

Monday 21 October, 2013

### **SIR JOHN HEGARTY TO SPEAK IN SYDNEY AT GLOBAL MARKETER CONFERENCE**

The Australian Association of National Advertisers (AANA) and the World Federation of Advertisers (WFA) today announced that Sir John Hegarty will speak at the Global Marketer Conference (GMC) in March 2014.

Sir John is co-founder of Bartle Bogle Hegarty (BBH) where he was responsible for ground breaking campaigns such as Levi's 'Launderette' advertisement and introduced the world to the phrase 'Vorsprung Durch Technik' for Audi.

Today BBH employs over 1,000 people in offices in London, New York, Singapore, Sao Paulo, Shanghai, Mumbai and Los Angeles. Its client list includes Diageo, Unilever, Google and British Airways.

"BBH is one of the best creative agencies in the world and they have been at the forefront of advertising for over 30 years now. In an industry that has undergone such transformation, that staying power is a remarkable achievement," said Sunita Gloster, AANA's Chief Executive Officer.

Sir John will be one of seven renowned global marketers for what the organisers anticipate will be the strongest line-up of marketing talent ever assembled in Australia. The conference is the centrepiece of The Global Marketer Week which will be attended by senior marketers as well as the Chief Marketing Officers from many of the world's best known brands.

"We hope the 2014 Global Marketer Week in Sydney builds on the success of previous events in Brussels, New York and Beijing. We will be announcing a line-up of speakers that draws on the best marketing talent the world has to offer. It represents a terrific opportunity for the Australian marketing, advertising and media community to network with and learn from the world's best," said Stephen Loerke, the WFA's Managing Director.

The week's centrepiece, the Global Marketer Conference, will be held on 26 March at Doltone House, Darling Island Wharf. Tickets can be obtained by visiting <http://www.aana.com.au/gmc2014>

**About the AANA:** Founded in 1928, the AANA is the peak national body for advertisers involved in Australia's \$30 billion a year advertising, marketing and media industry. As the respected voice for brands the AANA charter is to inspire and promote responsible, innovative and respectable marketing. At the core of this charter is AANA's clear mandate to maintain and evolve the Codes which underpin the self-regulatory system of advertising in Australia, safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

**About the WFA:** The World Federation of Advertisers (WFA) is the voice of marketers worldwide, representing 90% of global marketing communications spend – roughly US\$700 billion per annum – through a unique, global network of the world's biggest markets and biggest marketers. WFA's champions responsible and effective marketing communications worldwide. More information at <http://www.wfanet.org>

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