

A man with a mustache and glasses, wearing a black shirt, is speaking into a microphone on a stage. Behind him is a large screen displaying the text "KILL BORING BEFORE IT KILLS YOUR BRAND" in bold black letters, flanked by two red wavy lines.

NW

SPEAKER KIT

MARCUS WILLIS

Speaker on attention, creativity, and why most brands deserve to die.

As heard at SXSW Sydney. Webby winner. Professionally allergic to beige.

WHO

Marcus Willis spent a decade running a polite, profitable, soul-destroying social media agency. Then he burned the playbook and founded Kill Boring Dead, a social-first creative agency built on one idea: attention is earned, never bought.

Since then KBD has picked up a Webby, built campaigns for Red Rooster, Bank of Queensland, Cathay Pacific and Advil, and turned down roughly 99% of the brands that knock on the door.

On stage he's the same as he is in the work. Fast, funny, allergic to safe.

BOOK MARCUS WHEN

- Your audience has sat through the same three marketing talks at every conference this year
 - You need the session that gets quoted in the hallway, not the one people skip
 - Your delegates know something has changed and can't quite name it
 - You need energy in the 2pm slot, after lunch, when the room is fading
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WHERE HE SPEAKS

Marketing and media conferences. CMO forums and roundtables. Company conferences and all-hands. Leadership offsites. Creative and agency events. Industry summits. In-house sessions for brand and marketing teams. Panels and fireside chats.

Keynote 30 to 60 min

Half-day workshop

Panel, MC, fireside

01

Why Your Brand Won't Survive 2050 (And Frankly, Deserves to Die Sooner)

As delivered at SXSW Sydney. Why safe, consensus-approved marketing is a slow death sentence, and what the brands still standing in 2050 will have done differently.

Best for: conference keynotes, marketing and media events.

02

Safe Marketing Is a Deathwish

The financial case against boring. Why the safest campaign is the most expensive one, how memory actually works, and why your brand book is not your customer.

Best for: CMO forums, leadership offsites, brand teams who need a shake.

03

Something Built For Your Room

Not on this list? Tell Marcus what your audience is sick of hearing and he'll build a talk around it, from scratch, for your conference. Custom builds are quoted separately.

Best for: conferences and summits that want a talk nobody else has heard.

WHAT YOUR DELEGATES WALK OUT WITH

Permission to stop playing it safe. A filter for killing boring ideas before they ship. A clear read on where attention has actually gone. And a genuine fear of posting Happy Friday with a stock photo.

478 slides in 55 minutes. Stories, failures, uncomfortable truths, very few opportunities to check email. If Marcus is doing his job properly, 55 minutes should feel like 15. Nobody gets asked to hug the stranger next to them.

PROOF

"By far one of the most engaging speakers we've worked with."

Dean Delia, Executive Director, The King's Trust Australia

"The best talk at SXSW Sydney."

Attendee, SXSW Sydney

AS SEEN IN

SXSW Sydney. B&T. Mumbrella. AdNews.
Mi3. Campaign Brief. news.com.au.

BRANDS

Red Rooster. Bank of Queensland. Cathay Pacific. Advil. Daikin. Loctite.



REFERENCES

Want to hear it from someone who's booked him? Marcus is happy to share references, or just jump on a call to work out whether he's right for your event. No pitch, no pressure. If he's not the right fit he'll say so and probably suggest someone who is.

INVESTMENT

Fees vary by format and location. Talks 01 and 02 are ready to go (and a few more). If you want something built from scratch for your room, that takes more time and carries an additional investment. Ask and Marcus will tell you straight away.

BOOK MARCUS

Melbourne based, travels anywhere boring needs killing. Marcus takes a limited number of stages a year, so if your date matters, get in early.

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