



Celebrity Head Cards

See innovation differently

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What would Malala Yousafzai do?

Brave

Stands up for her beliefs.
Puts herself in the face of danger to put forward her agenda.

Respectful

Understands and appreciates the difference in people.
Chooses to look beyond what is of face value.

Sincere

Proud of herself and her heritage. Determined to be honest at all times.



What would GE do?

Experienced

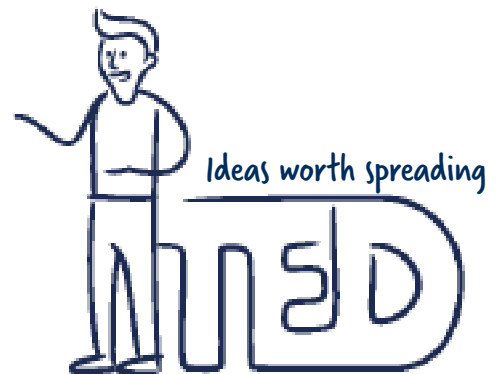
100 years in operation, broad understanding of many industries.
Employees have Nobel Prizes.

Innovative

Pioneers in technology across all industries.

Visionary

Re-imagined the future roles of humans with technology, from non-existent to powerful.



What would TED do?

Curious

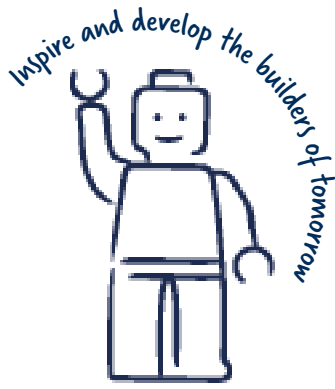
Constant search for new and interesting people who have 'ideas worth spreading'.

Considered

Dedicated to a philosophy to curate and share nothing but the most engaging talks.

Open

Understand the value of sharing ideas to encourage progress.



What would Lego do?

Nurturing

Encourages and inspires creativity from a young age.

Playful

Taps into instinctual and untaught imaginative play.

Surprising

Experimental, humorous and a little bit quirky.

Collaborative

Gives control to the user, and lets them dream big.



What would Elon Musk do?

Original

Not afraid to question the realm of possibilities.

Intelligent

Marveled for wisdom and his progressive world view.

Dynamic

Always seeking an innovative and provocative way to do things.

Passionate

Follows his dreams and dares to go where no one has before.



What would Michelle Obama do?

Radical

Orchestrates dialogue and change in an arena that has excluded women and African Americans.

Compassionate

Poverty, physical activity and nutrition advocate. Approachable demeanour.

Daring

Expresses her femininity and youthfulness – previously not acceptable in politics.

Shares her opinion.



What would Wes Anderson do?

Imaginative

Creates individual and vivid stories.

Whimsical

Movies have a highly distinctive quality that provokes discussion and critical study.

Experimental

Uses new technologies and storytelling to bring his idea to life.

Collaborative

Works with same actors from film to film who share his vision.



What would Jean Paul Gaultier do?

Brave

An empowerment icon, encouraging people to openly and proudly embrace their sexuality.

Surprising

Often branches out into other creative ventures, such as music producing and painting.

Knowledgeable

Understands all facets of fashion.

Courageous

Daring designs are unconventional and playfully irreverent.



What would Emily Ratajkowski do?

Respectful

Holds women and their abilities in high regard. Respects her body and stature for the privilege that it is – uses it to benefit others.

Brave

Not afraid to speak out against issues. Believes that women can do anything.

Bold

Comfortable and proud in her own skin.



What would Heston Blumenthal do?

Authentic

Has made 'molecular gastronomy' his own.

Experiential

Food philosophy – the whole experience, not just the food – seeps into everything he does.

Discerning

Considers the entire dining experience – touch, taste, sound, sight.

Courageous

Truly experimental, pushes boundaries and not afraid of failure.



We live diversity

What would SBS do?

Hardworking

Bravely committed to life-changing programming.

Wise

Trusted media experts with highly regarded and thought-provoking insights.

Broadminded

Deliver stories from everyone's perspectives.

Genuine

All Australian's "should have access to high quality, independent, culturally-relevant Australian media".



What would Honda do?

Thorough

Conducts extensive research into innovative industries/technology.

Empathetic

Technology that fits into all aspects of life – planes, cars, lawnmowers.

Creative

Works with renowned film makers to bring their products to life through astounding creative execution.

Brave

On the forefront of space exploration.



What would Steve Jobs do?

Intuitive

A considered approach to product design.

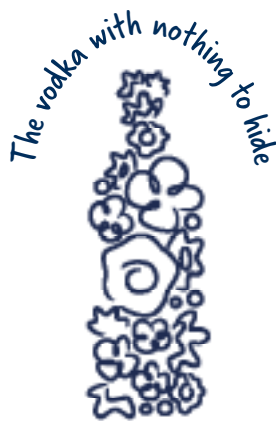
Courageous

Came back from multiple failures.

Uncompromising approach to trying new things.

Surprising

Non-conformist and non-traditional but has a breadth of knowledge e.g. took typography classes at Stanford.



What would Absolute Vodka do?

Creative

A new perspective on the world through the lens of their brand.

Courageous

Pushing boundaries between alcohol and pure art.

Collaborative

Inherently tied to the art world.

Visionary

Always experimental in their designs, and in their executions.



What would Nike do?

Bold

Embodies an attitude of 'take life on', to be the master of your fate.

Tenacious

Emphasis on grit and hard work to get the most out of yourself.

Visionary

A vision of the human form that inspires a purpose.

Always a step ahead of the pack. Looking for new ways to motivate everyone to move.



What would Waleed Aly do?

Wise

Highly educated and well researched news broadcaster with a strong background in academia.

Genuine

Has an ability to speak to a wide audience without appearing as elitist.

Discerning

A learned debater. Not controversial but measured, in a politically sensitive arena.