

AANA presents **RE** DISRUPT YOUR APPROACH TO MARKETING **SET** @AANA_says #AANARESET
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Royal Randwick Racecourse
Sydney

MEDIA RELEASE

For Immediate Release

MEGAN CLARKEN, GLOBAL PRESIDENT – WATCH, NIELSEN (USA) ANNOUNCED AS FINAL SPEAKER FOR RESET 2018

13 August 2018 - The AANA (Australian Association of National Advertisers) announced today its final speaker for the 2018 RESET conference, **Megan Clarken, Global President - Watch, Nielsen (USA)**, who will join seven other global marketing leaders at RESET in Sydney on 18 September.

Since joining Nielsen in 2004, Megan has held numerous global executive positions and led the global team responsible for the strategy, development and management of Nielsen's leading measurement products for television, digital and cross-platform content and advertising. As architect and executor of Nielsen's Total Audience Strategy and Product Delivery, which aims to reflect the total audience of content and ads across all screens and to provide like-for-like metrics for digital and video, Megan's initiative has spearheaded Nielsen's position in cross platform media measurement around the globe.

Megan has direct control of \$1B of spend as Nielsen's product lead globally and is accountable to \$3B+ of revenue across 45 markets including the US, China, India, Italy, Germany and Australia. She is most recently the recipient of the prestigious ASI Speakers Award, the Broadcasting & Cable Wonder Woman of 2016 award and ranked #45 in the B&C list of most powerful people.

"Cross-platform measurement is increasingly crucial to the Australian market," the AANA's CEO John Broome said. "Megan's presentation is set to be highly topical, and possibly controversial in aspects, but is certainly one that will deliver important insights to all marketers concerned with measuring their content and advertising effectiveness across a range of multimedia."

"Megan rounds out an impressive roster of speakers for this year's RESET, creating an important, thought-provoking conversation and continues to build off the success of last year's event."

Megan Clarken joins seven other speakers previously announced for RESET 2018: one of advertising's most influential people, Rory Sutherland, Vice Chairman, Ogilvy UK; fellow Australian Sarah Harden, CEO of Hello Sunshine (USA), the company she founded with Hollywood actress, producer and entrepreneur Reese Witherspoon; David Gluckman (UK), Creator of Baileys Irish Cream and Author who brings with him 40 years of brand development from within the beverages industry; former agency and marketing leader Cathy Novelli, Global Head of Corporate Marketing, Quantcast (USA) who challenges conventional wisdom to drive better business outcomes; marketing director and strategy consultant Alastair Herbert, Founder, Linguabrand (UK) who reveals how to harness the power of listening; Tea Uglow, Creative Director and a Founder member of Google Creative Lab will introduce new thinking on a range of topics ranging from creativity, diversity, culture, neurodiversity and sexuality while Derreck Kayongo, Founder of Global Soap Project (USA) is a business and marketing entrepreneur who takes us on a journey from refugee to CEO.

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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Media contact: Res Publica, Baden Parker-Brown
E: bparkerbrown@respublica.com.au | M: +61 406 001 668 | T: +61 2 8297 1512

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 2018 program features eight 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** (Co-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).

BIO FOR MEGAN CLARKEN



MEGAN CLARKEN **GLOBAL PRESIDENT - WATCH, NIELSEN**

Megan Clarken is Global President of Watch for Nielsen, the world's largest research company with a market cap of \$16.13 billion and more than 40,000 associates across 106 countries.

In 2004, Megan commenced her career with Nielsen as part of an acquisition of the world's leading digital measurement company NetRatings, where she held the position of Product Leader. Over the following 10 years, she progressed to the position of Global President of Watch, the segment of Nielsen's business that provides media and advertising clients audience measurement services across all devices – television, radio, online and mobile – where content is consumed. As architect and executor of Nielsen's Total Audience Strategy and Product Delivery, her initiative has solved an insurmountable issue for the media industry, has spearheaded Nielsen into the world's preeminent position in cross platform media measurement and has helped create billions in shareholder value.

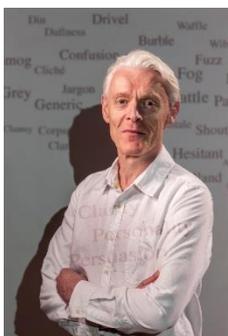
Megan has direct control of ~\$1B of spend as Nielsen's product lead globally and is accountable to ~\$3B+ of revenue across 45 markets including the US, China, India, Italy, Germany and Australia.

Megan represents Nielsen to the investment community and key stakeholders through frequent public speaking appearances, op-eds and other commentary in the press globally. She is most recently the recipient of the prestigious ASI Speakers Award, the Broadcasting & Cable Wonder Woman of 2016 award and ranked #45 in the [B&C list of most powerful people](#).

Prior to Nielsen, she held senior leadership positions for large publishers and online technology providers, including Akamai Technologies and ninemsn in Australia.

She is a New Zealand native and qualifier for the Seoul 1988 Summer Olympic Games for the Long Jump. Megan currently lives in New York.

BIOS FOR PREVIOUSLY ANNOUNCED 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.



CATHY NOVELLI **GLOBAL HEAD OF CORPORATE MARKETING, QUANTCAST**

Cathy Novelli serves as the Global Head of Corporate Marketing at Quantcast. In this role, she is responsible for the growth of Quantcast's brand via owned, paid, and social media, events, marketing operations, and industry partnerships.

Novelli has two decades of experience in media, advertising and marketing. Prior to joining Quantcast, Novelli held senior leadership roles at Pandora, Yahoo, MySpace and Say Media. Before she led ad

strategy and marketing at these various online publishers, she spent years in advertising sales, as well as on the agency side, planning and buying media for clients such as Hewlett Packard and General Motors.



DAVID GLUCKMAN
AUTHOR

David Gluckman was born in Port Elizabeth, South Africa on 1st November 1938, the day Sea Biscuit and War Admiral fought out the race of the century at Pimlico Park, Baltimore. Educated in Johannesburg, he joined a local advertising agency after university and soon fell in love with the business.

He made the pilgrimage to London in 1961 and worked as an account executive on Procter & Gamble, Kerrygold, Lyons teas and several Unilever accounts. Always a frustrated creative, he escaped into brand development in 1969, met a man from drinks company IDV (which became Diageo) and his life changed forever.

Focussing on the drinks business, his portfolio of brands includes Baileys Irish Cream, Sheridan's, Le Piat d'Or, The Singleton, Smirnoff Black, Tanqueray Ten and Cîroc. He also joined partners in developing two brands of their own: an egg-shaped refrigerator deodoriser called Fridge Fresh and a premium cream liqueur, Coole Swan.

David has written a controversial book about his experiences working in the drinks business around the world. Entitled "That s*it will never sell!" it chronicles both successes and failures and offers radical advice to people engaged in the business of brand development. The book can be previewed and ordered on www.thatshitwillneversell.com.



DERRECK KAYONGO
FOUNDER OF GLOBAL SOAP PROJECT

Derreck Kayongo 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, Kayongo 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, Kayongo 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 Kayongo'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 Kayongo 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.



RORY SUTHERLAND
VICE CHAIRMAN, OGILVY 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).



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.