

Issue No. 1728, October 4, 2007

## SMART GETS EVEN SMARTER

Smart now has a presence up and down the east coast thanks to a merger with Gold Coast (GC) shop, Turner Sands. But – and here’s a scoop – when *Adbrief* checked in on Smart this week, its top mgmt confessed it hadn’t had time to talk about another big deal – one that bolsters the talents and capabilities of its four-year-old Syd office. While working on Turner Sands, Smart simultaneously drafted a deal with Kindred. Smart CEO Ben Lilley told *Adbrief* that attracting new clients hadn’t been the issue for Smart, but finding the right people with the right talents, especially in Syd, had become an almighty headache. “Multinationals are working pretty hard to hang on to their people. But many employees are turning away from the big model and choosing to set up on their own. So, good talent is tied up in either very big or very small operations. Getting Kindred in overnight has addressed that significant business challenge for us,” he said. “The moves are not about growing fast or boosting growth because we are very comfortable and happy with the md-size model as it stands. Syd is now consolidating and allowing Kindred to bolster its offering. We are combining resources so we have a situation where the sum is greater than the parts. [We have] three great new clients in Coca-Cola, Sunbeam and Unilever and a great new talent base to boost the offering to those and to all our clients,” Lilley said. Smart snr ptr and national planning dir Ashley Farr told us the deals, details of which remain *firmly* undisclosed, were both now “done and dusted”. The double wedding was celebrated mid-Sept and the two have been operating under new formats since with 14-year-old Turner Sands becoming Smart Sands and Smart (Syd) absorbing the Kindred name altogether. Lilley said the Turner Sands deal came after much due diligence in the Qld mkt. He said the GC mkt was Aust’s fastest growing metro mkt – expanding at twice the rate of Syd and Melb combined. “There’s a big commercial corridor between the GC and Bris and that’s also a very exciting mkt to tap into,” Lilley said. Smart had a quick look at the Bris mkt but found it “chockers with agencies”. Besides, Smart liked the look and feel of the GC agency and its client list which also includes Gloria Jeans Coffee, Gold Coast City Council, Royal Brunei Airways and Wyndham Resorts. (Continued p4)

## FAIRFAX INSERTS TO THE FURNACE

Fairfax Media has appointed The Furnace as its creative advertising agency for *Drive*, *Domain* and *MyCareer* after a pitch process. The Furnace becomes the first agency to take on advtg across all three brands in print and online. The move is part of Fairfax Media’s strategy that calls for consolidation and collaboration across mktg and promotions within its portfolio of brands across platforms. A spokesperson for Fairfax told *Adbrief* that the win – in no way – unseated incumbents on *The Sydney Morning Herald* account (see *Campaigns*, p3), Whybin\TBWA or Melb’s *The Age*, Samuelson Talbot. He refused to disclose which agencies or how many had pitched for the biz, but did say Love Communications would no longer work on the inserts for Syd, nor would The Takeaway (formerly George) for Melb. Both previously had “ongoing” relationships with Fairfax, but no more. The Furnace CEO Anthony Gregorio said: “This is a prestigious win for the agency, particularly as Fairfax is one of the media orgs on the cutting edge of the changing media landscape.” He said it was a “great honour” to help Fairfax succeed in that endeavour. This year alone, The Furnace has nabbed RaboPlus, Monash Uni, int’l projects for Peugeot, more work for HP and new biz from GlaxoSmithKline.

## LOVE PLAGUED BY PLAGIARISM

Love Communications has apologised by email to a US-based academic for comments it now agrees it borrowed from one of his lectures to use as the dialogue in a script for a Ricoh TVC. Thanks to YouTube and its ability to make the world a tiny, transparent and instantly accessible place, [Prof Scott Aaronson](#) heard his words echoed in the [video upload](#) by two ‘intelligent models’. By *Adbrief*’s press time tonight (Thurs), more than 200 bloggers had come to the prof’s aid after he described his shock. “For almost the first time in my life, I’m at a loss for words. I don’t know how to respond. I don’t know which of 500,000 possible jokes to make. Help me, readers. Should I be flattered? Should I be calling a lawyer?” One blogger reckoned Aaronson should add ‘TV ad writer’ to his CV. Another outed those who did “write” the dialogue. Meantime, on YouTube the ad is now famous (infamous?). It’s been “hit” almost 18,000 times.

## **PEOPLE MOVES**

\* Mitchells now has Aust's only truly national digital media agency network by adding a Bris office to its emitch stable, as reported in an *Adbrief Breaking News Alert* earlier this week. emitch Bris will offer the full range of emitch services: digital media planning and buying, strategy, search mktg, creative services and sophisticated ROI planning, tracking and measurement. **Paul Byrnes** will run **emitch**'s newest office in Bris as media dir. Byrnes will report to **Mitchell Communications** MD digital **John Murray**. Before his move, Byrnes founded and ran Bris-based digital agency **Popular Online Marketing**. Before that, he spent a decade in Melb in strategy, media sales and digital roles working for consultancy **Webstrategy Resources**. Murray said: "[Paul] will work with our existing clients, direct-to-mkt and with Mitchells Qld to fill the gap in quality online offering in that mkt."

