

MARKETING SOUTH

5 November 2024 | Ōtautahi, CHC

PROGRAMME *

TIME	TOPIC	SPEAKER
9:00am	Welcome	MC: Shane Evans, CMO, SBS Bank
9:10am	Premier Sponsor Address	Plato
	<p>International Keynote: Unleashing the Power of Data at L'Oréal</p> <p>Varun Verma, L'Oréal Australia and New Zealand Chief Data Analytics Officer, 40 under 40 Data Scientist 2024 and Top AI and Data Analytics Leader of the Year joins us to talk about the data-driven transformation at L'Oréal.</p> <p>He will share how he is bringing a stronger and more collaborative data culture into the organisation and embracing new ways of working with AI and ML. We will hear how L'Oréal is democratising access to data and insights, and how data is helping shape the future of the business.</p> <p>In his talk, Varun will cover:</p> <ul style="list-style-type: none"> • Why data democratisation starts with understanding the right business objectives. • Getting the rest of the company to start consuming data for the purpose of decision making. • Finding out what is relevant for different profiles and personas. • Data curiosity + agility – and the challenges of changing mindsets. • Our data ecosystem and how AI is helping us overcome data silos. • Successful use cases: How L'Oréal is using data and AI in marketing. 	<p>Varun Verma, Chief Data Analytics Officer, L'Oréal Australia and New Zealand</p>

	<p style="text-align: center;">Adoptable: How Pedigree is Using AI to End Dog Homelessness</p> <p>ColensoBBDO New Zealand stole the spotlight at Cannes 2024 with its Adoptable campaign, setting a new benchmark for creative AI innovation in marketing.</p> <p>Worldwide, 12 million dogs are in shelters waiting for their forever home. Pedigree has been supporting dog adoption for nearly two decades. Now, thanks to AI and machine learning, that support can reach a scale that was previously unfeasible.</p> <p>The Cannes Lions Grand Prix winning 'Adoptable' campaign used a first-of-its-kind machine-learning model to create personalised ads featuring real dogs from local shelters. Using geotargeting and first-party data from social media profiles, it matches potential pet owners with adoptable dogs and turns every Pedigree ad into an ad for a shelter dog.</p> <p>ColensoBBDO Chief Creative Officer, Simon Vicars, joins us at Marketing South 2024 to show how AI can amplify the reach, effectiveness and social impact of creative ideas.</p>	<p>Simon Vicars, Chief Creative Officer, Colenso BBDO</p>
	<p>MA Southern Committee Address + Icebreaker Activity</p>	<p>Michael Durie, MA Southern Regional Committee</p>
<p>10:40am - 11:10am</p>	<p>Kai + Conversation</p>	
	<p style="text-align: center;">From Crew to Creators: How AJ Hackett Bungy's Crew Drives Social Media Success</p> <p>Discover how AJ Hackett Bungy NZ transformed their team from day-to-day Crew members to social media content creators. This session delves into AJ Hackett's Creator Programme, a scalable solution that enables Crew to produce engaging social media content, significantly boosting reach and engagement. Learn about the strategies, successes, and the benefits of harnessing internal talent to drive our social media presence.</p>	<p>Heather Cosentino, Digital Marketing Manager, AJ Hackett Bungy New Zealand</p>
	<p>Reimagining the Future: How Digital and Data Fuels ZURUs Disruption Strategy</p>	<p>Rob Thomas, Global Head of Digital, ZURU</p>

	QUIZ	
12:40pm - 1:30pm	Kai + Conversation	
	<p>Fireside Chat: The Intersection of Brand, Sport and Place</p> <p>Once complete in 2026, Te Kaha – One New Zealand Stadium will be one of Aotearoa’s largest events venues, with stadium seating for over 30,000 and flexible spaces to host all kinds of events.</p> <p>Get ready for an engaging chat between Crusaders CEO Colin Mansbridge, Venues Ōtautahi CEO Caroline Harvie-Teare and Plato CEO Nick Harvey.</p> <p>Through a mix of directed questions, open discussion and audience Q&A, they’ll cover their commercial partnership and look at:</p> <ul style="list-style-type: none"> • Innovation at the intersection of sport, venues, and brand • The cultural and economic impact – using the home of the Crusaders as a platform to promote Christchurch • Communicating the narrative behind the stadium’s construction • How to leverage commercial partnerships for mutual growth 	<p style="text-align: right;">Colin Mansbridge, CEO, Crusaders</p> <p style="text-align: right;">Caroline Harvie- Teare, CEO, Venues Ōtautahi</p> <p style="text-align: right;">Nick Harvey, CEO, Plato</p>
	<p>Proper Crisps: Turning Challenges into Opportunities</p> <p>Nelson cult brand Proper Crisps will share a fascinating story of dealing with the unexpected. Find out how the brand turned the impact of adverse weather events into an opportunity to not only support local producers, but also to cement their brand’s purpose and position as a truly local NZ brand.</p> <p>Cyclone Gabrielle left Proper Crisps without one of their top selling SKUs after wiping out all their kumara crops in Northland. Brand Manager Hayley Lewis will share how they pivoted quickly to hold their shelf space, managed through disruption, and relaunched the product with an emotional campaign earlier this year.</p>	<p style="text-align: right;">Hayley Lewis, Brand Manager, Proper Crisps NZ & Australia</p>
2:45pm - 3:15pm	Kai + Conversation	

A Marathon Challenge for FreshChoice: Reimagining Our Brand Experience

The second-to-last session of a full-day conference. By this point of the day, you might be starting to feel like you're in the middle of a marathon.

Brett Colliver, Chief Creative Officer at dentsu, will share the story of 'Aid Aisle', a supermarket aisle placed 50km into one of the toughest and most remote ultramarathons in the world – South Island's Kepler Challenge. Every part of the aisle was designed to give runners the boost they needed to make it to the finish line. And Brett's planning something similar for you at Marketing South!

- How Aid Aisle reinforced FreshChoice's new brand platform, 'That's Shopping Different'
- Reimagining sponsorship: lessons from the year's most talked about brand experience
- Making each touchpoint count
- Amplifying the activation through media and social
- The results

Brett Colliver, Chief Creative Officer, dentsu Aotearoa

Closing International Keynote: What's Next and What's Not: Seismic Shifts Reshaping Marketing

Are you entering 2025 future ready or with a foot stuck in the past? Brace for impact as we unveil the seismic shifts reshaping marketing.

2025 will demand accelerated transformation in marketing, driven by technological breakthroughs and evolving consumer behaviours. This keynote cuts through the noise, separating game-changing trends from fleeting fads. Discover how to leverage emerging opportunities, reinforce timeless marketing principles, and avoid pitfalls that could derail your strategy in the coming year.

Andy Lark is among the world's most highly regarded technology futurists, entrepreneurs, and marketers. He's built multiple startups to billion-dollar valuations and run some of the largest marketing teams in the world. With one foot in the real business world and boardroom, he can mix a clear view of what's next and show how you can relate and respond to trends through new ways of working, thinking, and teaming.

Don't let the future catch you off guard. Arm yourself with the insights and strategies needed to thrive in the marketing landscape of 2025 and beyond.

Andy Lark, Global CMO, Entrepreneur & Author

4:45pm - 5:45pm

Networking Drinks