



## Introduction

*Hey SMS'ers!*

Welcome to the sixth instalment of SMS' monthly newsletter for 2020. This month we're bringing you an insight into the recent McDonalds vs Hungry Jack's burger rivalry, a recap of our SMS x BISA Design Bootcamp, as well as a Marketing Microcosm interview from an experienced partner at PricewaterhouseCoopers, Matthew Lunn, who's bringing you his tips on thriving throughout your degree!

To stay updated on all of SMS' events, activities and opportunities, don't forget to like our [Facebook](#) page!

## Recap of Previous Events

### *SMS x BISA UI/UX Bootcamp*

SMS collaborated with BISA to present our "UI/UX bootcamp". This event provided an opportunity for students to learn about the essentials of User Experience Design (UX) and User Interface Design from industry professionals. During the event, students were given an insight into the importance from UX from Harrison Khannah, a developer who spoke on his experiences in Woolworths and at a startup called Compass IOT. Students were then broken up into breakout rooms, and provided the opportunity to apply all they had learned to design a new website interface for a fictional client called "Marvelous Macarons" using an online designer called Figma. It was a valuable experience for everyone, with students being guided by our industry representatives on how best to approach the UX challenges presented in the case. We would like to extend our gratitude to our wonderful representatives who were able to attend and guide our students during the night. Thank you to all our members who attended as well, and we hope it was a valuable experience for everyone.



## Marketing Microcosm

In this month's newsletter we speak to PriceWaterhouseCoopers Partner Matthew Lunn, whose three-decade long career has seen him audit some of Australia's largest companies, including his current audit client, the Commonwealth Bank of Australia.

Matthew has also worked with the firm in Perth and Sydney, and overseas in Singapore, Poland, Russia, and Papua New Guinea.



*1. How much of an impact do you think the COVID pandemic has had on the typical work environment?*

COVID has had a huge impact on the typical work environment, and it is unlikely that working will ever be the same again. But the impacts are neither all good nor all bad, and many of the changes for good are probably ones that are well overdue and have been welcomed by employees, and those that are seen as negative (by both employees and employers alike), may simply require a change in behaviours. For instance a recent global survey of more than 5,000 workers by Atlassian, 'Changing Work Practices - Global research into the impacts of COVID-19 on the nature of work and collaboration' found that 46% of females believed that their ability to achieve has improved, because remote working removes much of the ability to communicate 'status' and as a result 39% of females surveyed want to remain working fully remotely in the future. Further 41% of respondents found working from home made it easier to manage work and home related demands, and easier to find time to relax. However, whilst 38% of respondents said that teams are getting along better, 40% said the broader interactions have worsened because there is less opportunity for informal interactions and fewer collaboration opportunities.

Personally, at my firm and in the teams that I manage, it is very clear that the majority of my staff (I would estimate greater than 80%) would prefer to maintain some form of flexibility going forward, and probably on a 50/50 or 60/40 (or 40/60) work/home balance. As an employer, I have seen productivity in some cases increase because staff can focus more on their work due to less distractions and less preparation and travel time. From a business perspective, there is an opportunity to reduce cost through rationalising the amount of office space needed in the future, but this will need to be balanced with the need to ensure we maintain sufficient capacity for face to face interaction which is still an important part of the work environment, particularly from the perspective of training and coaching. Further, whilst in the short-term we can continue to build on existing relationships, making new trusted business connections is much harder remotely, and a physical presence will be needed to ensure new work can be won in the future.

*2. What are some traits and skills you think are essential for any business student to develop?*

If you think that University is going to teach you what you need to be successful in your chosen field, or even teach you the basics of how to do the day to day tasks that will be requested of you once you start work, then you're wrong. At most what you learn at University is how to find the information that helps you pass tests, assignments and exams, and hopefully how to do this in the most effective and efficient manner. My advice is therefore that you make the most of this opportunity and develop and hone your research skills while you can - these will become incredibly important once you join the workforce. No matter how collaborative and supportive the organisation you join is, ultimately you will be competing with others throughout your career for promotions, pay rise and opportunities. To be the best you have to be the one with the most information, ideas and knowledge, and to do that you have to have great skills at finding the information that is going to give you an edge. Universities are first and foremost research institutions, so find the best researchers and learn from them.

*3. If you could give one piece of advice to graduates and students nearing the end of their degree, especially during COVID when finding employment is difficult, what would it be?*

Don't go into an interview unprepared. Don't think that you'll turn up, they'll ask

the questions, you'll give answers and then you'll get a job based on giving good answers. This might happen, but it's a high risk strategy in a competitive market. Firstly, invest time in preparing for the interview. Get to know the company or business, find out its strategy and its values and look for linkages to your own prior experience and values. You want to be able to demonstrate why you'll fit in, and be able to evidence this with real life examples. Also, find out what you can about the interviewer - LinkedIn is a great source of information, but there are many other sources. Showing interest in the person that is interviewing you by mentioning things about their experience and asking questions is a great way to establish a connection. An interview is just another competition, but one where you can't see the opponent, so you need to be the best you can be in the time available to you.

## A Marketing Initiative to Read About...

### *Hungry Jack's "Big Jack"*

Last month, Hungry Jacks released a cheeky set of ads aimed at McDonalds, in the context of a "battle of the best burger". For a bit of background, Hungry Jacks had released its new burger, the "Big Jack", earlier in July. If you think that name sounds familiar, so did McDonalds, who brought a lawsuit against the rival company claiming that its name and appearance infringed the trademark on the iconic Big Mac.

Hungry Jacks responded with a set of follow-up ads, the most iconic being: "Someone's suing Hungry Jack's. They reckon Aussie's are confusing the Big Jack with some American burger... but the Big Jack's clearly bigger, with 25% more Aussie beef, flame-grilled, with a barbecue taste, and you can only get the Big Jack at Hungry Jack's."

Perhaps Hungry Jack's is taking a page out the book of fellow fast food retailer Wendy's, a brand well-known for its social media strategy of witty and snarky Twitter jabs. Maybe the Court will decide in favour of McDonald's, which would see the promotional materials destroyed and removed from social media channels. Either way, it looks like the rivalry between Hungry Jack's and Macca's is heating up!

Watch the ads [here](#) and [here](#).



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