

AANA presents **RE** DISRUPT YOUR APPROACH TO MARKETING **SET** @AANA_says #AANARESET
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MEDIA RELEASE

For Immediate Release

AANA ANNOUNCES RORY SUTHERLAND, SARAH HARDEN AND DAVID GLUCKMAN FOR RESET 2018

7 May 2018 Sydney - The AANA (Australian Association of National Advertisers) today announced the first three international speakers for its 2018 RESET conference. **Rory Sutherland, Vice Chairman, O&M Group UK; Sarah Harden, CEO, of Hello Sunshine (USA)**, a company she formed with founder Reese Witherspoon and **David Gluckman, Creator of Baileys Irish Cream, Author and Writer (UK)**; will join four other global marketing leaders, at RESET in Sydney on 18 September 2018.

Rory Sutherland, co-founder of Ogilvychange, a behavioural science practice, co-heads a team of psychology graduates who look for "butterfly effects" – the very small contextual changes which can have enormous effects on the decisions people make - in consumer behaviour. A copywriter and creative director at Ogilvy for more than 20 years, having joined as a graduate trainee in 1988, Mr Sutherland has variously been President of the IPA, Chair of the Judges for the Direct Jury at Cannes, and has spoken at TED Global.

Sarah Harden, an Australian who started her career at the Boston Consulting Group in Melbourne, partnered with founder Reese Witherspoon to form Hello Sunshine, a media brand anchored in storytelling, creating content that celebrates women and puts them at the centre of the story. She joined the company full-time after serving as the president of Otter Media, a joint venture between AT&T and The Chernin Group formed to acquire, invest in and launch global over-the-top (OTT) video services, since December 2015. Under her leadership Otter grew to \$400M+ in revenues, more than 1.5M paying subscribers across its video subscription businesses and 1,300 employees. Prior to the formation of Otter Media, Harden served as Executive Vice President at The Chernin Group, where she focused on video-centered initiatives including the acquisitions of Crunchyroll, Rooster Teeth, McBeard and the formation of Otter Media.

David Gluckman has a unique career. He worked as an outside brand development consultant to IDV/Diageo, now the world's largest drinks company, for nearly 40 years. His most famous creation is Baileys Irish Cream and there are many other globally-known brands in his portfolio. David was able to evolve a rapid and cost-effective approach to developing new brands based on small teams, single solutions to briefs, tiny research budgets and a decisive management who tolerated the occasional failure. His focus nowadays is on writing and lecturing and he has recently published a controversial book on brand development "That s*it will never sell!" It chronicles the ideas behind the creation of his major brands, both winners and losers, and offers radical advice to people engaged in the field. It can be previewed and ordered on www.thatshitwillneversell.com

"I'm delighted to unveil this line up for RESET 2018. Rory is one of adland's most remarkable minds; Sarah is making major waves in the US building digital media brands while championing diversity and female equality and David has a remarkable track record of successful innovation.

"This line-up again delivers outstanding international speakers who provide fresh insights, thought provoking content and inspiring case studies which resonate with our members, Australia's leading marketers.

"The relevance of the RESET theme, the quality of the speakers and high level networking amongst senior peers is reaffirmed through the ongoing commitment, attendance and support from our members, industry and sponsors," John Broome, AANA's CEO said.

Rory Sutherland, Sarah Harden and David Gluckman will be joined at RESET by four other world class speakers, to be announced in the coming weeks. RESET is 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. Early bird registration is available now at <http://www.aana.com.au/reset/>.

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About the AANA: For 90 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 \$15 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.

