SPL 2020
STRATEGIC PLANNING LAB

“A goal without a plan is just a wish.”
- Antoine de Saint-Exupery
DAN WEST  
Digital Strategy Director - FCB New Zealand

Dan West is the lead facilitator of the 2020 Strategic Planning Lab, and the Digital Strategy Director at FCB New Zealand. He is responsible for writing integrated strategies for many of FCB’s top clients including Samsung, NZ Post and the HPA.

Before joining FCB he spent time at Wunderman, McCann and Archibald Ingall Stretton in London. He has worked on groundbreaking campaigns such as an industry first Augmented Reality campaign for O2 in 2009 and the multi-award winning ‘This Girl Can’ integrated campaign, which was described by the Telegraph Newspaper as “changing the ad industry.”

Whilst at FCB Dan has been responsible for setting up the London office’s content creation arm as well as FCB New Zealand’s Start Up support initiative, FCB Changing Rooms. He has a keen interest in digital behavioural economics and the latest technology trends and is a guest lecturer at AUT on these topics.

When not working on campaigns you can find Dan either on the rugby field or occasionally performing stand up at The Classic.

ROGER MARSHALL  
Professor of Marketing - AUT University

Roger is the Professor of Marketing at AUT University. After a first life as a businessperson in New Zealand, Dr. Marshall completed a doctorate in cognitive psychology and consumer behaviour at the University of Western Australia, and since that time has researched, consulted and taught marketing.

Roger is still interested in cognitive information processing, but these days most of his research is about inducing behavioural change, often in the field of health services or in a business-to-business context.

Roger is a New Zealander who has lived and worked for a large part of his life in Asia.

Professor Marshall is also Editor-in-Chief of the Australasian Marketing Journal.
CARL SARNEY
Head of Strategy - TRA (The Research Agency)

TRA is an insight agency, using their understanding of human behaviour to identify opportunities for companies to grow.

With over 14 years’ experience in both Government and commercial sectors, Carl has a demonstrated history of effective work for his clients including several gold Effies and an IPA award.

Having worked internationally as a qualitative researcher, and 7 years at FCB New Zealand as communications strategist prior to heading up the TRA strategy team in 2018, Carl is skilled at both surfacing insights and applying those insights to generate breakthrough ideas.

DAVID THOMASON
Chief Strategy Officer - FCB

DT started out his career in creative, rising to Creative Director before switching gears and becoming a Planner/Strategist for the last 19 of his 32-year career.

He’s been at FCB for 12 years, where he leads Strategy, and has been a key member of the senior leadership team driving the agency’s brand, culture, and integrated ‘Behaviour Change’ approach.

In recent years DT has developed brand and advertising strategy for brands such as PAK’nSAVE, Mitre 10, Mercury and New Zealand Post, along with numerous government campaigns.

In 2019 FCB achieved a remarkable hat-trick; winning most creative agency at the Axis awards, most awarded agency for media at the Beacon awards, and most effective agency at the Effie awards.

DT is a member of the Comms Council board, regularly writes and presents on advertising effectiveness, and guest-lectures on Behavioural Economics, Cultural Identity and Social Change at AUT and Auckland University.
GARETH O’CONNOR
Strategy Director - PHD

Gareth has over 13 years industry experience, 7 years in London and 6 years in NZ, and for the last two of those years has been with PHD as a Strategy Director.

He started his media life with Mindshare back in 2002, and over the years he’s worked across a wide range of clients and industries (IBM, Tourism Ireland, Kellogg’s, Samsung, Activision, EMI, Virgin Records, Associated Press, Telecom (Spark), 2degrees, Pernod Ricard, Nissan, Lotto NZ, DB Breweries, ANZ & Unilever). He has a great love for marketing science and media, both old and new, and feels very privileged to work in this great industry of ours.

He returned to NZ last September after 18 months of working in the Global Unilever Strategy Unit within PHD Worldwide. He’s thrilled to be back and loving working across the PHD NZ Group and helping to shape the strategic direction of their wide range of clients.

Outside of work he’s mostly about his family. He also loves golf, rugby, basketball, music and films - although he doesn’t get as much time for them now with two young boys.

LUCINDA SHERBORNE
Head of Planning - DDB

Lucinda has been leading the planning charge at DDB for just under 8 years.

Since beginning her career at BBH London, Lucinda has spent 25 years in the offices of The Leith Agency (Scotland), Young & Rubicam, Colenso BBDO and Saatchi & Saatchi building a strong strategic and creative planning background with business change at its heart.

Lucinda believes that planners need to be ‘human provocateurs’ and that keen insight into human nature gives us the power to create ideas that provoke people to feel and see something in brands they haven’t done before. Because if we don’t, nothing will happen. It’s this belief that has helped to inspire some of the most distinctive and effective campaigns in this country.

With her at the strategic helm, DDB held onto the title as New Zealand’s Most Effective Agency between 2012 and 2014.

