

## Are you ready to rethink how you think about brand?

At ThinkTV we embrace deep thinking and debate on marketing and advertising effectiveness. Which is why we're excited to bring you thought leader James Hurman as he shares his perspective on the role of brand in contemporary marketing and how we should be rethinking brand for future demand.

Using findings from the recent WARC study, 'Rethinking Brand for the Rise of Digital Commerce', James explores how we might reframe the way we talk about brand, media and performance marketing. James will share his views via video in an online event on 3rd February 2022. Register now to attend.

[Register Now](#)

### Meet the Expert

James Hurman is a homegrown marketing effectiveness expert. In a previous life an advertising strategic planner, he's now founding partner of Previously Unavailable, a full-service innovation partner to ambitious businesses, working across every aspect of product, business and brand creation.

James's work has won more than 50 marketing effectiveness awards, he's served on numerous creative effectiveness awards juries and published a book called *The Case for Creativity*.

You won't want to miss this.



# Master of Advertising Effectiveness

### Don't forget to apply for our Master of Advertising Effectiveness scholarship

Applications close tomorrow for our scholarship spot on the Master of Advertising Effectiveness programme.

Applying is easy, just email [scholarship@thinktv.co.nz](mailto:scholarship@thinktv.co.nz) and tell us a bit about yourself (name, day job, that sort of thing) and why you'd love this opportunity.

We'll select one marketer to join the very first cohort in February 2022.

[Find more about the programme here](#)

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