\* **adstream** has a new account services dir in **Georgie Charlish**, who will lead the agency's account service team. Charlish was national advtg mgr on **ACP Magazines**' title *Belle*. Before that she was the grp sales mgr on *Belle*, *Australian Gourmet Traveller* and *Gourmet Wine*. She has also worked as **Pacific Magazines**' NSW sales dir on *Home Beautiful*, *New Idea*, *TV Week* and *That's Life*.

\* Brand consultant **Interbrand** has appointed **Damian Borchok** as its Aust MD based in Syd. Borchok joins from an exec dir post at **Landor Australia** where, over eight years, he worked with **News Ltd**, **Telstra** and the **Aust Stock Exchange** and built two divns – a brand consultancy and a corporate brand practice. Borchok says corporate branding is under-serviced in Aust. "You just need to look overseas to see how brands are pushing the boundaries and providing consumers and employees with more than just a logo and set of guidelines. We need to rapidly raise the local bar, improve the standard of brand design and push Aust to the cutting edge." He said to get there, it was critical that Aust orgs engaged their employees and got them believing in the brand. Borchok said Interbrand could ensure employee engagement was consistently embraced within enlightened Aust orgs.

\* **Love Communications** (Syd) has added two talents to its team – **Andrew Leftley** as snr art dir and **Ben Alden** as a graphic designer. "Lefty" is back in Syd after a stretch in Dubai with **Saatchi & Saatchi**. His CV includes roles at **M&C Saatchi**, **McCann Erickson** and **Publicis Mojo**. Since Jan, Love has added **Ego Pharmaceuticals**, **Davenport**, **The Climate Institute** and **Breville** to its client list.

\* Melb-based digital agency **Citrus** shopped globally for staff and found Toronto-based **Peter Gurrie**, its new strategic dir. Citrus recently won a major digital campaign for **Sportsgirl** and counts

**Victorian Racing Club** (VRC), **Borders**, **STA Travel**, **Australian Geographic** and the **Melb Symphony Orchestra** as clients. Gurrie joins Citrus from **Euro RSCG 4D** in Toronto where he headed up acct planning and worked on **Diageo**'s global brands, **Bell Mobility** and **Home Hardware Canada**. **Pauline McMillan** is the new studio dir and comes from UK house **Agency.com**. New account mgr **Kimberly Scoble** (ex-**Digitas** UK) will service the Sportsgirl and VRC accounts. Citrus CEO **Peter Noble** said the agency aimed to more than double in size (it now has 30 on staff) in the next two years by leveraging its "strong online retail/consumer experience and brand engagement".

## **CAMPAIGNS**

\* **DDB Melb** has kicked off an ATL campaign for health insurer **Australian Unity** (AU) with a 45-sec TVC which focuses on all the good things that come as part of a healthy life. Among those goodies are broccoli, running, family, relationships and dark chocolate. A series of four, 15-sec direct response TVCs will follow the launch ad and offer subsidised quit smoking and weight loss programs, doctor health checks and an online program to help customers better manage their health. The campaign also includes a **microsite** which trumpets AU's 'Stay well. Live longer.' philosophy.

AU spokesperson **Amanda Hagan** says the msg complements AU's recent corporate branding which aims to make the brand synonymous with 'wellbeing'. The campaign evolved from an opportunity to differentiate by focusing on keeping customers well and healthy over and above the category's goal to help people after illness.

\* **Members Equity Bank** has chosen radio as the medium for its "next major main media advtg burst" to run during Oct and Nov. The spots – tagged with "It's better to be a member" – will be heard on 3AW and NOVA (Melb) and 4BC, 4BH and 97.3FM (Bris, Gold Coast) from Oct 8. While the spots are for the bank's fixed home loan product, the media release reads more like the bank has bulk shares in the commercial radio sector.

"Members Equity Bank, which is underpinned by its unique workplace mktg and distribution strategy, finds radio the most convenient medium for its members and a powerful selling tool."

*Adbrief* queried the bank's advtg and sponsorship mgr about the genesis of the radio-friendly statements. **Paul Kelly** said there was nothing to it other than a "pretty frugal org" trying to be "totally transparent" for the benefit of its 7.5 million-odd members who deserved to know how their money was being spent. "We just like to keep people in the loop. We don't do mass media ATL," he said.

