Adam Ferrier

Consumer Psychologist, Brand Strategist & Keynote Speaker

Adam Ferrier is a multi-award winning advertising creative and founder of the agency Thinkerbell. He is also a leading Australian consumer psychologist, an expert brand strategist and an authority on Behavioural Economics.

Adam is the author of *The Advertising Effect* and part of The Australian Creatives' Power 20; a regular on the *Gruen* series and has featured on *The Project, Celebrity Apprentice* and *ABC Radio.*

A dynamic, insightful keynote speaker, he hands delegates the keys to sky rocketed motivation – whether to buy, perform or change – through cognitive behavioural psychology and a deep understanding of behavioural economics.

More about Adam Ferrier:

A registered psychologist, Adam obtained degrees in commerce and clinical psychology before beginning his career in forensic psychology. He worked in maximum security prisons and private practice before switching his focus from criminal behaviour to consumer behaviour and joining marketing consultancy Added Value. Later, during his time as a Strategic Planner for Saatchi & Saatchi Adam invented a board game called The Analyst, which was translated into three languages and still sells well in the Benelux countries.

Adam went on to become the Founding Partner and Global Head of Naked Communications, one of Australia's most awarded agencies. He sold the company and joined independent creative media agency CumminsRoss as part-owner and Chief Strategy Officer in 2014, before founding Thinkerbell.

Adam's work has received many accolades. He was the creator of the idea behind the WARC World Innovation prize (2013), and winner of the rare Cannes Gold Lion and Gold Effie double, indeed, he has won at all the world major advertising shows. Adam created the successful board game 'The Analyst' (translated into four languages).

He sits on the boards of social giving company Good Thnx, and social influencing company TRIBE.

Adam Ferrier talks about:

Adam Ferrier is one of the advertising and marketing world's most talked about speakers, whose insights into consumer behaviour and creativity never fail to enlighten and entertain. Known to hand delegates the keys to sky rocketed motivation – whether to buy, perform or change – he speaks to the following topics:

If Batman owned your business – Whether it be your business, your brand or your people, everyone seems to be obsessed with finding and communicating their strengths. Seems like the right thing to do, problem is everyone else is doing it too. Our strengths are very likely to be generic. There is an alternative path to growth – we can learn from Batman, someone who gets his strength paradoxically by embracing (and amplifying) his weaknesses. Adam Ferrier will talk about the science behind this counter-intuitive approach, and why it's already working for many businesses around the world. This talk draws on the fundamental drivers of human behaviour, and explains why we are all more attracted to businesses, brands, and people brave enough to be vulnerable. In this talk Adam will:

- Encourage delegates to explore a new path to growth – embracing weakness
- Demonstrate the body of psychological and cultural evidence why this is such an effective path to growth
- Provide tactics and tools people can apply
- Use, and draw upon a number of case studies he has personally been involved in.

How to change behaviour – We all want people to change; whether we want consumers to buy more, employees to work more or colleagues to think more – if people did exactly what we wanted them to we would all be happier… and richer. In this provocative presentation, based on his best selling book, Adam Ferrier, the man driving consumer engagement for brands such as Levi's and Pepsi, arms delegates with a new way of thinking around, and inspiring, lasting tangible change using a potent blend of human psychology and advertising know-how. Sharing his understanding of the fundamentals of why humans do what they do and buy what they buy Adam will:

- Encourage delegates to utilize the behavioural science behind motivation theory
- Shed light on the key factors that must exist to create lasting change
- Provide tools and techniques to put this new knowledge into practice
- Flip everything you thought you knew about why we do what we do, on it's head.

Client testimonials

> "During the last decade of running the annual Advertising, Marketing & Media Summit, I can safely say that Adam Ferrier rates as the number one speaker for both inspiring and enlightening the audience with his wisdom and engaging presence. One delegate testimonial even went as far to say that Adam Ferrier is the most interesting person in Australian advertising and rocks his world!

- Elite Media Group

> Adam was one of the highlights of the festival. His insights into Social and Consumer Behavior provided were both enlightening and entertaining. Industry professionals with strong International backgrounds and experience all took something positive from the content. From an event management perspective Adam was a pleasure to deal with. His flexibility in terms of speaker logistics and tailoring his adaptive presentation to the concept was much appreciated.

- South West Development Commission

> Adam possesses a rare gift to be able to communicate often very complex human psychological issues at a level which our directors could absorb. He has a uniquely “human” communication style, which traverses industries and political persuasions. His presentation delivered its message with clarity and single mindedness. He was without doubt our most talked about speaker. He has the ability to make people who are not used to thinking differently, do so! Australian boardrooms need more Adam Ferriers.

- IFAA - Independent Fund Administrators & Advisers

> Post conference surveys showed that 100% of delegates rated Adam Ferrier’s presentation “How to change people’s behaviour (yes really)” at Mumbrella360 as either ‘Excellent’ (71%), or ‘very good’ (29%).

- Mumbrella

VIEW SPEAKER'S BIO ONLINE

VIDEO OF SPEAKER