

# PROFILE

Jac Phillips, senior marketing manager at ANZ Private Bank, believes marketers' biggest challenges are delivering on promises and being relevant.



**Name:** Jac Phillips

**Title:** Senior marketing manager, ANZ Private Bank.

**Residence:** Melbourne.

**Years in marketing:** Last count it was in the late teens.

**Qualifications:** Diploma in PR, certificate in direct marketing and presently doing my Masters in corporate leadership.

**Current project or activity?** Something exciting but yet to be revealed.

**Accomplishment most proud of?** Maddy (12 years) and Louis (10 years). Giving birth to my third baby – the Cheekwear brand – and creating *Inspired* magazine for ANZ.

**Marketing mentor?** There have been many but one of the first who had a significant impact on me was Jon Clarke, formerly of Rapp Collins in Sydney.

**What brand do you most admire and why?** Google. No other brand has made such an impact on people's lives like Google. The brand reach, the brand promise and the entire experience is the most impressive I've ever encountered.

**What marketing program do you wish you had worked on?** I'm working on it right now in ANZ. Watch this space!

**What is the most valuable marketing lesson you have learned during your career?**

If it's being marketed, it can be measured. Get absolute clarity around why you're doing what you're doing, identify what success looks like and then track the results. Use the measurements to learn from and share these findings regularly. This makes marketing valuable to any organisation.

**What has been the biggest lesson in your career, and what did you learn from it?**

Living and working in Asia for four years between 2000 and 2004. Conducting business across a region with more than 11 different cultures and every day having to consider how our brand strategy would be relevant to people who all view the world differently. You need to know what your brand stands for and the importance of customer insights. Only when you really know your customer can you earn their confidence by living up to expectations and building trust.

**What are the biggest challenges facing marketers today?**

Delivering on a promise and being relevant. Today's environment is a very different one from even this

time last year. There is far less confidence, far less trust and more concern about what we purchase and why. If you can't give people compelling reasons to choose your brand/business, your career as a marketer is likely to be limited.

**Best recent technological advance for marketing?**

Internet search. As a marketer and as a consumer, I rely heavily on the ability to research everything. Access to information (and fast) is indeed power.

**Future direction for the marketing profession?**

More marketers running organisations and being involved in the senior decisions which drive successful outcomes for businesses and not-for-profits in our region. Experienced, ethical and effective marketers have much to offer.

**What does the phrase 'value creation through marketing mean to you'?**

See my answer to the question on most valuable marketing lesson. Also, approach any problem with strategic thinking and look for insights into delivering an original way of linking a benefit to your audience.

**Do you think sustainability is a burning issue for marketing?**

Marketers are responsible for influencing corporate and customer decisions, so we have a social responsibility to drive the ethical and environmental agenda.

**What attributes make a great marketer?**

Confidence. Communication. Collaboration. Have the confidence

to explore ideas others might not initially embrace and the courage of your conviction when it comes to selling those ideas. Be a great communicator. Be very clear about your point and always consider how it might be received. Remember the power of collaboration, especially with creative people who challenge your thinking. This is often when the best marketing evolves.

**Are there any articles or books you have read that influenced your thinking as a marketer?**

*Life's a Pitch* is a terrific read and unlike anything I've read before. "A pitch is not a meeting, it's a drama. It is business but it is also theatre". This book is a mix of wonderful advice, inspirational quotes and case studies, written by two witty guys.

**Favourite quote**

"Never give up, for that is just the place and time the tide will turn."

**Last movie:** *The Bank Job*

**Favourite sports team:** Ormond Blue's under 11s – Go Louis.

**Favourite holiday spot**

In Australia it's Hayman Island, in Asia it's Bintan Island in Indonesia.

**Last book you read:** *The Google Story* – fantastic.

**Hobbies:** Designing lingerie, reading, talking, drinking, eating and, to offset these, jogging.

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