She is currently the Chair of the New Zealand Effies and has been selected to judge the 2015 Cannes Lions Effectiveness Awards.
LLOYD THOMASON  
Planner - FCB

Lloyd Thomason is a Strategist at FCB. He’s driven by an interest in building internal culture, applying behavioural economics theory, and creating distinctive work that leads to long-term business results.

Lloyd joined FCB from BC&F Dentsu where he spent three years as a Planner. Being at a full-service agency gave him the opportunity to collaborate with multiple departments and gain a range of lenses for approaching business problems. He worked on clients from various industries including the likes of Movember, Subaru, Tower Insurance, Tegel, Qantas, and Robert Harris.

Lloyd has an infectious enthusiasm for building culture and this elevated him to a leadership position amongst the Dentsu group. He ran monthly inspiration sessions where he turned advertising theory into simple, fun and memorable tools, and played an instrumental role in creating the agency’s positioning.

In 2017, Lloyd joined the Commercial Communication Council’s Young Leadership Group, First Five Rungs. Since then, he has taken the lead on a research project aimed at uncovering the difficulties that people encounter when they start out in the industry. He looks forward to working with the group and industry leaders to introduce new initiatives that ensure newcomers hit the ground running.

When he’s not doing all that, Lloyd likes to write and play his own music. You’ll often catch him at the Battle of the Ad Bands taking it all too seriously.

DAVID MCINDOE  
Head of Strategy - Saatchi & Saatchi

David has over 13 years of experience in the advertising industry. Making the jump over from research in 2004, he has worked as a planner at DDB, TBWA and has recently returned home to Saatchi & Saatchi as Head of Strategy.

From a background in Economics, Psychology and Marketing, he aims to combine an empathy for the emotional world of consumers with the unchanging principles of behaviour and decision making.

From banks to beer and everything in between, he’s worked with some of New Zealand’s foremost brands; helping steer the strategic ship on Toyota, ANZ, Telecom, Tourism New Zealand, Steinlager and many others.

With local and international effectiveness awards to his name, he believes that intangible ideas are still one of the most scalable and accessible sources of business value.
PAUL CATMUR
Founder and CEO - BC&F Dentsu

Paul is originally from the UK and, after a degree in Politics, spent five years studying human nature in casinos in London and the Bahamas.

Returning to London to study creative advertising at the School of Communication Arts, Paul embarked on a creative career which saw him working as an Executive Creative Director in Auckland and Chief Creative Officer across Asia for DDB NZ, and then in Melbourne for George Patterson Y&R.

In 2008, looking to put into practice his learnings, he joined Daniel Barnes to set up Barnes, Catmur & Friends with the principle of doing the most effective work they could. BC&F were consistently ranked the Number One Independent agency in Asia Pacific for effectiveness and up to Number Four in the world. This success brought the agency to the attention of Dentsu and in early 2016 the agency joined the DAN network where they have continued their drive for effectiveness.

Paul has won some awards, judged at some shows and met some great people; but believes nothing beats the thrill of having the chance to run your own agency.

He is thankful to the industry for his experiences and he will, at some stage, write about them in novel form.

When not working Paul is usually fishing, writing, dog walking or, when conditions permit, combining the three.
MURRAY STREETS
Managing Director - BC&F Dentsu

Murray Streets has 19 years’ experience working in advertising and is currently the Managing Director of Barnes Catmur & Friends Dentsu.

After starting his working career as a Latin and History teacher, Murray moved into advertising in 2000 at Publicis, London. In 2004 he arrived in New Zealand and joined Saatchi & Saatchi as senior planner on Telecom. During the following 12 years at the agency he held both Director of Strategy and General Manager roles.

Murray has worked with some of New Zealand’s highest profile brands and businesses: ASB, Air New Zealand, New Zealand Defence Force, Sealord, L&P and Pump for Coca-Cola Amatil New Zealand, Spark (formerly Telecom), Toyota, Tui and Heineken for DB Breweries, Weetbix for Sanitarium and rural risk and insurance brand Farmers Mutual Group.

In early 2016 he moved to FCB New Zealand as General Manager – Integrated Strategy where he established the agency’s Integrated Strategy Team, bringing together communications and account strategy as well as digital, data and shopper marketing disciplines.

In October 2017 he established FCB Open, FCB’s marketing consultancy, providing insight and execution for campaigns specifically designed to grow brands and businesses among New Zealander audiences in the Chinese and Indian communities.

Murray holds a Masters in Classics from Magdalene College, Cambridge as well as a Post Graduate Certificate of Education. He is an alumnus of the 2013 London Business School Essentials of Leadership programme. Between 2009 and 2010, Murray was Chair of the Commercial Communications Council EFFIE advertising effectiveness awards. He also set up, and was the first lead facilitator of, the Comms Council Strategic Planning Lab.