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NEWS

SOM tipped for 2018 bid win

The STW Group's Singleton Ogilvy & Mather (SOM) has been tipped to win the brand strategy work for the Football Federation of Australia's (FFA) 2018 World Cup bid.

B&T Today understands that the FFA is yet to issue an official confirmation on the appointment, but sources close to the pitch have confirmed SOM's victory after a competitive six-way shoot out.

The association approached STW Group as well as several agencies including BMF, Droga 5, Lowe, Publicis Mojo and Saatchi & Saatchi to present to them in



early January following a briefing in December.

At the time, Bonita Mersiades, head of corporate and public affairs at the FFA said the organisation was looking for an overarching brand strategy, creative and PR, to assist with the bid for

the 2018 World Cup. Lowe is the FFA's current agency, working across the A-League and the Socceroos.

"This is the biggest sporting event in the world, five times bigger than the Olympics," she said in December.

The STW Group refused to comment on the appointment, and FFA representatives were in Japan for the Australian Socceroo's clash with Japan in the 2010 FIFA World Cup Qualifier match last night.

To comment [click here](#).
LAINE LISTER

Bird returns to Ideaworks as CEO

Ideaworks co-founder Jon Bird has returned to the agency as its new chief executive – replacing the man who initially succeeded him.

Bird has been installed following the departure of Alan Treadgold, who has been named global head of retail for Leo Burnett.

The appointment mirrors Bird's exit from Ideaworks in 2006, when Treadgold replaced him as managing director of the WPP-owned agency.

Bird was a founding partner of Alexander Bird Kulmar Porra and Friends before the retail agency changed its name to Ideaworks. He has spent the last 12 months as director of retail marketing at M&C Saatchi.

Ideaworks has suffered a turbu-



lent past year, with a raft of senior departures and the loss of key clients Mitre 10 and Supercheap Auto. The agency is attempting to revive its fortunes with a widening of its market position, a move to Sydney's CBD and a branding revamp.

Nigel Marsh, chief executive of

Y&R Brands, said: "Jon has a stellar track record in the retail arena and brings outstanding strategic and creative skills to the business."

"Under his leadership IdeaWorks broke the mould of traditional retail agencies, introducing a new level of strategic sophistication and services from advertising to store design. I'm delighted he's returning"

Bird added: "Nigel's drive and enthusiasm are infectious and I believe the group is now going places. IdeaWorks is still the only pure-play retail marketing communications company in Australia and as one of the founders, the brand and business mean a lot to me."

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OLIVER MILMAN

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NEWS

Worboy's Saatchi exit ends digital role

Saatchi & Saatchi is not intending to replace its former head of digital and direct Paul Worboys, following the revelation he left the agency before Christmas.

A spokeswoman for the agency said that Worboys role heading up the digital and direct work of the agency would not be replaced as the agency now has a "digitally integrated model".

However, Saatchi & Saatchi does have a head of digital

strategy, Megan Hales, who joined the agency in June last year, and will now spearhead any digital initiatives.

Speaking to *B&T Today*, Worboys said he had left Saatchi & Saatchi as it was "time for a change". He declined to say what his next move would be, though said he had "a couple of things bubbling".

Worboys spent two and a half years at the agency, overseeing

its digital initiatives. One of the most successful during this tenure was its campaign "UN Voices" which allowed users to listen to outdoor and press ads via their mobile phones. The campaign was named Best Digital Campaign at last year's *B&T Awards*, and was also recognised in other awards.

Saatchi & Saatchi has been hit by senior departures at the beginning of this year. Chief

executive Simone Bartley left the agency in January, amid claims of tension between her and executive creative director Steve Back. At the beginning of this month head of strategy Bram Williams also left the agency. Barley is to be replaced by John Foley, who is moving from his position as chief executive of Saatchi & Saatchi Singapore and Malaysia.

JAMES LIVESLEY

Saatchi NZ in management restructure

Saatchi & Saatchi New Zealand has undergone a reshuffle of its management team, triggered by the appointment of John Foley as chief executive of the agency's Australian operation.

Foley's former position of chief executive of Saatchi & Saatchi Singapore/Kuala Lumpur has been filled by Dean Taylor, managing director of Saatchi & Saatchi Auckland.

Taylor's current role will, in turn, be taken up by Sonya Berrigan. In addition to her



SONYA BERRIGAN

new duties, Berrigan, who joined Saatchi in 2003, will continue to head up key accounts including Westpac and TVNZ.

Saatchi in Auckland has also appointed Murray Street as general manager, overseeing the Telecom account. Street will retain the role of director of strategy.

Andrew Stone, Saatchi & Saatchi New Zealand CEO, said the agency has "a strong commitment to recognising and

rewarding talent, ensuring it builds its capabilities and succession through the network to continue to drive big ideas for the future.

