

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

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Royal Randwick Racecourse
Sydney

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MARCUS FOLEY: ON WORKING WITH BRANDS AND HOLLYWOOD

6 August 2019 – The AANA has announced Marcus Foley, the Co-Founder of digital creative agency, Tommy, as the final speaker for its RESET event on Tuesday September 17.

Mr Foley's agency, Tommy, works with global brands and movie studios to develop some of the innovative marketing campaigns of the digital era. Notable work includes developing a dark and mysterious universe for the promotion of Blade Runner 2049, including the creation of 360° high definition video experiences which showcased how some of the world's cities would look, sound and feel in a dystopian future. The campaign was engineered to attract a new legion of fans as it re-booted the classic 1982 film.

The digital creative agency also helped make the luxury ice-cream brand, Haagen Dazs, relevant to the Instagram generation, targeting millennials on social media with weather triggered content at peak-consumption moments to promote their new ice cream stick bar format and help gain market share back from its pre-established competitor, Magnum.

"Marcus has collaborated with some of the world's biggest movie studios, including Warner Brothers and Sony Pictures, and global brands such as Amazon, Netflix, Google, Red Bull and Audi.

"As part of his RESET session, Marcus will reveal how marketers can evolve their strategies to capture consumer's attention on digital platforms. He will also provide insights as to how he and his team have managed to keep on the front-foot of technical concepts as they developed campaigns for some of the most forward-thinking brands," the AANA's CEO, Mr John Broome said.

At RESET, Mr Foley will talk about marketing to a generation of content experts, thinking like a challenger and why being brutally honest about their work makes Tommy a digital creative innovator and disruptor in its field.

Mr Foley is based in the UK and has also opened agencies under the Tommy banner in Los Angeles and Singapore.

Marcus will appear alongside other international market leaders including the Global CEO of Yum! Brands, **Greg Creed** (US); Global President of Business Intelligence at GroupM, **Brian Wieser** (US); award-winning author and founder of AM-Insider.com, **Sarah Ritchie** (NZ); Chief of Possibilities at Universal Music, **Olivier Robert-Murphy** (UK); Founder of the Institute for Real Growth, **Marc de Swaan Arons**; and Australian based Managing Director of glitchAI and former VP of Marketing North America for Groupon, **Jon Wild** and Executive Director of Bella Management, **Chelsea Bonner**.

Final tickets are on sale now at: <http://www.aana.com.au/reset/>

- ENDS -

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About the AANA: For over 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.



Marcus Foley's biography:

Marcus is Co-Founder of Tommy; a digital creative agency that works with the world's leading entertainment brands. His work includes developing a dark and mysterious universe for Blade Runner 2049 to earn a new legion of fans, making the luxury ice-cream brand Haagen Dazs relevant to the Instagram generation and delivering global innovation for the biggest disruptor of them all, Netflix. Having had a ringside seat to Hollywood's ever-changing challenges for 10 years, he's become an expert in how major marketers can capture your attention, when they fail and why and how this can be applied to other types of brand and business. During his session at RESET he will explore the attention economy, key content strategies deployed by some of the most forward thinking brands on the planet, consider how we can adopt the thinking to our

work and finally he will reveal why he is on a mission to transform the out-of-home space alongside some of the most innovative brands on the planet, like Netflix.