

TODAY **B&T**

MARKETING/ ADVERTISING/ MEDIA/PR

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NEWS

Baxter: Time for new leader

Former Naked CEO Mat Baxter said it was time for a change in leadership at the strategic communication's agency, claiming there had been some disagreements over its future direction.

Baxter told *B&T Today* that his sudden exit was not connected to the controversial Witchery Man viral campaign, but it comes just days after an ad placed by Naked appeared in *The Australian's Wish* magazine, thanking those media who had given coverage to a model's quest to find love, which was later exposed as a fake.

It was announced late yesterday that Baxter, who helped found the business in Australia five years ago, was leaving to pursue "new business opportunities".

"There is going to be a lot of speculation with the timing,"



MAT BAXTER

Baxter said. "It's not lost on me." But he added: "This is about me wanting to do what I want to do. It's time for a change of leadership. It is a mutual agreement and there is no animosity between me Adam and Mike [Ferrier and Wilson remaining Naked partners]."

"There have been some periods where there have been certain disagreements with certain key issues. If there is a disagree-

ment and a difference in strategic direction, everyone needs to be grown up and say, yeah that's cool." He added he had several "irons in the fire".

Baxter who is one of the most well known faces in marketing communications in Australia admitted to being a "high profile guy". The thirty-year-old added: "I have been at the company for five years. I found the office space and got the telephones switched on. Five years out of 30 is a big percentage of my time to spend at one agency."

He refused to be drawn on whether Naked's owner Photon has bought his stake in the business or whether he would continue to receive earn-outs as a result of the sale. Neither Ferrier or Wilson returned calls today.

To comment [click here](#).

DDB snares \$15m Apia ad account

Apia has awarded its \$15m advertising account to DDB Melbourne, following a competitive pitch that saw the agency go head-to-head with Boiler Room.

The insurance brand, which caters for the over-50s market, has been without an ad agency since it decided to part with CHE shortly before Christmas.

CHE, which held the account since 2005, was responsible for a series of ads featuring former

cricketer Max Walker and ex-Wimbledon tennis champion Evonne Goolagong Cawley extolling the benefits of Apia's insurance products.

Apia is part of the Suncorp Group, which recently overhauled its marketing team following the company's take-over of Promina in 2007.

DDB's win, on the back of a storming 2008 which culminated in the capture of the Coles busi-

ness, will see the agency work alongside its group counterpart Rapp, which has worked on Apia's below-the-line communications for the past 18 months.

Darren Adams, executive manager of marketing at Apia, said: "We've enjoyed a very successful 18 months with Rapp and we were keen to see how this relationship could extend to our wider business."

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NEWS

Mitchells wins Fairfax Media pitch

Fairfax Media has handed its media account to Mitchells Communication Group.

The account was put out to pitch late last year with the incumbent Initiative, Ikon Communications and PHD also in the running, though Mitchells has long been the favourite to win the account.

The account has been with Initiative since 2004 and according to Nielsen Media, Fairfax main media spend totalled \$27.4m in the year to August 2008, down from \$34.9m in the previous year.

Brian McCarthy, CEO and

managing director of Fairfax Media Limited, said pending a final contract, Mitchells will be responsible for all media buying and agency management for *The Sydney Morning Herald*, *The Age*, Fairfax Business Media (which includes *The Australian Financial Review*), and Fairfax Digital.

No details were given about whether the contract included the company's broader assets, including talk radio stations 2UE and 3AW.

"In every critical respect - general capabilities, media agency capability, and commer-



FAIRFAX CEO BRIAN MCCARTHY

cial terms - Mitchells was the clear winner for us, with the unanimous endorsement of the selection team," McCarthy said.

"We look forward to Mitchells delivering the results we are seeking."

Stuart Mitchell, CEO of Mitchells Communications Group, said: "Fairfax is a great organisation and we are delighted to be partnering with them. We look forward to working across these prime businesses, in print and online, and helping them achieve their objectives with advertisers and audiences."

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Maxus names first APAC boss

Group M media agency Maxus has appointed its first Asia Pacific chief executive, with Neil Stewart, former managing director of STW's One Barrack Street, taking the role.

Stewart, who moves from his role as marketing director for Motorola's mobile devices division, will report directly to Kelly Clark, global chief executive of Maxus. He will be based in Singapore.

Prior to his position at Motorola, Stewart headed One Barrack Street, which was created by STW to service its Vodafone business. One Barrack Street was wound down last

year after losing the Vodafone account to Clemenger BBDO.

