

AANA RESETS CUSTOMER-CENTRIC GROWTH

Tuesday 21 July 2015 –The Australian Association of National Advertisers (AANA) has today announced another high profile speaker at its major conference, RESET 2015. The conference will be held in Sydney on 28 October and tickets are now available to non-members at aana.com.au/reset.

‘We are thrilled to once again be welcoming Marc de Swaan Arons, Chief Marketing Officer & Executive Board Member, Millward Brown Vermeer, to the AANA stage,’ announced Sunita Gloster, CEO of the AANA. ‘Marc will be sharing the conclusions from Vermeer’s latest global leadership study: *Insights2020 – Driving Customer-Centric Growth*, which examines the changing role of data and analytics in marketing.

‘How marketers approach data has been a leading hot topic for the last few years. With businesses facing an ever-increasing influx of information from multiple sources, looking at how we approach data and analytics to unlock breakthrough business strategies is a very relevant topic for our RESET agenda,’ continued Ms Gloster.

AANA members are currently participating in Millward Brown Vermeer’s Insights2020, a global project which follows on from their renowned Marketing2020 project. The AANA’s RESET conference will be an early presentation of the Insights2020 research, which is currently still in market. The study will propose a strategic framework and practical guidelines for designing the consumer centric organisation and insight ecosystem of the future.

Insights2020’s founding partners include Millward Brown Vermeer, The Advertising Research Foundation (ARF), ESOMAR, Kantar, and Korn Ferry. The advisory board is chaired by Keith Weed, CMO Unilever, and includes leaders from Verizon; TATA; Wharton; Volkswagen and Google as well as Rob Norman, Chief Digital Officer, GroupM; and Sir Martin Sorrell, CEO of WPP Group.

Marc joins a global agenda of speakers at the AANA’s RESET 2015 conference, including Syl Saller, CMO Diageo plc; Bruce McColl, Global CMO Mars; Karen Blackett OBE, Chief Executive Officer MediaCom UK; and Graham Fink, Chief Creative Officer Ogilvy & Mather China.

‘The RESET brief is to challenge, inspire, and disrupt marketers’ thinking as they prepare for the coming year. Driving customer centric-growth has to be part of the agenda’ said Ms Gloster.

Registration for RESET is now open to members and non-members at <http://aana.com.au/reset/>



About Marc de Swaan Arons
Chief Marketing Officer & Executive Board Member
Millward Brown Vermeer

Marc is an acknowledged global marketing leadership thought-leader. He co-authored the 2014 Harvard Business Review article *The Ultimate Marketing Machine* and the best-selling marketing book *The Global Brand CEO*.

Marc is Chief Marketing Officer of Millward Brown Vermeer and works with many of the world's most prominent CMOs. He is a frequent keynote speaker at business schools, companies, and industry conferences. He has been quoted and appeared in *The Financial Times*, *Fortune*, *Forbes*, *The New York Times*, *The Wall Street Journal*, *The Chicago Tribune*, *The Atlantic*, *Advertising Age*, *Campaign Asia*, *Marketing Week* and *BrandWeek*.

Marc co-founded EffectiveBrands in 2001 following a successful career with Unilever in The Netherlands and New York.

In June 2014, EffectiveBrands merged to become Millward Brown Vermeer, WPP's strategic marketing consultancy. MB Vermeer is the only global marketing consultancy focused on unleashing purpose-led growth through the development and embedding of consumer insight-led marketing strategy, structure and capability. As CMO at MB Vermeer, Marc spearheads the Marketing2020, Agency2020 and Insights2020 initiatives, and manages all global strategic alliances.

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.

Media contact: Res Publica, Emma Carr

E: ecarr@respublica.com.au | M: +61 450 539 112 | T: +61 2 8297 1514