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J Walter Thompson is a global advertising agency with offices across Australia working with a range of local and international clients in the health category. The agency generates marketing ideas and other pioneering solutions to promote products and services and, in the case of Federal and State Government, to create campaigns and digital tools that educate or change behaviour. The agency has developed a mobile tool for Johnson and Johnson in the US. The "Healthy Day" App pulls together a wide range of data to help people understand more about the propensity for cold and flu to be prevalent where they live. It's an interesting case showing how technology and data can be harnessed in a useful and visually accessible way.