



Marketing News Round-Up

Marketing News & Moves
May 2018

Hot In May...

Aussie Debuts

Korean beauty brand **Innisfree** is opening its first Australian store in central Melbourne...US superstar Will Smith's environmentally-friendly bottled water brand **JUST WATER** is looking for sites in Australia where it can establish local production and retail channels...Chinese airline **Donghai Airlines** has made its debut flight to the Northern Territory from Shenzhen, China...German lottery company **MyLotto24** has launched in Australia with an arrangement in place allowing Australians to top up their accounts at over 1,200 newsagents... UK-based fintech **Revolut** has announced Aussie expansion plans

We reported on [19](#) Aussie Debuts this month...

Expansions

Bedding and homewares retailer **Adairs** is expanding to boost its share in the \$4.5bn manchester market... Fashion label **Guess** is expanding in Australia with a series of store openings. It is also looking to expand into Asia...**Fernwood Fitness** has launched a new women's fitness concept called **Zadi Fitness**, targeted at millennial women which is earmarked for expansion in NSW and other states this year...US burger chain **Carl's Jr** has announced expansion plans for QLD and VIC...Daigou retailer **AuMake** aims to have 20 Aussie stores, with at least one in every capital city, as well as Chinese stores. We reported on [117](#) other Expansions this month...



CONNECTOR



PRO\$PECTOR

Marketing News

Tourism Tasmania is overhauling its marketing program and has issued a request for information notice...Bed retailer **Snooze** has launched a new brand platform that positions the brand as a go-to for expert advice on beds... Shoe brand **Hush Puppies** is celebrating its 60th anniversary and is celebrating with a raft of activity later in 2018...**Accenture** has announced it is entering the media planning and buying space by offering programmatic services to clients...**Etihad Stadium** is changing its name to **Marvel Stadium** after signing a mega deal with **Disney**...Construction company **John Holland** has undergone its first rebrand in decades.

We reported on [144](#) Marketing News items this month...

Marketing Appointments

Recruitment firm **Adecco** has appointed **Lucy Sharp** as its new head of marketing & communications...Cinema chain **Dendy Icon Group** has recruited **Scott Mola** as its new head of group marketing... **GM Holden** has appointed **Marnie Samphier** as its general manager of marketing strategy for Australia and NZ...**Diageo** has announced the departure of Adam Ballesty, its marketing and innovation director, is departing, to be replaced by **Andy Oughton**, who is returning to Australia after a stint at Diageo in the UK.

We reported on [332](#) appointments this month...



Microsoft

Media agency retained.

Microsoft has retained **Carat** as its media buying agency following a closed global media review. It is estimated that in Australia, Microsoft spends between \$40-\$60m on media per annum.

AVIS[®]

Marketing agency appointment.

Avis Budget Group has appointed **IKON Communications** as its media agency. IKON will manage strategy, creative, content/social, data and performance work.



FOOTBALL
FEDERATION
AUSTRALIA

Creative and media up for grabs.

Football Federation Australia's creative and media accounts are up for pitch. **BMF** is the creative incumbent, and **MediaCom** the media incumbent.



New creative agency appointed.

PepsiCo has appointed **TBWA Sydney** as its new creative agency of record after a three-way pitch. The agency will work on all beverage brands in ANZ, including Pepsi, Pepsi Max, Mountain Dew and Gatorade.

Account Moves

Chatime

Account Type: Brand Development & Communications

New Agency: Host/Havas

AustralianSuper

Account Type: Creative & Media Buying

New Creative Agency: The Royals

New Media Agency: Blue 449

Retail Food Group Ltd (Crust Gourmet Pizza)

Account Type: Creative & Media Buying

New Creative Agency: 303MullenLowe

New Media Agency: Mediahub Australia

Menulog

Account Type: Creative

New Agency: Clemenger BBDO Melbourne

Wotif.com

Account Type: Creative and Public Relations

New Agency: Ogilvy Brisbane

Department of Jobs and Small Business

Account Type: Creative

New Agency: BMF

Contract ends: June 30, 2019

City of Karratha

Account Creative

New Agency: 303 Mullen Lowe

Account Review

Revlon Australia

Account Type: Global Media Buying

Incumbent: MediaCom

Mercedes-Benz

Account Type: Global Media Buying

Incumbent: Foundation

GlaxoSmithKline Consumer Healthcare

Account Type: Global Media Buying

Incumbent: PHD

Budget: \$34m (Nielsen)

The Walt Disney Company

Account Type: Media Planning/Buying

Incumbent: Carat

The Travel Corporation (Contiki)

Account Type: Creative

BMW Australia Ltd

Account Type: Creative

Incumbent: Ogilvy

QLD Department of Premier and Cabinet

Account Type: Master Media Buying

Incumbent: MediaCom Queensland

What else can we do for you?

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

60 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.

In addition to Account Moves & Reviews, we also offer:

- People Moves (C-suite and marketing)
- Company expansions
- Australian Debuts
- In-depth company marketing profiles
- Company Relocations
- Company Restructures
- Campaigns

Contact Us

1300 736 447
Suite 201, Level 2, 55 Chandos Street,
St Leonards NSW 2065

www.irdgroup.com.au