

MARK RITSON TO HEADLINE NEW LECTURE SERIES

Monday 14 March 2016 –The Australian Association of National Advertisers (AANA) has today announced a series of Marketing lectures in partnership with [MCN](#) called **Marketing Deconstructed**, led by Associate Professor Mark Ritson.

The provocative and challenging series will be held in Sydney and Melbourne throughout May, July and October. They will focus on fundamental aspects of the profession that are worthy of a refreshed, renewed review. Ritson is widely acknowledged as being one of the best and the most entertaining professors in marketing internationally.

Sunita Gloster, CEO of the AANA, says "The AANA continually tries to inspire, challenge and enable marketers to build stronger brands and businesses. This lecture series tackles the fundamentals of brand building in our rapidly changing media landscape.

Our members look to us for content that motivates and encourages them to think differently. In the lead up to our annual RESET conference, Mark Ritson's lecture series will provide plenty of food for thought about the challenges marketers face."

The series will tackle three broad topics:

- **Communications - The Death of the Digital/Traditional Divide** – May 24th Melbourne and May 26th Sydney
- **Brand Management - Dropping the Stupid Stuff that Holds Back Australian Brands** – July 19th Melbourne and July 21st Sydney
- **Cutting the Bullshit and Getting Back to the Essential Strategic Tools** – October 11th Sydney and October 13th Melbourne

An open letter (attached) has been sent to members from Ritson inviting them to attend. There is no cost for AANA Members to attend and non-members can attend for \$200 + GST per session. Bookings can be made here <http://aana.com.au/events/upcoming-events/> or by phoning the AANA on (02) 9221 8088.

AANA Members [ANZ](#) and [Telstra](#) will host the events.

MARK RITSON BIO

Mark Ritson is an Associate Professor of Marketing at Melbourne Business School. He has a PhD in Marketing from Lancaster University and has been a faculty member at some of the world's leading business schools teaching marketing and brand management on the MBA programs at London Business School, MIT Sloan, the University of Minnesota and Melbourne Business School. He is widely acknowledged as one of the world's best marketing instructors and has been the recipient of the Best Teacher Prize at LBS (2002), MIT (2009) and MBS (2008, 2009, 2010 & 2013).



Mark has worked extensively all over the world on projects ranging from brand strategy, market research, segmentation, CRM and brand extension. His clients have included Baxter, Loewe, McKinsey, PepsiCo, Subaru, Eli Lilly,

Johnson & Johnson, De Beers, Sephora, Benefit, Amgen, Ericsson and WD40. For fourteen years he also served in Europe as the in-house professor for LVMH – the world’s largest luxury group – working with senior executives from brands like Louis Vuitton, Dom Perignon, Fendi, Tag Heuer, Dior and Hennessy.

An avid writer on branding, Mark has written a weekly column on the topic in the UK for Marketing Week for over a decade. He has twice been awarded the Business Columnist of the Year at the PPA Press Awards, the highest award for magazine journalism in the UK, in both 2010 and 2013.

His more scholarly publications include articles published in Sloan Management Review, the Harvard Business Review, the Journal of Advertising, and the Journal of Consumer Research. He was the recipient of the Ferber Award in 2000, one of the most prestigious prizes in Marketing, for his doctoral thesis on the social uses of advertising. In 2001 His co-authored research on pricing was cited by George Akerlof during his Nobel Prize acceptance speech.

He lives somewhere between Tasmania, Melbourne and London.

<http://marketingritson.com/>

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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