



David Thomason
Company Director and Marketing Consultant
David Thomason Strategy

David is probably best known for Australia's Lamb, Beef and Red Meat campaigns over the last decade or so.

During his 12 years at Meat & Livestock Australia, MLA won many AFA Advertising Effectiveness Awards (including AFA's Gold Pinnacle for the Singing Butchers campaign in 2003), three Cannes Lions, and AWARD's Client of the Year in 2007. Under his stewardship, the red meat category in Australia nearly doubled in value, up from A\$5.4bn in 1998 to reach A\$9.8bn in 2010.

Previously with George Weston Foods, he oversaw a 3% growth in their bread division while the overall category was declining by 12%. And during his early marketing career at Coffees Foods, he oversaw the Coffees brand grow to dominate the jams and cordials categories, led by the iconic 'My Dad Picks the Fruit' campaign.

Leaving MLA in 2010, David now sits on several boards and committees in the meat, seafood and egg industries. He's also a member of an expert advisory panel for the Australian government, a senior judge of Australia's Effies Awards, and a past member of the advisory board of the Ehrenberg Bass Institute for Marketing Science.