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Our Top 20 brands: Interbrand

The latest Interbrand 20 Top Aussie brand value index pegs Telstra as having the highest 'bankable' brand, valued at \$9.7mm, as reported by *Adbrief Breaking News* on Wed. The big four banks also made the grade, with relative newcomer Bendigo Bank scraping in. The list, which has its detractors who say it's largely based on financials rather than resonance with consumers, purports to indicate the value that a brand holds economically and with customers. Interbrand Aust MD Damian Borchok said an important criterion involved in evaluating brands was the strategies each had in place to ensure continued success in the downturn. One such strategy was the aggressive pursuit of global biz – a theme common among those that made the cut, he said. Here's the list and the associated brand values for each: Telstra (\$9.7m); CommBank (\$7.1m); NAB (\$5.1m); Westpac (\$4.8m); Woolworths (\$4.6m); Macquarie Grp (\$3.2m); ANZ (\$3.1m); Billabong (\$2.2m); St George Bank (\$1.9m); Harvey Norman (\$1.3m); Aust Post (\$900,000); David Jones (\$760,000); Myer (\$670,000); Flight Centre (\$630,000); Crown Casinos (\$560,000); Ansell (\$500,000); Computershare (\$380,000); Origin (\$220,000); JB Hi Fi (\$190,000); and Bendigo Bank (\$150,000).

JB Hi Fi brand wins ... and loses

Just before it took its spot on Interbrand's top 20 Aussie brands list (*above*), JB Hi Fi fell foul of the ACCC which alleged a branch of the electronics and entertainment grp had sold used mobile handsets as new. The ACCC alleges that, on two occasions in 2008, a customer bought what she believed to be a new Nokia mobile phone from the grp's Kotara (NSW) store, when, on both occasions, the phone turned out to be pre-loved. The ACCC said the customer found contacts and video clips created by previous owners. ACCC chairman Graeme Samuel said the hi-fi grp admitted engaging in false, misleading or deceptive conduct in breach of the Trade Practices Act. See acc.gov.au for more.

Who wants to emigrate to Myspace?

If social networking portal Myspace was a country, it would be the 11th biggest nation on earth, a position garnered after five years in cyberspace. Its 125 million-strong population's first language

would be English. And they would live on fast food – probably lots of it, seeing appetite-making marijuana would be legal – and would implement “an eye for an eye” penalties for transgressors. So say the results of Myspace's first census, based on a 2,000 person (18-24 years) sample of the 2.4 million Australians who can claim 'nationality'. Twenty-five per cent of MySpacians would like to see US president Barack Obama as their governor, and would happily flick PM Kevin Rudd for Robin Hood. They would work four, six-hour days – relaxing after each at a bar, watching soccer (Myspace's national sport) and chowing down on fast food. Christmas would be Myspacians' biggest national holiday though it's doubtful they'd be too fussed about its true meaning as 80% of respondents voted for a secular state. In this perfect world, one in five would work in the media/entertainment sector.

A-G criticises Howard govt ad spend

Fed Auditor-General Ian McPhee this week issued a report criticising the former Howard govt's advtg campaign approval process. Hitting taxpayers hard was the expensive white elephant, WorkChoices, which was immediately dumped by the fresh Rudd govt. The Rudd govt also abolished its predecessor's ad approval system. The original WorkChoices campaign cost \$49m, with another \$65m spent tweaking messages. Also highlighted in the McPhee report was the Howard govt's \$18m spend spruiking private health insurance. Read the [full report](#).

SBS hauls ad sales in-house

SBS and The Stenmark Org will bring the public broadcaster's Syd and Melb TV and online ad sales activity in-house by July 1. Stenmark will continue to represent SBS in Qld, SA and WA mkts. Its Syd- and Melb-based sales teams will be absorbed into SBS.

Fed Govt supports creatives

The Fed Govt has set up a \$17m [creative industries innovation centre](#) to provide free assistance to SMEs in the creative sector. The centre hopes to boost productivity and realise potential for wealth and job creation. It will focus on design, publishing, writing, architecture, visual arts, TV, radio, performing arts, music, advtg and interactive entertainment.

People moves

* The **Clemenger Grp** has apptd **Adam Good** as its exec dir of digital innovation. Good will focus on the Australian **Clemenger BBDO**, **Proximity** and **CHE** businesses, in addition to his overarching leadership role of the **Clemenger**, **Colenso BBDO** and **Proximity** agencies in NZ. Grp chairman **Robert Morgan** said Good would be “evangelising, educating and leading our agency people and clients in Aust as he has done, and will continue to do, in NZ.” Good has chalked up 20+ years in the interactive, online, TV, film and ad industries.

