

**MEDIA RELEASE
For Immediate Release**

FINAL TWO SPEAKERS ANNOUNCED FOR RESET 2017

7 June 2017 – The AANA (Australian Association of National Advertisers) today announced the final two global speakers for RESET 2017: **John Kearon, CEO System1 Group** and **John Maclean OAM**, Paralympian and Chairman of the John Maclean Foundation, who will share his life story, having become a paraplegic from a near fatal accident while training. John Maclean's story, an inspiring tale of resilience and transformation completes the RESET line up for 2017.

"I'm thrilled to be welcoming John Kearon back to the AANA stage. Formerly the CEO of BrainJuicer, he spoke at our first Conference in 2014 and our members to this day ask for his return.

"John is provocative, inspiring and high energy. He challenges the marketing world to bring marketing into the 21st century by embracing emotion and behavioural science. His content and his style are the essence of the RESET theme," Sunita Gloster, CEO of the AANA said.

John Kearon is now the CEO of the System1 Group. He founded and led BrainJuicer for 16 years, turning it into a global business before leading its transformation into the System1 Group. John has recently published *System1: Unlocking Profitable Growth*, which explains how to create innovation, advertising, brands and shopper marketing that appeals to our System 1 brain and ensure profitable growth.

"Transformation and resilience are constant themes in our lives and we're excited to once again add a personal RESET perspective to the agenda again this year.

"My thanks to David Fox, CEO of Ogilvy who continues to support and sponsor the 'Personal RESET' commitment we make at every RESET. AANA Members are still talking about the impact of hearing Monica Lewinsky speak last year and John Maclean will be no different," Ms Gloster said.

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During fitness training near his hometown in June 1988, John was hit by an 8 tonne truck as he rode his bike. The impact resulted in John suffering multiple breaks to his pelvis and back, a fractured sternum, punctured lungs, a broken arm, and left John a paraplegic. It took astonishing courage and determination, but somehow this near-fatal accident was the making of him. Despite the grief of what he had lost, the excruciating physical pain and the challenges of daily life in a wheelchair, John decided he would become bigger and stronger than ever. He set about proving himself in the toughest sporting events the world had to offer.

“John’s life is a journey in progress, and he continues to set and achieve extraordinary goals as he further improves his mobility. John’s personal mission is ‘how far can you go?’ and his story is one that will RESET and inspire everyone in the room,” Ms Gloster said.

Both speakers will join five international speakers already announced: Jamie Barnard, General Counsel – Global Marketing, Media and eCommerce, Unilever (UK); Tom Goodwin, EVP of Innovation, Zenith Media (USA); Neil Perkin, Founder, Only Dead Fish (UK); Shadi Halliwell, Group Creative and Marketing Director, Harvey Nichols Group and Bessie Lee, Founder and CEO, of China based incubator, Withinlink.

Registration to RESET 2017 is available now at <http://www.aana.com.au/reset/>. RESET is a one day event attended by senior marketers and agency executives and will take place at Randwick Racecourse in Sydney on Tuesday 17 October.

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About the AANA: For over 85 years the AANA has represented Australia’s largest and well-known brands across all major sectors, including FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of those businesses that contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members, the AANA’s mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia, safeguard the rights of its members to commercial free speech and protect consumers by ensuring marketing communication is conducted responsibly. For the fourth consecutive year, AANA presents RESET, an opportunity for Australia’s leading marketers to be inspired and challenged about the year ahead and is an event attended by senior level marketers, creative and media agencies representing the world’s most recognised brands. This year’s RESET takes place on Tuesday 17 October at Randwick Racecourse in Sydney. For more information go to www.AANA.com.au/RESET

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RESET 2017 – FINAL TWO SPEAKER PROFILES



JOHN KEARON **Chief Executive Officer, System1 Group**

John is Chief Executive Officer of the System1 Group, previously called BrainJuicer. He founded and led BrainJuicer for 16 years, turning it into a global business before leading its transformation into the System1 Group. The Group consists of the System1 Advertising Agency & System1 Research Agency to produce & predict 5-Star marketing that drives profitable growth.

John's role in conceiving and leading the company made him Ernst & Young's 'Entrepreneur of the Year', the ARF's Gold Award for Research Innovator and triple winner of the ESOMAR award for best Methodology. The company has been voted for the last six consecutive years, 'Most Innovative Market Research Company' in the industry.

