

# 2024

# marketing that matters



Thursday 9 May 2024  
9:00am - 5:00pm  
InterContinental Hotel, Wellington

## PROGRAMME ✨

TIME	TOPIC	SPEAKER
9am	Welcome	MC
	<p><b>International Keynote: Using Ambitious Storytelling and Creativity to Change the Narrative around Tall Poppies</b></p> <p>75% of Australian business owners believe that Australia has a negative culture of cutting down successful people, businesses, and entrepreneurs – commonly referred to as ‘tall poppy syndrome’.</p> <p>CGU Insurance (part of IAG) set out to change that. With a wildly ambitious creative campaign and emotionally rich story, they managed to change the conversation and reached 60% of Australians. They partnered with the Jim Henson Company (creators of The Muppets and one of the best storytellers in the world) for a short film, created Australia’s first 3D full motion billboard, and pushed the boundaries with both their social and media approach.</p> <p>We are delighted to have Adam Ferrier from CGU’s creative agency Thinkerbell join us to take us behind the scenes of ‘Tall Poppy’ work, the response to the campaign, the media approach, and what other organisations can learn from this – no matter what sector they’re in.</p>	<p><b>Adam Ferrier,</b> Founder and Consumer Psychologist, Thinkerbell</p>

	<p style="text-align: center;"><b>How Whānau Ora Engaged and Amplified the Voices of Underrepresented Communities</b></p> <p>In 2023, Whānau Ora launched a campaign via Motion Sickness, to increase Census numbers, particularly from underrepresented communities in Tāmaki Makaurau. ‘Rep Your Suburb’ centres around community engagement and presence, emphasising the fact that you can’t be represented if you aren’t counted.</p> <p>To connect people with their local pride, Motion Sickness created a bespoke pop-up store, decked out with exclusive merch for each area code – none of which were available or for sale anywhere else. The only way people could get a piece of gear and rep their suburb was by completing their Census form.</p> <p>Kātene Durie-Doherty, Head of Māori Culture (Kaitaunaki Māori) at Motion Sickness and Board member of the Designers institute of New Zealand joins us to share the kaupapa of the campaign, the importance of kanohi ki te kanohi kōrero, and how it all ties in with the ‘by Māori, for Māori’ approach at the heart of Whānau Ora.</p>	<p style="text-align: center;"><b>Kātene Durie-Doherty, Kaitaunaki Māori (Head of Māori Culture), Motion Sickness</b></p>
<b>10.25am - 10.50am</b>	<b>Morning Tea Break</b>	
	<p><b>On the Right Side of Disruption – AI Innovation at Spark NZ</b></p> <p>Spark NZ was an early adopter of AI and continues to lean into AI innovation. With a stated purpose to help all New Zealanders win big in digital world, the team at Spark NZ is committed to democratising access to AI knowledge and helping smaller organisations accelerate the uptake of this new technology.</p> <p>Spark NZ’s Director of Marketing and Data, Matt Bain, is widely regarded as one of NZ’s most knowledgeable marketers when it comes to AI. He will discuss the latest developments in AI, the innovative work Spark NZ has been doing in this space, and lessons from Spark’s multi-award-winning Made For You Review campaign.</p> <ul style="list-style-type: none"> <li>·Leaning into AI disruption responsibly</li> <li>·Using AI and ML to achieve personalised marketing and comms at scale</li> <li>·Improving conversions by only showing up in the moments that matter</li> <li>·Putting data-driven insights into the hands of the consumer</li> <li>·Taking friction of customer experiences</li> </ul>	<p style="text-align: center;"><b>Matt Bain, Marketing and Data Director, Spark NZ</b></p>

**Brand Communication on Social Media: Lessons from IAG, New World and Counties Energy during Cyclone Gabrielle and the 2023 Floods**

From product recalls, to floods, power outages, bomb threats, racism and sexism, crisis management on social media is no joke. Find out what your brand should do differently when communicating across social media and why it's time to change up the traditional comms approach to put the community at the centre.

Thompson Spencer's Community Management team worked with Auckland Airport, New World, IAG and Counties Energy during last year's floods and Cyclone Gabrielle and join us to share some very real lessons on brand risk, comment moderation, and social listening.

This is not a press release posted up on social media. This is real expertise at knowing how to humanise communication on social media when s\*it hits the fan and before things get out of control.

**Melanie Spencer,  
CEO, Thompson  
Spencer**

**From Success to Scrutiny: How an Australian Government Campaign Grappled with 90 Million Digital Interactions**

The Australian Federal Government took a leap of faith in recent offshore marketing efforts. And reaped huge reward. Clint Bratton, a returning Kiwi marketer and architect of the campaign, will share how digital media, personalised messaging and a tailored customer experience exposed Australia to a targeted audience of 200-million people and drove more than 90-million digital interactions. The raw numbers of this campaign are staggering. But with success, came some unintended consequences.

