



Marketing News Round-Up

Marketing News & Moves
July 2018

Hot In July...

Aussie Debuts

US boho-chic label **Tory Burch** is opening its first store in Sydney's Westfield Bondi Junction...Hotel brand **Sudima Hotels and Resorts** is launching in New Zealand and will open hotels in Sydney and Melbourne too...UK space company **Goonhilly Earth Station** is expanding to Australia, appointing a head of business development...**Marriott International** is launching the **AC Hotels by Marriott** brand into Australia, with the first to open in Melbourne's Southbank in 2020... UK agribusiness **Tozer Seeds** is launch a local entity, called **Tozer Seeds Pacific**, based in Melbourne... Dutch fast food brand **Wok to Walk** is opening its first Aussie restaurant in Melbourne.

We reported on [17](#) Aussie Debuts this month...

Expansions

Mexican fast food brand **Taco Bell** is expanding across Australia with new stores to open before the close of 2018...Crystal brand **Swarovski** is expanding its retail presence in Australia with a new store in Hobart and another in Hornsby NSW...**Uber** has started operations in the Northern Territory completing its rollout across Australia...The **Volley** footwear brand is expanding across China with its first standalone store opening in Shanghai. It plans to open 50 stores in total... **Robinsons Bookshop** is doubling its size and retail presence by 2020.

We reported on [149](#) other Expansions this month...



Media account move.

Procter & Gamble Australia has appointed **Starcom** as its new media agency from October 2018, replacing incumbent **Mediacom**.



Agencies appointed for digital transformation

The University of Canberra has appointed **Isobar** and **Accordant** to lead the uni's digital transformation.



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Marketing News

Travel brand **Trivago** is dumping its deadpan Trivago Girl from its campaigns in favour of a more youth-focused approach...**Tinybeans** is pursuing growth in complementary advertising and data revenue streams by integrating more ad network partners...**Suncorp** is embarking on a new strategy to remove silos between its banking and insurance arms, which will involve a rebranding, an awareness campaign and refreshed store fit-outs...**Citroen** is celebrating its 100th anniversary in 2019 and has plans for its local range to celebrate, including a brand relaunch...**Vicinity Centres** is refreshing its **DFO** outlet brand, positioning it more on the premium end.

We reported on [203](#) Marketing News items this month...

Marketing Appointments

Melbourne Convention and Exhibition Centre has appointed **Denise Castro** as its new director of marketing and communications...**Pernod Ricard Pacific** has appointed **Darryn Hakof** as its new global marketing director...**Dymocks'** head of marketing and merchandise, **Sophie Higgins** has been promoted to the role of GM of Dymocks Books. She retains her marketing responsibilities...**Freeview Australia** has appointed **Cameron Crain** as its new marketing boss...**Domino's** has appointed **Melody Livingston** as its new CMO

We reported on [328](#) appointments this month...



Advertising account out to tender.

The Transport Accident Commission is tendering for a full service advertising agency. **Clemenger BBDO Melbourne** is the incumbent on the account.



Global media planning/buying agency appointed.

Lenovo has appointed **Publicis Media** as its global media agency. The agency will handle strategy, planning and buying.

Account Moves

Amart Furniture Pty Ltd

Account Type: Creative
New Agency: Y&R Brisbane

Nando's Australia

Account Type: Creative
New Agency: BWM Dentsu
Incumbent: Banjo

Peters Ice Cream

Account Type: Media buying
New Agency: Spark Foundry
Incumbent: Zenith
Budget: \$10m
Contract starts: August 2018

Coles Group Limited (Vintage Cellars & First Choice Liquor)

Account Type: Creative
New Agency: J. Walter Thompson

Cruiseco

Account Type: Media
New Agency: This is Flow
Budget: \$5m

Powershop Australia Pty Limited

Account Type: Creative
New Agency: Marcel Sydney

Avis

Account: Public Relations
New Agency: Red Agency

Account Review

Heart Foundation Australia

Account Type: Creative

City of Sydney Council

Account Type: Street Furniture
Contract starts: 2019

WA Department of Education

Account Type: Advertising Agency services, graphic design and photographic services
Tender submissions close: August 7

Tourism Western Australia

Account Type: Creative
Incumbent: Cummins&Partners
Tender commences: August 31, 2018

What else can we do for you?

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

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 Account Moves and Reviews

Contact the Experts

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