

# L'ORÉAL MELBOURNE FASHION FESTIVAL 14-21 MARCH 2010

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*The L'Oréal Melbourne Fashion Festival is a not-for-profit organisation and is proud to acknowledge the continuing support of its naming rights sponsor L'Oréal Australia and further investments from the Victorian State Government.*

## Thoughtless Communications: In the post-marketing world, how will you tell your stories?

*2010 L'Oréal Melbourne Fashion Festival  
Herald Sun Marketing Breakfast*

The L'Oréal Melbourne Fashion Festival (LMFF) is delighted to present one of the world's great thought leaders at the **2010 Herald Sun Marketing Breakfast**. **Paul Bennett**, is a world renowned ideas guru at globally leading creative group IDEO and at this breakfast session will explore the new marketing mix: consumer-centric, ground-up, experimental and provocative.

Tackling the topic 'Thoughtless Communications', Paul will provoke the questions: "Imagine that putting an ad in a high profile glossy magazine or a billboard across the highway to advertise your brand was simply not an option any more: how would you tell people about your brand? What would you do? Can marketing go from over-thought and over-wrought to become 'Thoughtless?'"

Paul is the Chief Creative Officer and Managing Partner, Europe of IDEO, a world leading organisation in human-centred and design-led innovation employing more than 500 people across North America, Europe and China. In his role Paul has worn many hats; creating the company's largest global practice, Consumer Experience Design, managing the San Francisco and London locations, helping establish IDEO's presence in China and leading its New York office. Clients include some of the world's largest brands including Procter & Gamble, Nokia, Intel, Oxfam, Nestlé, Numico, PepsiCo and Vodafone.

Paul is a sought-after social commentator and his thought leadership has been featured in *The Guardian*, *Wall Street Journal*, *Business Week*, *Marketing Week* and *Ad Age*. He has spoken at high-profile forums including The World Economic Forum, The AOL CEO Conference, American Express Luxury Summit and is regularly featured on ted.com.

He is an ambassador of the 'c&binet', a not-for-profit network, founded by the UK government, to link the international creative and business communities, so as to demonstrate the economic power of creativity and help shape the world's creative economy.

Karen Webster, LMFF Festival Director said the 2010 Herald Sun Marketing Breakfast is "A unique opportunity to hear one of the world's leading ideas experts who will challenge ideas surrounding the evolution of marketing and inspire us to think in new and creative ways."



The 2010 LMFF Herald Sun Marketing Breakfast takes place on Thursday March 18, 7.30am at the Grand Ballroom, Sofitel Melbourne On Collins.

Tickets available from Ticketmaster outlets, ticketmaster.com.au or by calling 13 61 00. Booking fees may apply.

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