

AANA presents **RESET** DISRUPT YOUR APPROACH TO MARKETING

@AANA\_says #AANARESET

Tuesday 18 September 2018  
Royal Randwick Racecourse  
Sydney

## MEDIA RELEASE

For Immediate Release

### ALASTAIR HERBERT, TEA UGLOW AND DERRECK KAYONGO TO SPEAK AT RESET 2018

**6 August 2018** - The AANA (Australian Association of National Advertisers) announced today its final three speakers for the 2018 RESET conference. **Alastair Herbert, Founder, Linguabrand (UK), Tea Uglow, Creative Director, Google Creative Lab** and **Derreck Kayongo, Founder of Global Soap Project (US)** will join four other global marketing leaders, at RESET in Sydney on 18 September.

Alastair Herbert founded Linguabrand after discovering that psychologists knew the language of persuasion. Herbert believes if you listen carefully enough, people are telling you exactly how they want you to sell to them. That's why Linguabrand has a single-minded purpose – to turn brand communicators into better listeners.

To do so, Linguabrand created its own neuroscience robot, Bob, one of the best listeners on the planet and put him to work across the world in multiple categories. Linguabrand uses Bob's listening metrics derived from a sophisticated algorithmic linguistic programme, to create a powerful voice that speaks directly to customers' psychology. Bob is already delivering amazing results for brands such as Adidas, Eurostar and Samsung.

Tea Uglow is a founding member of Google's Creative Lab. She works on a range of projects with cultural organisations and practitioners to enable artists, writers and performers to use digital tools to amplify or augment their artistic, theatrical or musical practice.

Tea has written three books including: *A Universe Explodes* and *A Curiosity of Doubts*, which in 2018 was awarded a Peabody Award for digital storytelling and honours the most powerful, enlightening and invigorating stories in television, radio and online media. Uglow is a renowned presenter with her 2016 TEDx talk attracting more than 1.6 million views. She also mentors 'queer', Black, Asian and Minority Ethnicities (BAME), female and other intersectional creators and coders worldwide.

Derreck Kayongo is Founder of the Global Soap Project and former CEO of the National Center for Civil and Human Rights. Active in 32 countries, Global Soap has provided millions of bars of soap to refugees and people affected by natural disasters, like the earthquakes in Haiti and Nepal.

Though most well known as a 2011 CNN Hero and founder of the Global Soap Project, Derreck is also an expert in environmental sustainability and global health, and in 2016, the Georgia State Senate passed a resolution recognising his incredible journey from refugee to CEO of the National Center for Civil and Human Rights in Atlanta, Georgia. Derreck will present a powerful rationale why every serious corporation engaged in marketing should be intentional about understanding diversity and inclusion to see positive results in terms of both shareholder value and employee productivity.

“The final three speakers together with the outstanding speakers already announced will stimulate our attendee’s creativity, reawaken their innovative thinking and help them to reset their team’s marketing for the year ahead.

“Alastair Herbert will demonstrate how brands can respond to customers on an emotional level based on the cues customers themselves provide; Tea Uglow is an outstanding spokesperson for the LGBTQI community who will introduce new thinking on a range of topics ranging from creativity, diversity, culture, neurodiversity and sexuality; while Derreck Kayongo’s presentation on diversity and inclusion given his personal journey is an important message for all businesses,” John Broome, AANA’s CEO said.

Alastair Herbert, Tea Uglow and Derreck Kayongo join four other speakers previously announced for RESET 2018: Rory Sutherland, Vice Chairman, O&M Group UK; Sarah Harden, CEO of Hello Sunshine (USA), David Gluckman, Inventor of Baileys Irish Cream, Author and Writer (UK) and Cathy Novelli, Global Head of Corporate Marketing, Quantcast (USA). Founder of Ignition Consulting Group, Tim Williams, is unable to travel to Australia to speak at the conference.

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.

To purchase tickets and for further information visit: <http://www.aana.com.au/reset/>.

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**About the AANA:** AANA is the Voice for Brands. Founded 90 years ago, AANA exists to inspire and promote responsible, innovative and respected marketing through a commitment to sustainable industry collaboration. As the peak industry body, our members represent some of Australia’s biggest advertisers and the world’s best-known brands across all major sectors who contribute to an estimated advertising spend of more than \$15 billion a year including FMCG, automotive, banking, finance and insurance, travel,

health and beauty, media and communications. 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, while giving them the networks and pathways to career learning.

**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



### ALASTAIR HERBERT FOUNDER, LINGUABRAND

Alastair founded Linguabrand after discovering that psychologists knew the language of persuasion. If you listen carefully enough, people are telling you exactly how they want you to sell to them.

That's why Linguabrand has a single-minded purpose – to turn brand communicators into better listeners.

To do this well, they created their own neuroscience robot, Bob. He's one of the best listeners in the world. He was conceived in Australia and born in England, so he's a good mix of the pragmatic and creative.

He's been put to work across the world in multiple categories. And he's delivered amazing results for brands like Adidas, Eurostar and Samsung.



### TEA UGLOW CREATIVE DIRECTOR, GOOGLE CREATIVE LAB

Tea Uglow leads Google's Creative Lab in Sydney. She works on a range of projects with cultural organisations and practitioners to enable artists, writers and performers to use digital tools to amplify or augment their artistic, theatrical or musical practice.

She has been involved with 10 book projects, 17 websites, 6 apps, a feature film, 3 plays, 2 concerts, 4 museum exhibits, lots of advertising stuff, and some teddy bears that talk.

By experimenting with digital tools at the creative core of culture the aim is to transform existing cultural practice without losing the tradition, values and intangible qualities that make the arts so valuable.

Tea explores new models for interaction with the invisible information all around us. This is often described as 'beyond screen': options that are not screens in our hand, or in our lap, or on our face. As a team we look to augment our daily physical reality with digital content, ideally cultural content.

The Creative Lab is a global team of creators, developers and film-makers who examine the technology that surrounds us and explore the potential of digital tools to make the world a better and more enjoyable place. It was founded in 2008 by Andy Berndt who runs the main Creative Lab in Google New York.



**DERRECK KAYON**  
**FOUNDER OF GLOBAL SOAP PROJECT**

Derreck Kayong was born January 25, 1970, in Kampala, Uganda, just before General Idi Amin Dada seized power in a military coup. The new regime became known for its brutality, and today Idi Amin is one of history's most notorious dictators. As violence spread through the country and civil war erupted, Kayong and his family became refugees in Kenya. He later emigrated to America to attend university. Today, he is a successful entrepreneur and human rights innovator.

Though most well known as a 2011 CNN Hero and founder of the Global Soap Project, Kayong is an expert in environmental sustainability and global health, as well as the former CEO of the National Center for Civil and Human Rights in Atlanta, Georgia. In 2016 the Georgia State Senate passed a resolution recognising Kayong's incredible journey from refugee to CEO.

Active in 32 countries, Global Soap has given millions of bars of soap to refugees and people affected by natural disasters like the earthquakes in Haiti and Nepal. Global Soap recently partnered with Clean the World.

In 2015 Derreck Kayong was chosen as the new Chief Executive Officer for the National Center for Civil and Human Rights in Atlanta GA. The Center is in downtown Atlanta at Centennial Olympic Park on land donated by the Coca-Cola Company and is involved in wide range of human rights issues.