* **Paul Cross**, who’s been dividing his time between **Clemenger BBDO**, **Clemenger Grp** and Clem’s main interactive mktg services agency, **eservices grp**, now has a permanent home. Cross, who co-founded **eservices**, will work full-time as its exec chairman, guiding the grp which specialises in email mktg services, web dvlpmnt, interactive performance mktg and new digital technologies. The grp has grown to a staff of 80, split between its Syd and Melb offices.

* Global mkt research company **Synovate** just got a little smaller after downsizing its Adelaide operation, according to [Adtown](#). In a move expected to cost more than 60 jobs, **Synovate** is to close its Adelaide call centre and cut the local consulting team to just two people in coming weeks. **Synovate** Adelaide MD **Todd Miller**, whose role was also one to go, said he was disappointed with the decision but exploring several new opportunities.

* **Starcom MediaVest Grp** has announced an expansion within its **SMG Search** team: growing staff numbers from one to five in the year since its inception. **Sally Phelps** just apptd to the team as acct mgr. Phelps has extensive experience in paid and organic search, mobile search and managed affiliate programs, representing a distinct advantage for the Search divn entering its second year. Phelps’s background is in digital agency acct mgmt, interactive TV and TV advtg across Aust and the UK. Until Dec 2008 she was acct mgr for UK digital agency **Diffiniti**, where she was responsible for auto, finance, gambling and retail client campaigns. Based in **Starcom**’s Melb office, Phelps will work with the grp’s **Planworks** team on **GM Holden** as well as **Mars**, **Tiger Airways** and other locally-based clients.

* Travel guide grp **Lonely Planet** is about to downsize by making 50 or so roles redundant. While the job losses span its global workforce, most redundancies will occur at its Melb HQ, according to a *Weekly Book Newsletter* report, quoting **Lonely Planet**’s sales & mktg dir **Howard Ralley**. The jobs

to go “have been affected by projects stopping or reducing their scope, or roles where we are able to do the work differently”, **Ralley** said in a media statement which blamed the ‘GFC’ (global financial crisis). “[Many] of the mkts **Lonely Planet** operates in are already in recession, notably the US and UK which acct for over 60% of our revenues. This is not a short-term blip. Even the more optimistic forecasts do not foresee any recovery until the end of 2009,” **Ralley** said. The redundancies will affect all areas of the biz, though the focus will be on IT and online depts. The planned **Lonely Planet** store at **Syd Airport** is still “on track” to open in July.

* **Tempest Media** founder and CEO **Monique Talbot** has succumbed to the need “to do something new”. **Talbot** founded the company in Oct, 1999, growing the biz to become the largest independent online advtg shop in Aust before **Adconion Media Grp** acquired it in 2007. Clients included [Business Spectator](#), [Carsales.com.au](#), [SEEK](#), [AOL](#) and [Coles Online](#). A decade spent building **Tempest** had been a “fantastic”, “tumultuous” ride, **Talbot** said. She will take a break before deciding her next move.

* **Pitney Bowes Aust** has apptd **Kaaren Lewis** as national sales & mktg dir. In her new role, **Lewis** will be responsible for growing the grp’s core **Mailstream** technology and data mgmt interests. At the same time, she will focus on strategic alliances and partnerships as well as the transition into software services. **Lewis** said 2009 would be a year of tremendous dvlpmnt, with new software and solutions products as well as new strategies employed to take them to mkt. She joins **Pitney Bowes** from **Insight Enterprises** where she was national sales & mktg dir. Earlier, she held snr sales & mktg roles with **Hewlett Packard** where she was the small and medium biz dir; and with **Compaq** where she was responsible for customer mktg. **Lewis** has also held snr roles with **IBM** with a focus on mktg and customer care.

* **Madman Entertainment** has apptd **Darrien Puddy** to the newly created position of sales & mktg GM. **Puddy** has 25+ years’ experience in home entertainment in Aust/NZ across the music, movie and interactive gaming categories. Before joining **Madman**, **Puddy** has held sales, mktg and snr exec roles with **Festival Records**, **Warner Bros**, **Disney**, **Paramount Pictures**, **MGM Studios** and **Activision Blizzard**.

* After 12 months in the role as assoc CD at **Clemenger BBDO Syd**, **Guy Rooke** has been promoted to CD, reporting to ECD **Richard Maddocks**. **Rooke** joined **Clemenger** in Jan 2008 after a three-year stint at **Crispin Porter & Bogusky**. (Continued p3)

People moves

(Cont'd from p2) Earlier, Rooke was part of **Colenso BBDO's** creative dept. Last year Rooke and his team completed the Samedi project, channelling the voodoo spirit of **Baron Samedi** to help create ads for **Frucor's** new energy drink of the same name.