- The campaign was subject to political interference claims from foreign governments
- The platform was the subject of government cyber-intelligence investigations
- The social impact of huge audiences from specific markets drove political debate; and
- The downstream impacts contributed to the current Australian housing crisis.

All of NZ Enterprise and Government can learn from this example.

**Clint Bratton,  
Managing  
Director,  
Proximity NZ**

12.40pm -  
1.25pm

**Lunch Break**

**Workshop: Meeting the Needs of First- and Second-Generation New Zealanders**

27% of our population were born overseas. For brands, first and second-generation New Zealanders are a significant group of audiences. But how well do you know them? And how well are you meeting their needs?

TRA’s in-depth research study has gained a more nuanced understanding of the unique cultural mindset of these New Zealanders. We know that this is a group who want to feel they belong without losing their cultural roots – yet many brands are failing to empathise with and understand this experience.

First and second-generation New Zealanders will play a significant role in our country's economic future, not just as customers but also as employees. This workshop will explore this group's experiences, helping marketers understand how to listen, speak, and deliver authentic brand narratives to them in a way that resonates.

**Colleen Ryan,  
Partner,  
TRA**

**Karin Glucina,  
Managing  
Partner,  
TRA**

**Behind the Scenes at ANZ: Driving Strategic Change in Personalisation through Data**

ANZ is well-known for its customer-centric, data-led approach to marketing. Brooke is part of the team that is driving the innovative and disruptive work happening behind the scenes to make this happen. As Personalisation Program Lead, she focuses on the organisational change and capabilities needed to deliver relevant one-to-one engagement with the bank’s customers in ways that meet their customer care guidelines.

She joins us to share how they are building the capabilities that will underpin data driven marketing now and into the future. She will show:

- A data revolution – start by focusing on the customer outcomes
- Understanding your competitive advantage (and your constraints)
- Marketing technology as an enabler not a distraction
- Transferable lessons for other organisations and sectors

**Brooke  
Treadgold,  
Personalisation  
Programme Lead,  
ANZ**

2.50pm - 3.10pm

Afternoon Tea Break

### **Reframing the Story to Engage Your Audience: NZ Blood Case Study**

People equate the need for blood with national emergencies, natural disasters, mass shootings or other cataclysmic events. But NZ Blood face the equivalent need of these events every day - we just don't see them. "Unseen Emergencies" woke New Zealanders up to the fact that any person, any time, in any place, could be faced with a life-threatening situation that required blood – and they happen every hour, every day.

This is the story of how reframing daily events as unseen emergencies created the largest donor jump in 5 years. The campaign was so successful that it was considered one of the most effective campaigns globally, and shortlisted for a Global Effies 'Best of the Best'.

**Scott Maddox,  
Creative Director,  
YoungShand**

### **Fireside Chat on Brand Transformation: Creating a Strong Identity and Cultural Connection in Horowhenua**

Come find yourself | Huraina tō mata  
Ko tēnei whenua, tōku kāinga | This land, my home

One of the key action areas identified in the Horowhenua 2040 Blueprint was to attract more visitors by creating a strong district identity. Adopted in May 2022, the Council set out to transform the brand narrative, and develop a visual identity that paid respect to Horowhenua's enduring natural elements – the whenua. Part of the mission was to shed the old brand found to be culturally insensitive and a point of friction between Council, iwi partners and the community.

In this Fireside Chat with Lisa Campbell, Strategic Communications Manager at Horowhenua District Council, we will explore how they started from scratch, engaging meaningfully with iwi partners from the outset to uncover a unique cultural narrative, and the brand 'tale' that emerged as a brand beacon for tomorrow.

**Lisa Campbell,  
Strategic  
Communications  
Manager,  
Horowhenua  
District Council**

**Fireside Chat  
Moderator:  
Regan Savage,  
Chief Sales and  
Marketing  
Manager,  
Southern Cross  
Health Insurance**

	<p><b>Closing International Keynote:</b>  <b>Reviving an Australian Icon: How Lion is Creating Cultural Relevance for their Brand</b></p> <p>Brands have to stay humble, stay hungry and stay relevant - so what does this mean for brands with decades of legacy to their name that have failed to move with culture? How do you balance the sacredness of brand DNA with the need to innovate to create cultural capital?</p> <p>Lion's Chief Growth Officer, Anubha Sahasrabuddhe, will discuss why innovation in the context of iconic brands such as Lion's XXXX beer brand, begins with curiosity and then requires courage and conviction - in spades.</p> <ul style="list-style-type: none"> <li>·Understanding the cultural context in which your brand is operating.</li> <li>·How is your brand showing up?</li> <li>·Sustainability, diversity, advocacy: What do you give a XXXX about?</li> <li>·Market like you give a damn.</li> </ul>	<p><b>Anubha Sahasrabuddhe, Chief Growth Officer, Lion</b></p>
<p>5pm onwards</p>	<p>Networking Drinks</p>	

\* Please note that programme is subject to change

HELPING MARKETERS BE  
**BRILLIANT**  
 FOR 50 YEARS

