



Marketing News Round-Up

Marketing News & Moves
October 2017

Hot In October...

Aussie Debuts

French sporting retailer **Decathlon** is opening its first store in Tempe, Sydney, with plans to enter the Melbourne market. It plans to open as many as **100 stores** in Australia.... German supermarket chain **Kaufland** will open its first flagship store in Adelaide, after purchasing the site for \$25m... India's biggest online ticketing company **Kyazoonga** has launched in Australia and New Zealand...Estonian ride sharing company **Taxify** is launching in Sydney by Christmas, with plans to expand into Brisbane and Melbourne... **Bendon** is launching a new retail concept called **Drawer No. 1**, with plans to open **50 stores**.

We reported on **58** other Aussie Debuts this month...

Expansions

Chocolate company **Haigh's Chocolates** is tripling its production output capacity. It will open a new store in Melbourne by Christmas...Lingerie brand **Simone Perele** is expanding, planning to have 10-15 boutiques open in capital cities over the next two years...Furniture retailer **Plush** has expanded into WA, with three stores recently opened...English appliance maker **Dyson** has opened a flagship **Dyson Demo** concept store in **Harvey Norman Auburn** with plans for a global rollout...**Rhodes & Beckett** is relaunching with stores to open in Sydney, Melbourne, Adelaide, in addition to pop-up stores.

We reported on **145** other Expansions this month...



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Marketing News

Vodafone has revealed a global rebranding. It has updated its 'speech mark' logo and has a new positioning 'The Future is Exciting. Ready?'... **Luna Park** is launching a new website early in 2018 to improve customer experience...**CrownBet** has revealed parts of its marketing strategy, and views itself as a premium betting experience and a challenger brand...**Energy Super** has launched its first campaign that forms part of a new brand strategy...**Slim Secrets** has appointed Bachelorette **Sophie Monk** as its new brand ambassador...**Drambuie** has relaunched with a new look, which pays homage to its heritage and history. We reported on **274** additional Marketing News items this month...

Marketing Appointments

KPMG has appointed **Mark Hassell** as partner, to head up the firm's new Customer, Brand and Marketing advisory business...**Daydream Island Resort** has appointed **Jayson Heron** as its new director of sales and marketing based in Sydney...**The Brisbane Festival** has appointed **Michael Adams** as its new marketing and communications director...**LinkedIn** has appointed **Prue Cox** as the director of marketing solutions for Australia and New Zealand...**Westpac** has appointed **Andrew Howie** as its new head of advertising.

We reported on **333** other Appointments this month...



Lead creative and digital agency appointed.

National Australia Bank (NAB) has appointed **Clemenger BBDO Melbourne** as its lead creative and digital agency following a pitch process.



Australian creative agency appointed.

E-commerce giant **Amazon** has appointed an Australian creative agency of record, appointing **Ogilvy** as its creative agency. The account was awarded following a competitive pitch process with other Sydney agencies.



Creative and media agency appointed.

Social media giant **Facebook** has appointed **With Collective** as its creative agency, and **Gyro** as its media agency for its latest trade campaign.



Media agency retained; remit expands.

Cosmetics giant **L'Oréal Australia** has retained **Carat Australia** as its media agency in Australia, following a pitch process. Now, the remit extends to New Zealand.

Account Moves

Carlton & United Breweries

Account Type: Media buying

New Agency: PHD

Incumbent: MediaCom

BMW Australia Ltd

Account Type: Media buying

New Agency: Vizeum (retained)

Coty Australia (Wella)

Account Type: Public relations, communications planning, sponsorship, digital & experiential

New Agency: Mango Sydney & Auckland

Primary Health Care Limited

Account Type: Strategy & Integrated Communications

New Agency: The Hallway Sydney

Australian Paper Ltd (Reflex)

Account Type: Communications Planning

New Agency: Dentsu Mitchell

TEG Group (TEG Live)

Account Type: Media buying

New Agency: ZenithOptimedia Sydney

Aussie Home Loans

Account Type: Digital Strategy, Digital Planning, Digital Media Buying

New Agency: Switched On Media

Account Review

Bank of Western Australia (BankWest)

Account Type: Creative roster

Incumbent: Host

Tourism Fiji

Account Type: Creative & Public Relations

Incumbent: Circui8, Colenso BBDO, Mango Communications, Verve Communications, Ogilvy PR

Optus

Account Type: Digital Customer Communications

Incumbent: n/a

Secrets Shhh Pty Ltd

Account Type: Branding

Incumbent: n/a

Department of Defence (Defence Force Recruiting)

Account Type: Creative & Digital

Incumbent: Host (Creative); Havas (Digital)

McDonald's Australia

Account Type: Media Buying

Incumbent: OMD Australia

Annual billings: \$100m

HomeAway (Stayz)

Account Type: Public Relations

Incumbent: Adhesive PR

What else can we do for you?

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

50 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)
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- Company Relocations
- Company Restructures
- Campaigns

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