* **WIN** has apptd **Chris Rickey** to the newly created position of chief of staff, **WIN News Illawarra** and **WIN Radio** (i98FM and C91.3). The role was devised to maximise WIN's news assets across multi-platforms. Drawing on more than 17 years' experience in TV news, Rickey will be responsible for the integration and leadership of the broadcast and radio newsrooms in the Illawarra and Campbelltown. To take up the role, Rickey returns to the Illawarra after having worked in the region between 1996 and 1999. Since then, he worked as a govt media adviser before relocating to Tas where he spent the past seven years working as news editor and chief of staff with **Southern Cross**.

New business

* PR grp **Hausmann Comms** was poised to launch a new divn to tackle conflict, called Open Haus, at Adbrief press time. Clients already include **Nokia Aust, Electrolux, Westinghouse, Duracell** and **Foster's** top brew, **Crown Ambassador Reserve**. Hausmann MD **Judi Hausmann**, who will also head the Open Haus along with GM **Katrina Brangwin**, said the new divn would focus on consumer brand PR. In the past 18 months, Hausmann Comms has added **Sony, Procter & Gamble** and **Virgin Active** to its client portfolio.

* **Frost** has apptd **GPY&R Syd** to handle the launch of – and conduct ongoing comms for – the new boutique brewer and its brew. Frost will deliver an Australian first: full-flavoured, low-carbohydrate beer sold in aluminium bottles. GPY&R Syd GM **Nicole Taylor** said: "Frost's innovative packaging will be a significant point of difference in the local beer mkt, from both a trade and consumer point of view. It provides the benefits of the aluminium can and the traditional 355ml bottle. It's lightweight, easy to chill, recyclable and, because it's opaque, provides a longer shelf life. It's also shatterproof, which eliminates the risk of glassing incidents. The beer is, of course, very good too. GPY&R provided input in the product dvlpmnt phase, its packaging and helping identify key audiences, she said. The agency has also designed a seeding distribution strategy aimed at driving trial and uptake among influencers in selected urban precincts. The launch-phase channel mix will include: a trade pack to on-

and off-premise retailers, print, on-premise activity, online, digital and social media."

* **SunRice** has apptd Syd start-up **Disciple** as its agency. Founded by ex-**Saatchi & Saatchi** snr creative ptnrs **Peter Buckley** and **Tim Brown**, the agency will handle SunRice's advtg and mktg needs effective immediately. SunRice joins Disciple's foundation client and model agency, **Chic Mgmt**.

Campaigns

* Korea's **Dept of Tourism** has engaged web traffic company **uSocial** to undertake a large-scale ad campaign to boost awareness and interest in Korea as a unique tourist destination. Launching in April, the campaign will span all social bookmarking sites uSocial targets, including **Digg, StumbleUpon** and **AOL's Propeller**. uSocial owner **Leon Hill** said: "We were approached by the operators of the **VisitKorea** website with a proposal to generate a high volume of traffic over a period of several months and they had a number of visitors in mind which was high, but definitely achievable. Over the period of the campaign, which should be complete in under three months, we estimate [sending] several million high-quality visitors their way." Hill did not disclose the campaign's value but said it carried a "five-figure price tag". "We're definitely looking forward to seeing what we can do for them and it's exciting to have such a high-profile client on board. It's a major buzz for us that in only three months [in operation] we've managed to attract clients such as this. We're not just mktg for businesses anymore. In this case, we're mktg for an entire nation," Hill said.

* A house is not a home without a pet, and **Home Timber & Hardware** is showing it knows what makes a real home by connecting with Aussies through their first love, their dogs. Hot on the heels of the hardware chain's inaugural 2009 Dogs on the Job calendar, it's launched a national competition to find Australia's top dogs to star in the 2010 Dogs and their Homes calendar. The competition calls for people to **upload** photos of Fido in his 'home'. A dozen will be chosen to star in the next calendar. The campaign includes POS materials, national advtg and an online entry process.

* **Whybin/TBWA Melb** and **Nissan Aust** – ptnrs for more than 13 years – have launched the new SUV **Nissan Murano** with a 30-sec **TVC** pitched at self-made professionals and confident urban achievers who lead active, full lives. The campaign includes TV, print and outdoor, supported by DM and online.

* Replacing **Qantas** in the NZ domestic mkt from June, low-fares airline **Jetstar** has launched a multi-million dollar ad campaign. (Continued p4)

Campaigns

(Cont'd from p3) The campaign by Melb-based **Big Red Grp** and NZ-based **Harvey Cameron**, is fronted by Aussie funny man, **David Hughes**, and will run across NZ using TV, print, outdoor, online and ambient media.

