

## CHALLENGER BRANDS AND MEDIA COMPLEXITY ON STAGE AT RESET

**Monday 2 May 2016** - The Australian Association of National Advertisers (AANA) has today announced that Lindsay Pattison, global CEO of WPP's media agency Maxus and Adam Morgan, Founder of leading international marketing consultancy, eatbigfish, will be speaking at its annual RESET conference in Sydney on October 25.

"Doing more with less is a reality facing virtually every marketer. Adam, who works with his clients to see the constraints they face as a source of inspiration, rather than asphyxiation, is developing breakthrough strategies. Be it budget, time or resource constraints, Adam has worked with leading and emerging brands to deliver some startling results, so I'm delighted he will be joining in our agenda." the AANA's CEO, Ms. Sunita Gloster said.

Adam Morgan is also the author of several breakthrough marketing books including *Eating The Big Fish: How Challenger Brands Can Compete Against Brand Leaders*, a seminal work in the land of branding which popularised the phrase 'challenger brand'.

Lindsay Pattison was appointed CEO of Maxus Worldwide in 2014 after she had transformed its UK agency, growing revenue, staff base and profit sevenfold in just over four years.

"Successfully navigating today's highly complex and rapidly changing media landscape is one of the biggest challenges facing marketers today and it will only get more difficult to evaluate where and how to unlock value. RESET would not be complete without the perspective of a global media expert who will drill down to what she views as the key emerging trends, challenges and opportunities. Lindsay is currently Vice Chair of the World Economic Forum's Global Agenda Council on the Future of Media which is testament to the very high regard she's held in."

"Lindsay is also the first female global leader within WPP's GroupM network and she was included in AdAge's 2015 class of 'women to watch'. She is a passionate advocate for gender equality so I'll be particularly delighted to welcome her to the RESET stage," Ms. Gloster said.

Lindsay and Adam join Sarah Wood, Co-Founder Co-CEO of global video ad-tech company Unruly, Brad Jakeman, President PepsiCo Global Beverage Group and social activist Monica Lewinsky who will talk about the challenge of reputation management in the 24/7 media and social media environment. Two more speakers will be announced shortly.

Tickets for the event are currently only on sale to AANA members at [aana.com.au/reset](http://aana.com.au/reset), but non-members from the media and marketing industries are invited to register their interest via [reset@anna.com.au](mailto:reset@anna.com.au) before tickets go on sale to non-members.

**ENDS**

**LINDSAY PATTISON**  
**Chief Executive Officer, Maxus Worldwide**

Lindsay was appointed CEO of Maxus Worldwide in October 2014. Cranfield, Britain's leading business school, named her one of 100 women to Watch in 2015 and for the last two years was listed in Britain's top 500 most influential people by Debrett's. In January 2016 Lindsay joined the board of leading communication group Chime Communications as a non-executive director.



She is former President of Women in Communication & Advertising London (WACL) and mentors many young women. This year she launched a 'walk the talk' programme for senior women at Maxus to help them get to the highest levels.

**ADAM MORGAN**  
**Founder, eatbigfish**

In addition to writing Eating The Big Fish: How Challenger Brands Can Compete Against Brand Leaders, in 2015 Adam also co-authored A Beautiful Constraint: How to Transform Your Limitations into Advantages and Why it's Everyone's Business. It draws on case studies as diverse as education, supply-chain management, agriculture and global marketing campaigns.



Founder of eatbigfish, an international marketing consultancy his recent clients include Toyota, Unilever, PlayStation and LVMH.

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**About the AANA:** For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who contribute to an estimated advertising spend of more than \$14 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; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

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