"Sonya, Dean and Murray are all fundamental believers and contributors to creating the big ideas that matter – and I'm delighted these promotions reflect an agency and network that's always stepping up the pace," he says.

To comment [click here](#).

OLIVER MILMAN

IN BRIEF

Eye appoints global boss

Out-of-Home media provider Eye has appointed Jeremy Corfield to the position of global director – Eye Fly. Corfield joined Eye in 2001 as general manager of the Eye Fly (airport) division. Jeremy has recently returned from the UK where he spent the past three years as CEO Eye UK. His new role will see him focus on the strategic growth of the Eye Fly product globally, developing strategies, tactics and procedures.

Daemon hires HR expert

Integrated communications agency, Daemon Group, has appointed Alison Maidment as managing director of its business to employee business, Daemon

Within. Maidment has more than 20 years of executive search and human resources leadership experience and joins from Johnson Executive Search where she led the HR search practice in the region.

Ironman sponsorship deal

Country Energy will be the new naming rights sponsor for Ironman Australia, to be held in Port Macquarie on Sunday 5 April. The event will now be known as Country Energy Ironman Australia.

Catalogue Awards open

Entries for the 2009 Catalogue Awards will open on March 1 and close at the end of April with judging taking place during

May. The Australian Catalogue Awards will be held at The Atlantic in Melbourne's Docklands precinct on the evening of Friday August 21. The Awards recognise the credentials of printed catalogues as an effective direct marketing medium. More than 700 entries are expected and the judges will select 34 major award winners within the categories.

Sputnik's bushfire site

Melbourne digital agency Sputnik has created a website that aims to help those made homeless by the recent Victorian bushfires. The site, [Bushfirehousing.org](#), is an unbranded resource that allows those who are able to provide

shelter to register their details. They are then put in touch with people affected by the bushfires in order to provide temporary accommodation. The site went live at 8pm last night and has already had 60 people register their interest.

The Cream of production

Cream, a new boutique production house has opened with offices in Sydney and Melbourne. Cream will be made up of directors including Cannes Lion winning Richard D'Alessio, Marcus Hamill, Philip Kates, Luke Eve, motion design marvel Marcelle Lunam, Dena Ashbolt and feature film director and feature comedy director Darren

CONTINUED ON PAGE 3

NEWS**TV RATINGS****Top 15 programmes for Wednesday 11 February OzTAM data
(Total people 5 city metro)**

		m'
1. Seven News	Seven	1.583
2. Seven News Extended	Seven	1.544
3. Today Tonight	Seven	1.331
4. Australia's Got Talent	Seven	1.328
5. Nine News	Nine	1.263
6. A Current Affair	Nine	1.242
7. Criminal Minds	Seven	1.234
8. Two And A Half Men	Nine	1.079
9. House	Ten	1.079
10. The Farmer Wants A Wife	Nine	1.074
11. Spicks And Specks	ABC	1.072
12. Ten News At Five	Ten	1.030
13. Gangs Of Oz	Seven	1.028
14. 7.30 Report	ABC	0.991
15. So You Think You Can Dance	Ten	0.963

News coverage of the Victorian bushfires again pulled in many viewers, and helped Seven triumph in the ratings last night, taking a share of 30.9%, against Nine on 25.2% and Ten on 23%. SBS finished with 4.9%, while the ABC posted 16%.

CONTINUED FROM PAGE 2

Ashton. Cream executive producer Adam Wells said: "We're offering something up that might just help top creative agencies to produce great work for some potentially very nervous clients."

Cartier adds marketer

Jewelery company Cartier Australia has appointed Vincent Vuillaume to the position of sales and marketing manager. Vuillaume joins Cartier Australia from his previous role as senior sales director for Cartier North America. In his new role, he will be responsible for all sales and marketing functions of Cartier Australia including the retail, wholesale and marketing departments.

WPP buys into Vietnam

WPP Media has announced plans to take a 20% share in Vietnamese communications group Smart Media JSC. Set up in February 2008 to develop and

build the nation's communications industry, Smart Media was founded jointly by key government bodies Vietnam Posts and Telecommunication Group, Vietnam Television, Vietnam Mobile Telecom Services Co., and Vietnam Post Corporation as well as the privately owned GoldSun.

Keegan launches training

The former general manager of the Interactive Advertising Bureau (IAB) Australia, Patty Keegan, has launched an digital media training company, Digital Chameleon. The company, made up of digital media experts, is an e-learning based digital media program for marketers, agencies and publishers. The six courses available follow three phases, learning foundational information; applying that knowledge in practical "how to" workshops; and interacting via collaborative learning environments.

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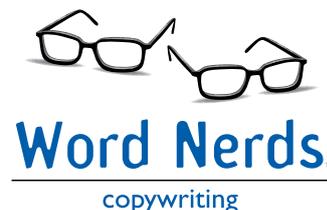
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