About RESET: RESET is presented by AANA. Now in its fifth year, RESET is a one day event held in Sydney and attended by AANA members and the industry as a whole, representing the who's who in Australian marketing. The program features seven international speakers primed to disrupt the marketer's thinking as they prepare their plans for the year ahead, and equip them to confront their everyday challenges. Past speakers include: **Monica Lewinsky** (social activist, public speaker, writer - USA); **Karen Blacket OBE** (CEO, Mediacom UK - UK); **Jeff Goodby** (Cho-Chairman/Partner, Goodby Silverstein & Partners - USA); **Jean-Marie Dru** (Chairman, TBWA/Worldwide - USA); **David Shing** (Digital Prophet, AOL - USA); **Bessie Lee** (Founder & CEO, Withinlink - China); **Brad Jakeman** (President, Global Beverage Group - USA); **Shadi Halliwell** (CMO, Three UK - UK); **Nick Law** (Global Chief Creative Officer, R/GA - USA); **Hosi Simon** (Global GM, Vice Media Inc - USA); **Bruce McColl** (Global CMO, Mars); **Graham Fink** (Chief Creative Officer, O&M China - China) and **Tom Goodwin** (Executive VP Innovation, Zenith Media - US and Voted the Number 1 Voice in Marketing on LinkedIn).

BIOS FOR RESET 2018 SPEAKERS



RORY SUTHERLAND
Vice Chairman, O&M Group UK

Rory is Vice Chairman, an attractively vague job title which has allowed him to co-found Ogilvychange, a behavioural science practice.

Rory co-heads a team of psychology graduates who look for "butterfly effects" in consumer behavior - these are the very small contextual changes which can have enormous effects on the decisions people make - for instance tripling the sales rate of a call centre by adding just a few sentences to the script. Put another way, lots of agencies will talk about "bought, owned and earned" media: we also look for "invented media" and "discovered media": seeking out those unexpected (and inexpensive) nudges that transform the way that people think and act.

Before founding Ogilvychange, Rory was a copywriter and creative director at Ogilvy for over 20 years, having joined as a graduate trainee in 1988. He has variously been President of the IPA, Chair of the Judges for the Direct Jury at Cannes, and has spoken at TED Global. He writes regular columns for the Spectator, Market Leader and Impact, and also occasional pieces for Wired.

Rory is married to a vicar and has twin daughters of 14. He lives in the former home of Napoleon III - unfortunately in the attic. He is a trustee of the Benjamin Franklin House in London and of Rochester Cathedral.



SARAH HARDEN
CEO, Hello Sunshine

Sarah Harden is the CEO of Hello Sunshine, a media brand anchored in storytelling, creating content that celebrates women and puts them at the center of the story. Harden partnered with founder Reese Witherspoon to form Hello Sunshine, leading the first investment into the company on behalf of Otter Media where she served as President.

She served as Interim CEO of Hello Sunshine in addition to her responsibilities at Otter from June 2017, becoming the full time CEO at Hello Sunshine in Jan 2018. Harden led Otter Media, a privately held joint venture between AT&T and The Chernin Group which she helped form in April 2014 to acquire, invest in and launch global over-the-top (OTT) video services. Otter's companies included Fullscreen, Roosterteeth, Ellation/Crunchyroll, Gunpowder and Sky and Hello Sunshine where she served on the boards of each. Under her leadership Otter grew to \$400M+ in revenues, more than 1.5M paying subscribers across its video subscription businesses and 1,300 employees.

Prior to Otter/The Chernin Group she was Group Director at News Corp in Hong Kong where she was responsible for overseeing joint ventures, investments, and growth initiatives in Asia. She began her career at Boston Consulting Group in Melbourne, Australia and is a graduate of The University of Melbourne, and the Harvard Business School (Baker Scholar).



DAVID GLUCKMAN
AUTHOR

Born in South Africa and educated in Johannesburg, David's career began in advertising. He came to London in 1961 and worked, reluctantly, in account management at Benton & Bowles and Lintas. He endured the disciplines of managing Procter & Gamble and Unilever business and enjoyed the excitement of working for the legendary Tony O'Reilly on the transformation of Irish butter into the Kerrygold brand.

In pursuit of a creative career, he persuaded the Lintas management to let him set up a brand development consultancy in 1969 and has worked in the field ever since. He went independent in 1973.

David worked for Diageo in all its major international markets and his portfolio includes Tanqueray Ten, Cîroc, Sheridan's, The Singleton, J&B Jet, Smirnoff Black, Aqua Libra, Purdey's and many others. He also worked for a number of FMCG companies in the UK.

And he engaged in two entrepreneurial ventures, the development of an egg-shaped refrigerator deodoriser called Fridge Fresh (1974) and the world's first premium cream liqueur, Coole Swan (2007).