(Continued p3)

**CAMPAIGNS** (Cont'd from p2)

Kelly said the campaign was designed to test a new demographic of members (25 to 39 y/olds) against the bank's traditional mktg segments of those aged 40+. Back to the release: "Radio remains a crucial medium for all Australians and commercial radio remains the most important sector of the radio industry for eight out of 10 people throughout Aust. Radio stays with people throughout the day, keeps people up to date and is a very portable medium," Kelly said. "Most small-to-medium sized businesses – which is Members Equity Bank's target mkt – permit employees to listen to the radio throughout the day, except in circumstances where such distractions may be dangerous."

\* **Euro RSCG** has launched a birthday campaign to celebrate **Louie the Fly**'s 50<sup>th</sup>. In 2000 Louie was transformed from a cartoon into a 3D character and this year he gets a makeover for TV, print and online, appearing in CG form. The print format includes a four-page birthday card newspaper insert. In the creative, consumers are encouraged to 'Stop the Party' by protecting their houses with **Mortein**. More than 90% of Australians know Louie and the famous 'Louie the Fly' jingle both with the Mortein brand. It is an indication of Mortein's marketing success that when asked to name a product 'which kills insects' more than 90% of respondents answered "Mortein". Euro RSCG ECD **Rowan Dean** said: "Louie is a loveable character, and Aust's most famous pest. [But] we realised the last thing you would want is for him to be celebrating his 50th at your place – imagine the unwanted guests! Cockroaches, flies, spiders and insects in an orgy of filth and germs! So, thanks to Mortein, you can Stop the Party."

\* This [pearler](#) arrived in *Adbrief*'s inbox y'day urging us to send it on to everyone we know. That group, Dear Reader, includes you. It's got *The Chaser*'s stamp all over it and is brought to us by the comedians' new print and [online](#) publication *Manic Times*. That's printed on lousy stock but is packed with political satire, investigative journalism, funny bits and even a sports section. They're up to Issue 6 in print but, apart from a few community spots, haven't yet won much advtg support. Online, things look a little brighter with **St George Bank** and **Thrifty Car Rental** paying up for banner ads. Physical copy costs \$3 at the newsagent but only \$2.58 each issue when delivered to subscribers.

\* **Shane Warne**. The mere mention of his name polarises people, but for the purposes of beer, he's the latest cricketer to be immortalised in plastic by **Foster's Aust** for **VB**. Like Boony and Botham before him, Warnie's likeness has been fashioned into a little, texting doll ... sorry, *talking* doll. The

figurine was launched at the **MCG** this week but won't be available here until late Nov. The VB Warnie doll is part of The VB Summer of Spin – the biggest campaign ever undertaken by VB. It's drawing on a multi-million dollar investment across advtg, PR, competitions and online activity. The doll will spout some "special comments" (in Warnie's own voice) during the **2008 C'wealth Bank ODI Series**, including this pearler: "I think the baked beans just kicked in." VB Warnie is a laid-back model – he's slouched in an armchair wearing jeans and an old ODI shirt with the obligatory VB in hand. Also unveiled this week at the MCG was "Big Warnie" – a three metre high VB Warnie statue-like thing that'll tour the nation this summer, popping up at sportsgrounds and elsewhere. As part of the campaign, one lucky VB guzzler will win a tricky prize – the opportunity to face the spin king in action during the first final of the upcoming series in a "Smash For Cash" grab. If the winner's knees stop shaking long enough for them to hit Warnie's bowl out of the park, s/he will win "serious dollars". Just how serious those dollars are, no one yet seems to know.

\* **DDB Remedy**'s CSA for the Fed Govt-funded cervical cancer vaccine (**Gardasil**, see [Adbrief 1689](#)) has found its way to [YouTube](#). DDB Melb created and launched the spot in July. It's currently being screened in cinemas and at **Fitness First** gyms. Also, networks **Seven**, **Nine** and **TEN** have agreed to take it on. So far, *Adbrief* believes Nine has offered to include the important msg as a CSA in the early afternoons, possibly during *The Young and the Restless*. It's also understood that **Qantas** is keen to give it a run during its in-flight entertainment and there are rumours **Foxtel** may also choose to air the potentially life-saving msg during its programming. **Luisa Paine** (art dir), **Tom Meadmore** (broadcast production editor) and **Michael Faudet** (creative) put together the TVC. **Stephanie Drucker** and **Chantelle Warren** were the acct mgrs.

\* **Whybin/TBWA** this week launched a campaign for **Fairfax Media**'s *The Sydney Morning Herald* to spruik the paper's latest insert, *The List*. It's the agency's second campaign for the major metro since it won the account in July. The 40-page insert short-lists the best picks in music, movies, gaming, TV and the internet, targeting the well-heeled Syd professional aged between 25 and 49. The campaign – themed 'Upgrade Your Downtime' – urges the target audience to maximise leisure time by referring to "the one, single intelligent and comprehensive source for the best in entertainment choices in Syd". The campaign will run for nine weeks using TV, outdoor, radio, online, experiential and mobile mediums.

