



## David Lo

Owner, The Zoo Republic

### Day 1 – The Legal Professional

*Client Engagement: building trust online*

12.00pm – 1.00pm

### About David Lo

An unlikely career path commencing as a Solicitor for major national firm Clayton Utz in 1991, working across Litigation and Banking and Finance, a change to Sports Management and ultimately marketing and advertising has provided David with a unique background and diverse skill sets. These include everything from complex contractual negotiations to marketing strategy, behavioural science and creative thinking.

In 1999, David founded creative agency The Zoo Republic and as far as records indicate, the agency is Australia's longest running independent creative agency with a founder at the helm. The Zoo has won multiple awards over the years across creative campaign work, Independent Agency of the Year and also "Best Places to Work".

David also spent 5 years on the board of our peak industry body, The Advertising Council which is committed to advancing the practice, reputation and influence of the advertising industry through career development, leadership, demonstrating the value our industry contributes to commerce and society and serving as a tireless champion of creativity.

David and his team are behavioural experts that use creativity to make buying and engaging with brands feel good. The markets The Zoo has worked in are also wide and varied including, but not limited to; Financial Services, Canon Business Services, Veterinary Practice Education, Real Estate, FMCG, Quick Service Restaurants, Petrol & Convenience, Alcoholic Beverages, Retail, Utilities (Elgas and AGL), and Charity.