



Marketing News Round-Up

Marketing News & Moves
April 2018

Hot In April...

Aussie Debuts

US brand **Better Homes and Gardens Real Estate** is entering the ANZ market with Charles Tarbey taking on the master franchise agreement. The first agency opens in Oz this year and in NZ by 2020...**Kleos Space** has established its first wholly-owned international subsidiary in Canberra after the Federal Government pledged \$500m into space activities...Croatian fast food chain **Surf 'n' Fries** is opening in Australia with plans to open 22 stores over the next decade...Singaporean poke bowl company **Aloha Poke** has opened its first store in Perth...Commercial property firm **Capital Pacific** has launched in Australia.

We reported on [38](#) Aussie Debuts this month...

Expansions

IKEA is planning to open over 30 new stores across Australia by 2030...**Hilton Hotels** plans to double its existing operations in five years and is looking for opportunities in Sydney, Melbourne and Canberra...Ride share company **Taxify** is expanding into Brisbane and aims to be at least 5% cheaper than main rival **Uber**...Dentistry chain **Smiles Inc** has debuted on the ASX and plans to have 500 clinics operating over the next five years...British luxury label **Mulberry** is opening six new stores over the next 18 months and will target a younger audience.

We reported on [92](#) other Expansions this month...



Marketing News

Snooze has appointed brand transformation agency **Whippet** to bring its new brand positioning to life...**REST** Industry Super has rebranded as **Rest** with the new positioning comprised of a new logo and a new look...**Macquarie Atlas Roads Group** has changed its name to **Atlas Arteria**...The federal branch of the **Nick Xenophon Team** is taking on a new name that will make no reference to Nick Xenophon's name...**General Pants Co's Metalicus** brand has undergone a relaunch after an 18 month process, with its first collection to launch, featuring over 60 items, in Metalicus stores and Myer concessions...**Volkswagen** is redesigning its brand logo for the first time since 2012. We reported on [151](#) Marketing News items this month...

Marketing Appointments

Samsung Electronics Australia has appointed **Josh Grace** as its new chief marketing officer... **Adam Jones** has been appointed as the chief growth officer at **Mint Payments**...**Ardent Leisure Group** has appointed a GM of marketing and communications for **Dreamworld and SkyPoint**, with **Philip Hancox** taking on the role...**Mildura Health Fund** has appointed **Daniel Priestley** as its new sales and marketing manager...**Google** has appointed **Mark Wheeler** as its new head of large customer marketing and YouTube marketing for ANZ.

We reported on [290](#) appointments this month...



DEFENCE FORCE RECRUITING

Agency re-appointed for creative/digital.

Defence Force Recruiting has re-appointed **Host/Havas** to its creative/digital account. The account is estimated to be worth just under \$22m. The contract will run until March 31, 2019.



Global media account awarded.

Jaguar Land Rover has awarded its **global media** account to **Dentsu X**. Incumbent on the account is Mindshare.

Maurice Blackburn Lawyers



Australian Government
Department of Finance

Media planning/buying account awarded.

Maurice Blackburn has awarded its national media planning/buying account to **Consumedia** and its strategic partner **Half Dome Digital**. Incumbent on the account is McCann.

Master media account awarded.

The Department of Finance has awarded its master media account to **UM**. Incumbent on the account is Dentsu X. The account is estimated to be worth between \$150m-\$175m.

Account Moves

WA Super

Account Type: Creative & Strategy

New Agency: Meerkats

Macquarie University

Account Type: Marketing

New Agency: Columbus

The New York Times

Account Type: Advertising sales

New Agency: WeThinkMedia

Moose Enterprises

Account Type: Media buying

New Agency: Hatched Media

South Australian Tourism Commission

Account Type: Public Relations (earned media, influencer relations, social strategy, experiential activations)

New Agency: The Red Agency

Wine Australia

Account Type: Creative

New Agency: R/GA Sydney

Snooze

Account Creative (Brand transformation)

New Agency: Whippet

Account Review

Tourism Australia

Account Type: Brand/Creative

Incumbent: Clemenger BBDO

Current contract expires: December 31, 2018

Volkswagen Group

Account Type: Creative/Branding/New logo

Hyundai Motor Company Australia Pty Ltd

Account Type: Media Planning/Buying

Incumbent: Initiative

Budget: \$30m

Smeg Australia (Smeg)

Account Type: Public Relations

AustralianSuper

Account Type: Media buying

Incumbent: Carat

David Jones

Account Type: Creative & Design

Incumbent: TBWA (not re-pitching)

Ford Motor Company of Australia

Account Type: Global Creative

Incumbent: GTB (WPP)

What else can
we do for you?

Want to know more?
In April, our Discovery Team
reported on:

63 Account Moves
and Reviews

Contact the Experts

IRD is the publisher of Prospector and Connector. We provide the media sales, advertising and marketing industries with the best opportunities in the Australian business landscape.

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