

# **NEIL – PIONEERING INNOVATIONS**

## **Speaker key**

NE Neil Wilson

NE Innovation for, for me is important. It drives a lot of interest and variety. It helps us lead in our categories. Certainly we like... Well, we do champion ourselves as leading categories in the industry. We're recognised for it. And it's great when, in fact, we even get, you know, awards at ad industry association levels for innovations that have delivered value for ourself and for our customers.