was to have an under 10% cancellation rate. We only cancelled one workshop. We increased numbers in these two regions by 165% - from 123 attendees up to 326 attendees.

NUMBER OF MEMBERS ATTENDING WORKSHOPS

	2023	2024
Face to face Auckland	467	411
Face to face Wellington	81	178
Face to face Christchurch	42	148
Queenstown	66	86
Tauranga		27
Live at Lunchtime	363	338
Inhouse	190	363
Advanced Marketing Leadership	29	32
Top Talent 2024	15*	20
Total Engagement*	1,253	1,603

Financials

Statement of Financial Performance

New Zealand Marketing Association Incorporated
For the year ended 31 December 2024

	NOTES	2024	2023
Revenue			
Service Revenue	2	2,126,944	2,020,362
Membership Fees and Subscriptions	3	1,191,515	1,102,104
Sponsorship Revenue	4	417,832	547,516
Other Revenue	5	224,201	210,750
Investment Revenue	6	57,907	28,152
Total Revenue		4,018,399	3,908,885
Expenses			
Employee and Contractor Expenses	7	1,473,325	1,444,773
Service Delivery Expenses	8	1,487,207	1,311,287
Administrative and Other Expenses	9	986,902	946,015
Marketing Expenses	10	95,665	95,878
Total Expenses		4,043,100	3,797,954
Surplus/(Deficit) for the Year		(24,701)	110,931

The accompanying notes form part of, and should be read in conjunction with, these financial statements.

Financials

Statement of Financial Position

New Zealand Marketing Association Incorporated
As at 31 December 2024

	NOTES	31 DEC 2024	31 DEC 2023
Assets			
Current Assets			
Bank Accounts and Cash	11	219,633	501,047
Trade and Other Receivables	12	222,006	270,189
Investments - Term Deposits		900,000	650,000
Prepayments & Accrued Income		89,528	52,820
Right To Use Motor Vehicle		1,500	1,500
Total Current Assets		1,432,667	1,475,556
Non-Current Assets			
Property, Plant and Equipment	13	108,262	95,701
Intangibles	14	132,151	106,481
Total Non-Current Assets		240,414	202,182
Total Assets		1,673,081	1,677,738
Liabilities			
Current Liabilities			
Accrued Expenses		49,270	41,671
Credit Cards Payable		6,167	6,075
Employee Entitlements		83,207	93,336
GST Payable		31,952	75,594
Lease Liability		5,166	2,841
Prepaid Income		790,056	741,940
Trade and Other Payables		97,172	88,689
Total Current Liabilities		1,062,990	1,050,145
Non-Current Liabilities			
Make Good Provision		42,000	34,800
Total Non-Current Liabilities		42,000	34,800
Total Liabilities		1,104,990	1,084,945
Net Assets		568,091	592,792
Accumulated Funds			
Accumulated Surpluses	15	568,091	592,792
Total Accumulated Funds		568,091	592,792

The accompanying notes form part of, and should be read in conjunction with, these financial statements.

And Our Brilliant Team From 2024!



**THANKS TO RAINGER & ROLFE
FOR PUTTING THIS
ANNUAL REPORT TOGETHER!**



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