Provocative and playful, John has regularly challenged the marketing world to bring marketing into the 21st century by embracing emotion and behavioural science, and he is in constant demand as a speaker and business leader. John's recipe for entrepreneurial success is; creativity, resilience, determination, perseverance, stamina, drive, imagination, resourcefulness, courage, self-belief, commitment, ability to go without sleep and a touch of madness.



JOHN MACLEAN OAM **Paralympian and Chairman of the John Maclean Foundation**

During fitness training near his hometown in June 1988, John was hit by an 8 tonne truck as he rode his bike. The impact resulted in John suffering multiple breaks to his pelvis and back, a fractured sternum, punctured lungs, a broken arm, and left John a paraplegic. It took astonishing courage and determination, but somehow this near-fatal accident was the making of him. Despite the grief of what he had lost, the excruciating physical pain and the challenges of daily life in a wheelchair, John decided he would become bigger and stronger than ever. He set about proving himself in the toughest sporting events the world had to offer.

In 1995 John made history by becoming the first wheelchair athlete to finish the course at world's toughest multi-discipline sporting event – the Hawaii Ironman Triathlon, drawing on all his inner strength to continue to the finish line after falling outside the able-bodied cut-off times in the bike section. The following year John narrowly missed the cut off time again, this time due to a flat tyre but proceeded to once again complete the entire course.

In 1997 he not only finished within the able-bodied cut-off times, he beat a third of the field and became the first ever wheelchair category winner. In 2002 John became the first non-American inducted into the Hawaiian Ironman Triathlon Hall of Fame.

Many more extraordinary sporting challenges followed, including becoming the first wheelchair athlete to swim the English Channel in 1998, and complete the gruelling Molokai Ocean challenge in 2005 (World Championships for open water paddling). He represented Australia at the Sydney 2000 Olympic and Paralympic Games, and in 2001 he sailed in the Sydney to Hobart Yacht Race. In 2006 he took part in the invitation-only extreme endurance event, the Ultraman World Championships, in Hawaii. Early in 2007, John was invited into the sport of rowing. In September 2007 he and his rowing partner claimed a silver medal at the Rowing World Championships, and followed up with GOLD at the International Regatta in Italy in April 2008. John won Rowing silver at the 2008 Beijing Paralympic Games.

Parallel to his sporting career, John sought to further focus his tremendous energy and determination on helping others, and established a charitable foundation in 1998. The John Maclean Foundation is now a national scale organisation providing support and assistance to Australian wheelchair users under the age of 18. The foundation's mission is to inspire, motivate and enable physically challenged kids to chase their dreams and live life to the fullest. The Foundation has currently raised \$4 million. Children, families and corporations across the globe find John's wisdom and inspiration invaluable in achieving focus and delivering potential.

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John's personal mission statement is "HOW FAR CAN YOU GO" and when he approached NeuroPhysics therapist, Ken Ware in April 2013, John was living by this mantra. After 25 years as an incomplete paraplegic John has taken his first steps towards achieving his dream to walk again, thanks to Ware's 'WareK Health' trigger process. An incomplete paraplegic, with some movement and feeling in his left leg, John was always able to support his weight, on crutches, for short periods of time, and although the wheelchair remains John's primary mode of movement, this dramatic and extraordinary development is allowing him to rediscover life, walking short distances unassisted.

In October 2014 John returned to compete in the triathlon he was training for in 1988 when he was hit by the truck. The Nepean Triathlon was the first triathlon John competed in as a wheelchair athlete, and he returned late 2014 to finish as a conventional athlete, taking over three and a half hours to walk the final 10km's.

John's life is a journey in progress, and John continues to set and achieve extraordinary goals as he further improves his mobility.

"In business and in life, we all face obstacles and crossroads. While my 25-year story seems like an extreme account of setbacks and facing up to them, the message is not about those obstacles, or how they got there, more about learning to see challenges, or adversity if you like, and welcoming it as a fuel to feed off. Any of the great people I have met have harnessed adversity and turned it into an energy that allows them to achieve so much more. All of us can do that, we simply have to make that choice."

John's new book *How Far Can You Go? My 25-year quest to walk again* is now available.
<https://vimeo.com/159733834>