



Marketing News Round-Up

Marketing News & Moves
November 2017

Hot In November...

Aussie Debuts

US e-commerce giant **Amazon** began gearing up for its much-hyped Aussie launch...Hip US/NZ sneaker brand **Allbirds** launched in the Australian market... **Changhong Electric** launched a new consumer brand called **CHiQ**, which will sell TVs and whitegoods...Malaysian bubble tea brand **Tealive** announced it will open its first Aussie store in Melbourne... Japanese cheese tart brand **Pablo** will launch in Sydney... Singaporean e-commerce business **Shopback** has announced it will launch here in 2018... US-based content provider **Movable Ink** opened a Sydney office. We reported on [43](#) Aussie Debuts this month...

Expansions

Deliveroo is launching **Deliveroo Editions** in Australia which involves the construction of 15 'dark kitchens' across Australia...**Lovisa** is on track to open 20-30 stores, having already opened 16 new stores. It is also trialing a US expansion...**WeWork** has opened its first Melbourne office on the corner of Bourke and Elizabeth streets with another to open in 2018...Lingerie brand **Simone Perele** plans to triple its retail presence in Australia over the next 5 years...**Domino's** plans to open up to 200 new stores internationally this financial year...**Aldi** is opening its 500th store in Glenmore Park, with 100 more to open. We reported on [120](#) other Expansions this month...



Marketing News

Amcal has launched a new branding strategy for its franchise stores... **Diageo** names a new brand ambassador for its bartending competition...**Qatar Airways** is celebrating its 20th anniversary with a promotion...**Coles** signs on as sponsor of **The Australian Women's Weekly's** Christmas With the Weekly... **Pantene** has appointed Anna Heinrich as its Pantene Summer ambassador... **Westpac** prepares to celebrate its 200th anniversary...Fashion label **Kookai** is celebrating its 25th anniversary...**Aon Master Trust** has rebranded as **smartMonday**...**Adidas** ditches TV for more digital marketing...**Bundaberg Brewed Drinks** partners with **Gelatissimo** for a new gelato flavor. We reported on [238](#) Marketing News items this month...

Marketing Appointments

Michael Hill Jeweller has appointed **Vanessa Brennan** as its new **chief customer officer**... **Liza McNally** joins SkyCity Entertainment Group as its new **chief marketing officer**...**Lion (Dairy and Drinks)** has appointed **Melissa O'Sullivan** as the **category marketing director for yoghurt**...**Nike** has appointed **Andrew Keith** as its new **marketing director for ANZ**...**News Corp** has appointed **Amanda McGregor** as its **general manager trade marketing**...**Destination NSW** has appointed **Nathan Ting** as its **director of digital marketing services**. We reported on [327](#) other Appointments this month...



Consumer PR account up for pitch

Telstra has launched a pitch for its consumer public relations account. Currently, **Edelman** holds the consumer account, with **PR Edge** handling the remainder of the business.



Media account consolidated with IPG Mediabrands.

E-commerce giant **Amazon** has consolidated its \$US1bn media account with **IPG Mediabrands**. An agency has not been specified to manage the account.



Lead creative brand pitch.

Asahi Premium Beverages is holding a pitch for a new creative agency for its lead brand work. Incumbent on the account is **Cummins & Partners - Melbourne**.



Tender launches for a brand specialist

The Northern Territory Government has launched a tender process for a brand specialist for its masterbrand account. The masterbrand will be revealed as part of the government's 40th anniversary in 2018.

Account Moves

Beiersdorf Australia

Account Type: Media buying

New Agency: OMD Sydney (retained)

Incumbent: OMD Sydney

Foxtel

Account Type: Creative (customer and acquisition marketing, retail, data and digital communications)

New Agency: W!TH Collective

iSelect

Account Type: Creative (social, digital, ABL, content, one-to-one advertising)

New Agency: The Royals

Incumbent: Leo Burnett Melbourne

Australian Wool Innovation (Woolmark)

Account Type: Global creative

New Agency: TBWA Sydney

Construction Skills Queensland

Account Type: Creative

New Agency: Brother & Co

Hyundai Motor Company Australia

Account Type: Digital

New Agency: Orchard Marketing

Simplot Australia (John West)

Account Type: Creative (creative, brand strategy, shopper and social)

New Agency: JWT Melbourne

Account Review

Department of Finance

Account Type: Media buying agency

Incumbent: Dentsu Mitchell

Budget: \$175m

Start date: July 1, 2018

Uber

Account Type: Global creative

Incumbent: Special Group (Australia and New Zealand)

South Australian Tourism Commission

Account Type: Creative (roster)

Incumbent: BWM, KWPI, Jamshop

Budget: \$4.95m

Tourism Fiji

Account Type: Social media

Incumbent: n/a

**What else can
we do for you?**

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

38 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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