



Marketing News Round-Up

Marketing News & Moves
June 2018

Hot In June...

Aussie Debuts

Australia's first digital-only bank is launching, called **86 400**. It is an initiative of Cuscal, the company behind rediATMs... **TFE Hotels** is launching a new hotel brand from Asia to Sydney and Melbourne...US fast food brand **Jon Smith Subs** is launching in Australia via **United Franchise Group** with plans to open in all capital cities...Hong Kong fintech **Quantifeed** has raised \$13.5m to help fund expansion activities in Australia and the Asia Pacific...US security software firm **ThreatQuotient** has opened an Australian office, led by regional director Anthony Stitt...**DiDi** is a new ride sharing service that has launched in Melbourne. We reported on **28** Aussie Debuts this month...

Expansions

Swimwear label **Seafolly** is expanding into China via Alibaba's Tmall Global e-commerce platform...**Kaspersky Lab** has announced plans to open a second Australian office in Sydney...Food franchise **Poke Me** has announced plans to expand in Australia via a franchise strategy with five outlets to open along the eastern coast in 2018...Dentistry chain **Smiles Inc** is looking to set up its mobile surgeries in corporate areas in a bid for growth...Korean skincare brand **Innisfree** is opening new stores in Melbourne and Sydney...Tailoring company **InStitchu** has acquired competitor **George & King**. We reported on **137** other Expansions this month...



Marketing News

Fast food franchise **Guzman Y Gomez** has launched its first OOH campaign, with ads running across 400 buses nationally...Betting company **TopBetta** changed its name to **Betmakers**...**Melbourne IT** has rebranded as **ARQ Group**...**BUBS Australia** has raised \$40m with some of the funds to be used for brand marketing and product development...**Ford** has developed a new marketing strategy in a bid to modernise the brand...**Vonex** has just listed on the ASX and is planning an aggressive marketing campaign...**Sigma Healthcare** is to focus on brand clarity following the launch of a new ordering platform. We reported on **176** Marketing News items this month...

Marketing Appointments

Google has appointed **Zoe Hayes** as its new head of hardware marketing for ANZ...**Acer** has appointed **Greg Mikaelian** as its new GM of channels and marketing...**Arlo**, Netgear's start-up security business, has appointed **Lambro Skropidis** as its new head of marketing...**Lenovo** has appointed **Bhaskar Choudhuri** as its chief marketing officer...**Jamie McDougall** has been appointed as **Price Attack**'s new national marketing manager...**Foodstuffs** has appointed **Dominic Quin** as its group GM of marketing and customer experience. We reported on **330** appointments this month...



Creative and Media agencies appointed.

Football Federation Australia has appointed **Saatchi & Saatchi** as its creative agency and **Starcom** as its media agency.



Media agencies appointed.

The State Government of Western Australia has appointed **Initiative Perth** to look after both campaign and non-campaign media and has also retained **Carat**.



Media agency appointed.

Nestlé has appointed **Universal McCann** as its media agency for its \$50m account. UM will create an entity called **Mediabrand-Thrive UM** to handle the account.



New agencies appointed to \$7m account.

Fantastic Holdings' Plush brand has appointed **Bohemia** and **M&C Saatchi** to manage its full service \$7m account.

Account Moves

Department of Health

Account Type: Creative (Health Star Rating campaign)

New Agency: Spinach Advertising

TripAdvisor Australia

Account Type: Public Relations

New Agency: Adhesive PR

Amazon

Account Type: Creative

New Creative Agency: TBWA Sydney

Racing Victoria

Account Type: Media buying

New Agency: Bohemia

Incumbent: Vizeum

Employsure Pty Ltd

Account Type: Media

New Agency: Bohemia

Ego Pharmaceuticals Pty Ltd

Account Type: Digital transformation

New Agency: Valtech

DiDi

Account: Creative & Media

New Creative Agency: Saatchi & Saatchi Melbourne

New Media Agency: Zenith

Account Review

Queensland University of Technology

Account Type: Creative, Media and Digital

Closing date: June 29, 2018

Z Energy

Account Type: Creative, Media, PR and Digital

Incumbent Creative Agency: J. Walter Thompson

Incumbent Media Agency: MediaCom

Incumbent Digital Agency: Heyday

What else can
we do for you?

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

29 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