* **DDB Syd** and **McDonald's** have added to their 'Moments' creative with a TVC and radio campaign for Aust/NZ to promote the small ways in which Macca's makes our lives easier. The 90-sec launch TVC followed the classic family road trip in celebrating the role Macca's plays in family life, especially on a big drive. The 60-sec TVC will air for 12 weeks, with a 45-sec TVC to air in final weeks. There's also a drive-thru promo with prizes of **Caltex Starcard** petrol cards and six **Honda CRVs** up for grabs. To spruik the promo, DDB has dvlpd a 30- and 15-sec TVC and four radio spots.

* **Starcom Media Vest Grp** (SMG) has delivered on an integrated media idea for **Mars's M&M's** latest campaign. The campaign sees the once happy gang of five M&M's colours have had a massive falling out, demanding to be sold separately. Alongside TV and online, the campaign includes print executions in *Famous*. A cover flipside is designed to look like an editorial piece about the 10 most shocking break ups ever. In the top spot are M&M's, claiming jealousy and a big-money divorce. Creative by **Clemenger**.

* *Rhapsody in Red*, conducted by dir **Bruce Hunt** for **Leggo's**, brings to life a surreal piece of storytelling with the humble tomato centre stage. The spot blends slow motion photography with 3D tomatoes in a CG. Tomatoes glide and bounce to the soundwaves of an Italian aria, colliding and bursting as they go. **FUEL's Angus Wilson** supervised the on-set photography and was lead **Flame** artist. "All the exploding tomatoes were real. We rigged them with detonators and filmed them on the new high-speed Phantom camera which shoots an incredible 1,500 frames a second," Wilson said.

* **Thebrandshop** has launched **Avon's** recruitment campaign, now airing on FTA across Aust/NZ. Appearing in the TVC is the agency's own in-house 'Avon lady', 24-year-old acct exec **Carly Hanson**, who, with others, is helping transform the face of the modern Avon rep. Before Christmas, the agency and client decided to buck the brand's global trend and use a ready-made, foreign TVC. Over the next six weeks, four TVCs (30- and 15-sec) were produced, with the first airing on Feb 22 in Aust, edited for the NZ audience. Media by **Starcom**.

* **Subway** has reinvented its brand identity with a

multi-million dollar ad campaign created by **Publicis Mojo Bris** that includes 45- and 30-sec TVCs featuring people doing the [Subway Shuffle](#) with a sanger in hand. The final scene highlights the theme's inspiration: a customer 'shuffles' along the counter selecting his sanger options, mimicking the customer's in-store experience. The just-launched second phase of the campaign aims to insert the dance routine into popular culture. **Starcom Media Vest Bris** has signed celebrities to do their shuffle versions for promo spots. It has also organised an online promo for punters who can upload their own moves. The best entrant will appear in an upcoming TVC.

* **Lion Nathan** has unveiled its first [TVC](#) by **Publicis Mojo** for **James Boag's Draught**. The TVCs tell the story of how the pure waters of Tas are special and even have the power to make things better. During the 60-, 30- and 15-sec versions, viewers are guided by an elderly narrator as the community gathers to dunk objects into the water and get better versions in return. A consumer [website](#) is being dvlpd by **Holler Syd**.

* Following the success of global installations in London, NY, HK, and Barcelona, a **Chivas Studio** will launch in Syd on March 31 for four nights only. The Chivas Studio is the experiential component to the launch of the new Live with Chivalry campaign for the top-notch scotch drop. To get an idea of what will be on offer, visit www.chivas-studio.co.uk.

* **Pulse Mtkg Grp** has launched a \$5.5m mktg campaign for **Natural Gas** across NSW and ACT. The campaign is a non-brand specific consumer and trade campaign for natural gas and aims to promote its increased overall use. The new campaign augments Pulse's work for natural gas in 2008, entitled Natural Gas. The Natural Choice, and promotes the economical, environmental and lifestyle benefits of connecting to natural gas. In the 60-sec TVC, hot air balloons travel across vast oceans and landscapes, into cities and suburbs before settling a glow over those clever homes connected to natural gas. Two 30-sec TVCs starring **Barry** from the earlier campaign were also produced. Print, radio, [online](#), POS and a trade campaign support the work.

* **Gloria Jean's Coffees** and its new agency, **303**, have launched a new national ad campaign that, together with the soon-to-launch [website](#), represent the company's biggest advtg investment in Aust. A 45-sec (with a 30-sec version) TVC focuses on the precision involved in the coffee-making process and encourages imbibers to 'live life one sip at a time'.

* The NSW outback region will feature in a new campaign by **Tourism NSW** to boost visitor numbers over March/April with extensive TV, print and online.

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