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PETER FIELD:

“TV IS STILL ENDLESSLY SO GOD DAMN EFFECTIVE.”

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PHOTOS - All the action at Adelaide LIVE

By AdNews | 22 March 2023

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AdNews' first addition of LIVE for 2023 kicked off in Adelaide hosted at the National Wine Centre.

The half-day single stream conference investigated the latest developments to industry stakeholders from talent acquisition and media outlook to CMO insights on brand, strategy and pitch activity.

Read [why Danny Bass says agencies are cautious about pitching.](#)

Discover [what G'Day Group learnt when they spent \\$10,000 on an AI experiment.](#)

DMCG Global managing partner Simon Hadfield also presented his insights on the current state of the talent war and which strategies are proving successful in attracting and retaining the best employees.

Trinity P3 Global CEO Darren Woolley presented his insights around the current media and marketing climate and pitch activity, as Australia's media market finished last year with record advertising spend - nudging the \$9 billion mark.

R.M.Williams CMO Chris Willingham shows how he brought the brand back to its roots under new Australian ownership.

Panels featured RAA CMO Michael Healy, Journey Beyond Justine Lally, AADC co-president Nic Eldridge, Coopers national marketing manager Kate Dowd, G'Day Group CMO Lahnee White and Nine director of sales for total television Richard Hunwick.

#LIVE Adelaide is powered by co-curators AADC, AMC. Supporting partners Boomtown, CARAT, NINE. Hospitality partner StackAdapt. And associate partners MIQ, Solstice Media.

Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at adnews@yaffa.com.au

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Creating history-making, heart-stopping moments

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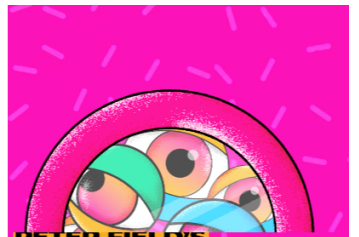
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- 8:56 AM Great operator - well deserved
[JT on Anthony Ellis promoted to CEO of Publicis Media Exchange ANZ](#)
- 1:48 PM LINDA! Great news,
[LindaFan on Mediahub appoints Linda Fagerlund chief strategy officer ANZ](#)
- 7:34 PM Top signing!
[Bob on Nine's Jonathan Fox joins Mutninx](#)
- 5:46 PM I was Bob's personal assistant for a few years at Saatchi & Saatchi. Such a kind and wonderful human...
[Peta Dawkins on Australia's Bob Isherwood honoured in New York](#)
- 1:19 PM Surprised not to see AAMI on this list. Surely they're number 11.
[Jimbo on The most prolific advertisers in Australia - February 2024](#)

