

**JEFF GOODBY ADDS 'UNKNOWING' TO THE RESET AGENDA**

**August 2014** – The Australian Association of National Advertisers (AANA) has today announced the remaining speakers joining the world class line-up for its RESET conference to be held in Sydney on 21 October, 2014.

Seeking to 'disrupt' the audience, speakers from around the globe will join the line-up to challenge what marketers are planning to do and 'how' they are going to do it in 2015.

"The AANA is excited to announce the final three speakers joining the RESET line-up. These are provocative thought leaders that are set to challenge marketers on the creative process, media strategy and finding brand purpose." AANA's CEO, Ms Sunita Gloster said.

- **Jeff Goodby**, Co-Chairman/Partner of award-winning San Francisco-based **Goodby Silverstein & Partners** is known for having written memorable campaigns like 'Got Milk'. Goodby, will tackle the art of 'unknowing'. He refers to the industry's fondness for 'immersions and deep dives' but will disrupt marketers by the process of 'unknowing' in order to discover real answers to create famous work. Goodby tells his creative teams that 'we start by forgetting everything we know about the clients' business.'
- **Belinda Rowe**, Global Managing Partner & Chairman UK at **ZenithOptimedia** will explore the need for a flexible approach to media and examine how fluid brands can win the game using an Owned First approach to deliver meaningful exchanges with consumers. As a Sydney girl, Belinda played an active role in the Australian advertising industry having chaired the Advertising Federation of Australia prior to it becoming The Communications Council.
- **Ronni Khan**, CEO and Founder of **OzHarvest**, is set to inspire attendees to "be the change that you want to see" by sharing her story about finding and living a purpose. She will also explore the role partnerships play for a cause and the advertiser, looking at OzHarvest's recent ventures with Virgin Mobile and Qantas.

These speakers join Jean-Marie Dru, Chairman of TBWA\Worldwide, Hosi Simon of Global General Manager of Vice Media Inc; Sherilyn Shackell, CEO & Founder of the Marketing Academy and Nick Law, EVP/Global Chief Creative Officer of R/GA.

**Further details on RESET speakers and registration is available at:**

<http://aana.com.au/reset>

- Ends -

**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, telecommunications, 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 its members the AANA's mandate is to: maintain and evolve the advertising codes which underpin the system of self-regulation in Australia; to safeguard the rights of its members to commercial free speech; and to protect consumers by ensuring advertising and marketing communications are conducted responsibly.

**Media contact: Res Publica, Gabriel McDowell**

**E: [gmcdowell@respublica.com.au](mailto:gmcdowell@respublica.com.au) | M: +61 417 260 918 | T: +61 2 8297 1515**



**JEFF GOODBY**

Co-Chairman/Partner, Goodby Silverstein & Partners

Jeff grew up in Rhode Island and graduated from Harvard, where he wrote for the Harvard Lampoon. He started his career as a political newspaper reporter in Boston, and his illustrations have been published in TIME, Mother Jones and Harvard Magazine.

Jeff and his partner Rich Silverstein set up San Francisco based agency Goodby Silverstein & Partners in 1983 and have won just about every advertising award imaginable. Jeff was the guy who originally wrote "got milk?" on a napkin, which has gone on to become one of the world's most memorable campaigns and which is in the permanent collection of the Museum of Modern Art in New York

Goodby Silverstein & Partners worked with Australia's Commonwealth Bank for nearly five years from 2007, producing ads like the 2010 campaign using actual employees and the 2011 campaign 100 Years Together to celebrate its centenary year.

In 2006 he was inducted into the Advertising Hall of Fame, has been named by Adweek as America's best television copywriter and Creative Director of the Year.

Jeff continues to believe that his success is a happy confluence of his mother, a painter; his father a Wharton graduate; and his family a constant reminder of irony and humility.



## **BELINDA ROWE**

Global Managing Partner & Chairman UK, ZenithOptimedia

Belinda Rowe is Global Managing Partner & UK Chairman at ZenithOptimedia, a leading global media services network operating across 74 countries. ZenithOptimedia offers a unique approach to strategy development and implementation across paid, owned and earned Live ROI! planning.

Prior to moving to the UK and joining ZenithOptimedia Worldwide, Belinda founded ZenithOptimedia Australia in 1999 and became CEO after working for Publicis Mojo and Leo Burnett.

Belinda has played an active role in shaping the country's advertising industry. Having been elected to the board of the Advertising Federation of Australia in 2008, she went on to become Chair of the AFA and then led an industry-wide move to unite advertising, PR, production and digital under one newly created trade body, The Communications Council.

Belinda has been a leading force in the organisation that represents female leaders in Australia - Chief Executive Women – and was on the board of both UNICEF and the World Swimming Championships in Australia.



## **RONNI KHAN**

Founder and CEO

Ronni Kahn founded OzHarvest in November 2004. Stunned by the amount of food wasted by the hospitality industry, she decided to do something about it. Inspired by AmericaHarvest, Ronni brought the food-rescue model back to Sydney, and was instrumental in changing the existing legislation across four states that had prevented food donors from supplying excess food.

OzHarvest collected and delivered its first meal on 3 November 2004 and now delivers over 400,000 meals each month to more than 500 charities across Australia. To date, over 28 million meals have been delivered to people in need and over 9,000 tonnes of food rescued from ending up as landfill and waste.

Ronni was also behind the creation of the NEST program – Nutrition, Education & Sustenance Training which aims to educate vulnerable Australians about nutrition and healthy eating.

Ronni was born and schooled in South Africa, and before founding OzHarvest had previously been in the event's industry for 20 years, running her own company Ronni Kahn Event Designs (RKED).

Ronni has been recognised as a leader in the fields of entrepreneurship, social impact and innovation and has been awarded numerous achievements for her work and commitment to the community, some of which include: Australia's Local Hero, Australian of the Year Awards 2010, Enriched List by American Express in 2010, Veuve Clicquot Award Business Woman Tribute Award for Innovation, Entrepreneurial Skill and Contribution to the Community in 2012, Ernst & Young Social Entrepreneur of the Year 2012, and InStyle Woman of Style Award - Community /Charity category 2011.