## **NEW BUSINESS**

\* Melb-based Spinach is the new agency of record for **ABC Commercial Divn.** The agency will provide creative and strategic input across the divn's 10 biz units, including retail, licensing, publishing, books, music, events and online. This latest appointment adds to Spinach's existing responsibilities for **ABC Local Radio** in Syd and Melb. Spinach's first job is to create an integrated retail Christmas campaign for **ABC Shops** set to launch next month. Late last year the ABC undertook a review of rostered agencies. Spinach MD **Craig Flanders** said "we know Spinach scored highly [then] ... this is recognition and reward for past performances." Billings are undisclosed.

\* The industry has a new specialist genre with the emergence of **Red Candy** – a Bris-based agency specialising in food and food service. The three-month-old shop already works with blue chippers like **Parmalat Food Services**, **Prestige Foods**, **Meat & Livestock of Aust** and is run by dirs **Cordelia Smiley** and **Karyn Mann**. Someone had to ask: Why isn't the agency named **Smiley Mann**? "We thought about that," Smiley told *Adbrief*. "Actually, that was one of the first ideas we [had] but there were branding and other issues ..." Mann said: "There are intricacies and difficulties" in reaching a foodie audience. [The food industry] is one with a unique set of challenges and solutions, so you need a team that 'gets it'." She said Red Candy "understands how to talk to end users" and how to get bang for buck. The agency engages a team of contractors with skills in strategic mktg, branding and ID, advtg, graphic design, recipe devlpmnt, photography and food styling, collateral, cookbooks, promotions, PR, copywriting, campaigns and events. The pair and their [team](#) have just launched a gorgeous [website](#) to complement the biz that caters (pardon pun) to all the comms needs of the food industry. Before setting up Red Candy, the dirs worked together at small Bris-based creative shop **Appetto**. Now, they have "a few nice clients for which we do mostly project work", Smiley said. "But we are always on the look out for new work and love a new challenge." The duo has extensive mktg and sales skills honed in the industry "from the ground up". Over time, Smiley said they found a niche to exploit – food service manufacturers were having trouble talking to the end users given the myriad of paths and filters which obstructed direct chatter. "Our strengths are creating campaigns that work for our clients. While we're based in Qld, our client base includes (and will continue to include) Syd and Melb businesses," Smiley said. "Our focus

is food service manufacturers and suppliers – mktg our clients' products to the food service market [restaurants, cafes, hotels, bistros, caterers etc]." She said the goal was to build a strong brand out of Red Candy. "Our business model is simple, but effective. It means we are able to service our clients and keep the company buoyant at all times. And we are driven by our client's success, not awards."

## **SMART GETS SMARTER (Cont'd from p1)**

Kindred, with its strong mgmt team and the "strategic robustness" that it added in the two years since it traded as VCD, had big appeal. "It was really one of the first independent direct-to-client creative agencies. We've been chatting for a while," Lilley said. Kindred brings clients such as the NSW Govt, Ferrero, Suntory and News Ltd to Smart's Syd stable. Lilley said Smart was born in Melb in 2000. Later, he moved to Syd to set up shop and stayed for three years. "At the time, I was looking around to do something more than to rely purely on organic growth. Now we have a really good cross section [of talents] and a strong strategic offering especially with Ash Farr as national planning dir. We haven't had a dedicated Syd MD after I left to go back to Melb. Kindred filled the gaps and [Kindred's] Jamie Clift is now MD." On homework trips up north, Lilley said Smart visited clients and talked about "opportunities". Turner Sands was the "stand out", not only because of its stellar roster, but because it was "established, young and strong – and that made it a natural extension for us", he said. Neither of the deals involves any staff redundancies and Smart now has 35 staff all up. The Kindred people will move into Smart's Syd premises and Turner Sands (it has 15 staff) will remain physically and operationally as is, Lilley said. "The only addition is the appointment of a GC GM, Rachel Lee." Lee moved to the GC some time ago. She is ex-Publicis Mojo London, and has done stretches at DDB and McCann in Aust. Lilley told *Adbrief* that Smart's Syd and Melb intellectual, creative and strategic "firepower" was combined on a campaign-by-campaign basis but the agency recognised Qld "was a different mkt entirely". He said a lot of Qld work had found its way to Smart – but was never actively sought – and was now at a point where it needed a home-grown, dedicated agency to deliver Qld-specific messages, including a sunnier spin on the themes inherent in some national campaigns. "Turner Sands is better structured to service that mkt." Already the new formats are dealing with two pitch processes – for int'l FMCG Gourmet Garden and another for News Ltd for which Smart has done some project work.

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Adbrief is published weekly by Thomson Legal & Regulatory Limited and is available by subscription only.

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