

Daniel Macaulay

Founder & CEO of Brandwave Marketing and Non-Exec Director of The Great Sussex Way

No Rules Marketing – Sustainability as a Driver for Business Success Purpose driven marketing is on the increase and sustainability is a narrative that most of the world's leading brands are putting front and centre in their comms. Rather than being just a nice to have, a more environmentally friendly approach to producing your product or service is becoming a must for the modern eco-conscious consumer. In a world where everyone is pushing the same messaging, it can be difficult for consumers to differentiate those who are simply playing lip-service or greenwashing from those who are genuinely making a conscious effort to be more sustainable and change the world for the better. Fortunately, in the digital age, fakers are usually called out. In this talk Daniel draws on his experience and explains how to use your genuine sustainability initiatives to differentiate yourself from the competition, create a community based on shared values, and grow your business in a more ethical way. Daniel will show case studies and explain the processes that some of the world's leading brands use to make their real sustainability efforts not just good for the environment but good for business as well. There will be a short period after Daniel's talk to allow for Q&A.

No Rules Marketing – The Game Changers Playbook The new world of marketing moves fast – blink and you might miss it! In this talk, Brandwave Founder & CEO, Daniel Macaulay ventures out to the bleeding edge of brand and product marketing on a whistle-stop tour of how the world's most innovative Global brands are communicating. From strategy and creative to digital and activation, the rules are being broken and rewritten on a daily basis. From Tesla and Lego to Burger King and IKEA, the game changers are disrupting at every level. Success is all about taking risks – showing confidence, embracing new tech, and staying agile. To this end, Daniel profiles the best in class, and talks us through how we can all conceptualize and deliver a true game-changer. There will be a short period after Daniel's talk to allow for Q&A.

No Rules Marketing – Brands Breaking Barriers Since the inception of social media, there has been a seismic shift in the balance of power from the old to the new... traditionally, the vast majority of reach and influence in the world has been reserved for traditional institutions such as politicians/ governments, religions/ churches, and banks/ financial institutions. Now, suddenly brands have real power not just to sell their products and services but to actually reshape the future of the world that we live in on multiple levels. From Nike and Patagonia to P&G and The Body Shop; brands are using their platforms and channels to change the world around them for the better. In this talk, Brandwave CEO and Founder explains why and how brands are breaking barriers and how you can profitably use your platforms to break some barriers of your own. There will be a short period after Daniel's talk to allow for Q&A.

No Rules Marketing – The Future of Marketing Technology Marketing has evolved more in the past two decades than it has in the past two centuries. The pace of change is increasing exponentially, and this is especially true when it comes to marketing technology. From new OTT media such as TikTok and Netflix to Dark Social platforms such as WhatsApp and Facebook Messenger. From AI, AR, and VR to NFTs and the Metaverse, Daniel will draw upon his unique experience working with some of the world's leading brands to explain what's happening at the cutting edge of marketing technology. Daniel will identify the most important new tech and opportunities in marketing and demonstrate how some of the world's greatest innovators are using them to their advantage. Most importantly, he will explain how you can utilise new marketing technology for yourself. Whatever your product or service – if you want to get ahead of the marketing technology curve, this talk is essential viewing. There will be a short period after Daniel's talk to allow for Q&A.

No Rules Marketing – Brand Transcendence Defining your brand purpose is one thing. Implementing it is something else entirely and surprisingly few companies go on to effectively achieve this. Finding your 'Why' should be the beginning of the journey not the end. In this talk, Daniel will look at how some of the world's leading brands use their brand purpose not just as a snappy statement but as a tool to redefine everything that their company is and does, both internally and externally. Using his own theory of 'brand transcendence', Daniel will explain how to implement your brand purpose in a meaningful way across all departments from HR and Finance to New Product Development and Logistics. Drawing on his extensive experience, he will also show how to effectively use your brand purpose to develop your won integrated marketing strategy and help meaningfully differentiate your brand from those of your competitors. There will be a short period after Daniel's talk to allow for Q&A.

No Rules Marketing – A Life Less Ordinary Don't try to fit in if you were born to stand out. In this 'warts 'n all' inspirational talk, Daniel reflects on the ups and downs of his own unconventional life and career. From how sports changed his life around at an early age to how he managed to transform his lifelong passion into a successful career. From failing Business Studies at School, Daniel will reflect on his days competing and travelling around the world and how he went on to become European Marketing Director of one of the world's most successful surf brands at 25 years old. He will talk about founding Brandwave, one of the world's leading sports marketing consultancies as well as co-founding FoamLife and environmentally conscious new footwear brand taking the industry by storm. Throughout his talk, Daniel will show how his deep belief in 'sport as a catalyst for positive change' has underpinned many of his decisions and touched all areas of his life from mental health and sustainability to recruitment and charity work. If you are looking for an inspirational speaker who's taken a less ordinary route from the outset, you've come to the right place. There will be a short period after Daniel's talk to allow for Q&A.