Clark said: "We have a strong position in the region, and we have an ambitious plan for growth. The appointment of a regional CEO is a key part of that plan, and we are delighted that Neil is joining us. He's a smart, ambitious and creative leader who will help us grow."

Stewart added: "The real innovation in the communications industry is coming from media agencies - both in the breadth of offer, and in the delivery of accountability that clients demand."

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Spin wins Foot Locker digital

Integrated communications agency, Spin Communications, has become the digital agency for Foot Locker Asia Pacific following a competitive pitch, replacing incumbent Emu.

Having previously headed PR activity for the brand, Spin will now look after Foot Locker's digital account which includes a complete revamp of its Australian and New Zealand websites. Work on both websites is already underway.

Karson Stimson, director and

head of digital at Spin, said the win cements the agencies position as an integrated agency.

"We are excited to be creating a dynamic website that will not only drive site traffic and interest to purchase, but will also communicate Foot Locker's youthful brand values and personality," she said.

Spin has also headed digital activity for fashion and retail brands including Mimco, Lee Jeans and Pulse Pharmacy.

To comment [click here](#).

IN BRIEF

Reid joins Peer Group

Music and entertainment marketing group Peer Group Media has appointed ex-Bluefreeway and Nielsen Online MD, Andrew Reid as MD. Reid will drive a new research and analytical initiative called 'PeerIN' which includes an exclusive Australian partnership with UK based online monitoring service Sentiment Metrics.

Schumacher driving comp

As part of a global campaign called 'Champions Drink Responsibly' Bacardi is giving two Australian's the chance to win a trip to Spain. Two winners will share a driving experience with former Formula One world champion Michael Schumacher as he navigates the Ascari race circuit in Southern Spain. The

global initiative, spearheaded by Schumacher, aims to spread the message that drinking and driving do not mix and to make drivers aware of alternative travel options on a night out, such as using public transport, designating a driver or drinking non-alcoholic cocktails.

Swim Fashion Week PR win

IMG has appointed Brisbane-based broad communications agency, KD Public Relations to assist with the 2009 Swim Fashion Week at Sanctuary Cove, North Queensland. KD Public Relations has worked previously with fashion labels, and was the public relations agency for the third annual Mercedes-Benz Fashion Festival in Brisbane.

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NEWS**TV RATINGS****Top 15 programmes for Tuesday 10 February OzTAM data
(Total people 5 city metro)**

		m'
1. Packed To The Rafters	Seven	1.685
2. Seven News	Seven	1.677
3. Today Tonight	Seven	1.556
4. Nine News	Nine	1.503
5. NCIS	Ten	1.460
6. Find My Family	Seven	1.438
7. Lie To Me	Ten	1.315
8. Home And Away	Seven	1.268
9. Bondi Rescue	Ten	1.262
10. A Current Affair	Nine	1.157
11. All Saints	Seven	1.125
12. 7.30 Report	ABC	1073
13. One Day Cricket Session 2	Nine	0.982
14. The Biggest Loser	Ten	0.979
15. ABC News	ABC	0.975

After a battering on Monday night due to the premiere of *Underbelly: A Tale of Two Cities*, Seven struck back with its own ratings heavy-weight *Packed to the Rafters*, handing it 31.1% share, versus Nine's 29.3% and Ten's 23.9%. SBS took 3.5%, while the ABC finished with 12.2%.

Weight Watchers moves monthly

Weight Watchers Magazine has moved into a monthly frequency following increased circulation and readership figures.

As part of the frequency change the magazine, published by Pacific Magazines, has a new look and broader editorial content.

"The new, revitalised *Weight Watchers Magazine* has a fresh approach to its healthy lifestyle mix, with new fashion, beauty and active travel sections added to the latest information on weight loss, nutritional information and exercise programs, stories of success, and more food," editor Kayte Nunn said.

Other changes include improved paper quality and a larger format.

Editor in chief, Bronwyn Phillips, said: "The new magazine also reflects the changing face of *Weight Watchers* which is currently undergoing a brand transformation showcasing the compa-



ny's new contemporary and innovative direction."

Publisher Gareth Cherriman added that his team has worked closely with the team from *Weight Watchers* to ensure the magazine continues to be a success.

"We are really excited about the launch of the magazine as a monthly; this is backed up by substantial three month retail, point of sale, merchandising and print advertising campaigns using the stable of Pacific Magazines."

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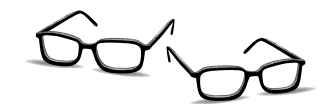
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