

WORLD CLASS SPEAKERS ON DISRUPTIVE INNOVATION AND VIDEO CONTENT AT RESET

Monday 4 April 2016 - The Australian Association of National Advertisers (AANA) today announced Brad Jakeman, President, PepsiCo Global Beverage Group and Sarah Wood, Co-Founder and Co-CEO of global video ad tech company Unruly as the first two speakers for its annual RESET conference. It will be held in Sydney on 25 October 2016 with registration available now at aana.com.au/reset.

'This is our third year uniting our members around a RESET theme and from all accounts the purpose and format continue to resonate. Setting aside one day to be inspired and challenged by seven speakers from around the world whose brief it is to jolt members into re-thinking their approach is something our members readily do,' said Sunita Gloster, CEO of the AANA.

'We're really excited about how this year's line-up is shaping up. The speakers have all been selected for their ability to add insight to the key themes that AANA members have told us they're grappling with.

'As the peak body for advertisers, we try very hard to bring fellow marketers at the very top of their game to Australia to inspire our delegates. It's even more rewarding when they happen to be home grown talent that has succeeded on the global stage,' Ms Gloster said.

Brad Jakeman, originally from Sydney, is President of PepsiCo Global Beverage Group. He leads the category strategy, brand building, design, advertising, marketing, innovation and branded content for PepsiCo's global portfolio of beverages.

'Brad has managed some of the world's biggest brands in categories as diverse as FMCG, entertainment, technology, finance and fashion and has been awarded many times over for his achievements. His passion and track record for category-disruptive ideas fit perfectly with RESET. Brad builds famous world-class brands by challenging the status quo,' Ms Gloster said.

'Advertising Age named Brad one of America's "Top 50 Marketers", Adweek ranks him number 4 on the list of "vital leaders in Tech, Media and Marketing" and in July 2015 he was named "Advertising Person of The Year" by the Advertising Club of New York.

'Sarah Wood, Co-Founder and Co-CEO of video ad tech company Unruly is a trail-blazing entrepreneur in video content and distribution. Her story is one that will inspire and create envy in equal measure. Sarah and her partners started the business ten years ago around a kitchen table. Today the business has 15 offices worldwide and has worked with 90% of Ad Age's top 100 brands to help get their ads watched, tracked and shared online.

'Unruly was acquired by News Corp in September 2015 for a sum most successful entrepreneurs only dream of and Sarah features regularly in media lists of the top women to watch in tech. Originally an academic, Sarah also contributes an online -video culture course to Cambridge University's Centre for Film and Screen and helped open London's first 'pop up' University which teaches business skills to aspiring entrepreneurs.

'Brad and Sarah will be joined by another five world class speakers we will announce in the coming weeks, making AANA's RESET 2016 an occasion no serious marketer should miss,' Ms Gloster said.



BRAD JAKEMAN
PRESIDENT, PEPSICO GLOBAL BEVERAGE GROUP

Brad Jakeman has a passion for developing category-disruptive innovation ideas and marketing programs that challenge the status quo and build famous, world-class brands. As President, PepsiCo Global Beverage Group, Jakeman leads global category strategy, brand building, design, advertising, marketing, innovation and branded content for PepsiCo's global portfolio of beverages, which includes 10 of PepsiCo's 22 Billion Dollar brands such as Pepsi, Mountain Dew, Aquafina, Mirinda, 7UP and Gatorade. Under his stewardship, Pepsi unveiled the first-ever global positioning for the brand, enlivened under the "Live for Now" tagline, rolled out the brand's first truly global, synchronized advertising campaign featuring Beyoncé, unleashed the biggest global Football campaign in the brand's history and reinvented the Pepsi Challenge to commemorate its landmark 40th anniversary. In addition, Jakeman has led the global expansion of Mountain Dew and the harmonization of that brand, with the first truly global brand campaign under the "Do The Dew" brand credo. Jakeman also unveiled new global visual identity systems for PepsiCo's flagship beverages including Pepsi, 7UP and Mirinda.

In a career that has spanned fashion, retail, consumer packaged goods, entertainment, technology and financial services, Jakeman has managed some of the world's biggest brands on a global stage.

In the last 10 years Jakeman has been responsible for leading ideas and brand programs that have won more than 200 awards. *Advertising Age* named Jakeman one of America's "Top 50 Marketers," *The Australian* newspaper dubbed him one of the "top 20 people shaping global media," in July, 2015 he was named "Advertising Person of the Year" by the Ad Club of New York; and *AdWeek* ranked him #4 on the list of 'Vital Leaders in Tech, Media and Marketing'. He is a board member of the Ad Council, The Advertising Club of New York, and The Association of National Advertisers (ANA).

Jakeman was born in Australia and holds a Bachelor's degree in Mass Communication and Psychology from Macquarie University, Sydney. He currently resides in New York City.

SARAH WOOD
CO-FOUNDER AND CO-CEO
UNRULY

Sarah Wood is co-founder and co-CEO of video ad tech company, Unruly, where she ensures the company delivers the most awesome social video campaigns on the planet.

Ninety per cent of Ad Age 100 brands have trusted Unruly to connect with audiences at speed and scale across the Open Web. Unruly has 15 offices, employs 200 people and was acquired by News Corp in September 2015.



Sarah has been voted one of [15 Women to Watch in Tech](#) by Inc., one of [10 London-Based Entrepreneurs to Watch](#) by Forbes and #4 in [Digital Spy's Top 10 Women in Tech](#). She is a member of Tech City's Entrepreneur Advisory Panel and a Technology Ambassador for London. Sarah is also an associate lecturer at the University of Cambridge, where she teaches a course in Mash-Ups, Memes and LOLitics: Online Video Culture and the Screen Media Revolution.

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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About Unruly: Unruly is the ad tech company that gets videos watched, tracked and shared across the Open Web. Positioned at the intersect of video, social, native & mobile, Unruly uses emotional audience data and user-friendly video formats to massively increase viewer engagement, brand performance & publisher revenues.

With 3 out of every 4 video views now taking place outside of YouTube, 90% of Ad Age 100 brands have already used Unruly to connect with audiences at speed and scale across the Open Web.

Differentiated by a unique data set of 2 trillion video views and powered by a full tech stack, Unruly adds value by algorithmically evaluating content shareability and programmatically targeting custom audiences. Viewability is 100% guaranteed to an audience of 1.35 billion monthly unique users across mobile, tablet and desktop devices.

UnrulyX is the first supply side platform (SSP) for mobile video to offer scaled delivery of native ad formats and guarantee the viewability of premium video impressions bought via RTB.

Unruly employs 200 people across 15 offices, with regional HQs in London, New York and Singapore. Its super power is emotional ad tech. Its secret weapon is passionate people on a mission to #DeliverWow. Unruly was acquired by News Corp (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV) in September 2015.