

think TV

PETER FIELD:

"TV IS STILL ENDLESSLY SO GOD DAMN EFFECTIVE."

DOWNLOAD THE WHITE PAPER NOW



"TV IS STILL ENDLESSLY SO GOD DAMN EFFECTIVE."

DOWNLOAD THE WHITE PAPER NOW



"TV IS STILL ENDLESSLY SO GOD DAMN EFFECTIVE."

DOWNLOAD THE WHITE PAPER NOW



"TV IS STILL ENDLESSLY SO GOD DAMN EFFECTIVE."

DOWNLOAD THE WHITE PAPER NOW

PETER FIELD:

TV'S ROLE IN EFFECTIVE CAMPAIGNS "IS NOT JUST ROCK STEADY, IT'S ACTUALLY GROWING."

DOWNLOAD THE WHITE PAPER NOW

think TV

AdNews Newsletter

AdNews

GET PETER FIELD'S ANALYSIS ON THE LATEST EFFECTIVENESS DATA

News Opinions Campaigns Events Current Issue Content Hub

R.M.Williams, Coopers, RAA, G'day Group CMO join power lineup at AdNews Adelaide LIVE

15 February 2023

0 Comments



AdNews Live: Adelaide Amplified will return on March 21, with a lineup of industry leaders tackling the latest developments in the media, marketing and advertising landscape.



The half-day, single stream conference will be hosted at National Wine Centre and include a series of presentations and panel discussions around brand and investment strategy, talent acquisition, pitch activity and the media outlook for 2023.

Register to attend [here](#).

R.M.Williams CMO Chris Willingham, G'Day Group CMO Lahnee White, Coopers national marketing manager Kate Dowd, RAA CMO Michael Healy, Trinity P3 founder Darren Woolley and DMCG executive partner Simon Hadfield are among the speakers to join the lineup.

AdNews publisher Assia Benmedjdoub said the event will include further speaker announcements in coming weeks.

"The team and I are thrilled to be heading back to Adelaide for the third instalment of our annual AdNews Live: Adelaide Amplified series," she said. "Delivering a program based on the needs of the market has been a pleasure to curate for this thriving media, marketing and advertising community."

Co-curated with the Adelaide Advertising and Design Club and Adelaide Media Club, the event is brought to audiences by supporting partner Nine and hospitality partner StackAdapt.

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@yafa.com.au

Sign up to the AdNews [newsletter](#), like us on [Facebook](#) or follow us on [Twitter](#) for breaking stories and campaigns throughout the day.

0 Comments

LOG IN WITH OR SIGN UP WITH DISQUS

Share Best Newest Oldest

Be the first to comment.

Subscribe Privacy Do Not Sell My Data DISQUS

PETER FIELD:

"TV IS STILL ENDLESSLY SO GOD DAMN EFFECTIVE."

DOWNLOAD THE WHITE PAPER NOW

think TV

AdNews Newsletter

The AdNews newsletter, brings you the latest advertising and media news direct to your inbox! [Become a member](#) and get the weekly newsletter free!

AdNews Magazine

- Editor's Picks
- *Clients just want cheap: Redundancies in adland
 - Private equity firms are on the hunt for media agencies
 - Meta draws first blood in unfriend war

Creating history-making, heart-stopping moments

7/7+

think TV

GET PETER FIELD'S ANALYSIS ON THE LATEST EFFECTIVENESS DATA

DOWNLOAD THE WHITE PAPER NOW

PETER FIELD'S ANALYSIS ON THE LATEST EFFECTIVENESS DATA

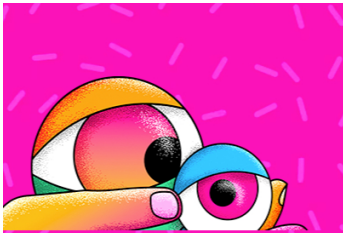
DOWNLOAD THE WHITE PAPER NOW

PETER FIELD'S ANALYSIS ON THE LATEST EFFECTIVENESS DATA

DOWNLOAD THE WHITE PAPER NOW

PETER FIELD'S ANALYSIS ON THE LATEST EFFECTIVENESS DATA

DOWNLOAD THE WHITE PAPER NOW



**“TV IS STILL
ENDLESSLY
SO GOD
DAMN
EFFECTIVE.”**

**DOWNLOAD THE
WHITE PAPER NOW**



**“TV IS STILL
ENDLESSLY
SO GOD
DAMN
“TV IS STILL
ENDLESSLY
SO GOD
DAMN
EFFECTIVE.”**

**DOWNLOAD THE
WHITE PAPER NOW**



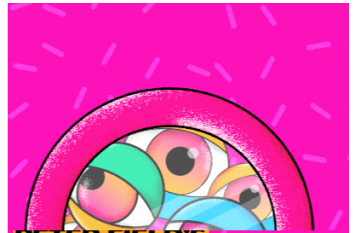
Aemerging
leaders.
2024

celebrating champions
across the advertising,
media and marketing
industry.

powered by AdNews

nexxøn
Gain access
to **exclusive**
ACR data

[Learn More](#)



**PETER FIELD'S
ANALYSIS ON
THE LATEST
EFFECTIVENESS
DATA**

**DOWNLOAD THE
WHITE PAPER NOW**



**PETER FIELD'S
ANALYSIS ON
THE LATEST
EFFECTIVENESS
PETER FIELD'S
ANALYSIS ON
THE LATEST
EFFECTIVENESS
DATA**

**DOWNLOAD THE
WHITE PAPER NOW**

AdNews Social

Latest Comments

- 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 Mutnux](#)
- 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](#)

