

Print auditing to move into digital

CELIA JOHNSON

Australia's print media is to enter a new era with the measurement of its digital offerings after the appointment of a new leader for the industry's main two audit currencies.

B&T can reveal Gordon Towell is to be the new chief executive of the Audit Bureau of Circulations (ABC) and the Circulations Audit Board (CAB).

Previously the chief executive of print giant Geon, Towell told B&T the industry bodies cannot move forward as a print-only auditor and are on track to move into the digital age by the end of the year, with some changes happening as early as October. Towell said advertisers would be offered the tools to measure their online "bang for buck".

"For 70 years the ABC and CAB have focused purely on print despite the entire industry moving at 100 miles an hour into other forms of media," he said. "Media publishers, buyers and advertisers are looking at everything from TV, online and print and we need



New chief executive Gordon Towell

to be relevant in this new marketplace."

Towell said the changes reflect international trends with many audit bureaus, including the ABC in Britain. Other media auditors including Nielsen Online have been offering online measurement tools for many years.

Developing a standard for web measurement is a priority for Towell, who said there are too many tools available which provide different results.

"There are a number of different ways to fudge the numbers," Towell said.

Peter Cornelius, managing director of Nielsen Media Research, said the issue of standardisation has been the subject of industry debate for years and something the Interactive Advertising Bureau has been trying to put in place.

"As far as I'm aware there is no standard worldwide though this would appear to be the charter of the IAB, rather than the ABC or CAB," Cornelius said.

Towell said he aims to provide leadership to the industry by implementing standard metrics by the end of the year.

Changes to the ABC and CAB websites, including better quality data and access for members, will roll out in October.

Towell anticipates the evolution of the businesses will significantly increase its membership which currently sits at 1450 publications.

He replaced the former executive director of the ABC and CAB, Gloria Jarman, who announced her retirement in April after 27 years with both organisations.

Google regional boss joins Friendster

Google's regional managing director for South Asia Richard Kimber has left his position at the search giant to become global chief of social networking site Friendster.

Google spokesman Rob Shilkin said he had no comment on whether Kimber would be replaced in his regional role, but said his departure would not affect the role of Karim Tamsamani,

who will continue in his role as general manager of Google Australia and New Zealand.

In his new venture Kimber will lead Friendster's global business and guide operations in Asia and the US.

In conjunction with the announcement of the appointment, Friendster announced it has secured \$20 million in funding for expansion.

Friendster is a popular social networking site in Asia, with over 55 million registered users and 33 million monthly unique visitors from Asia. It is the 9th largest website in the world and the 3rd largest social network in the world, in terms of traffic.

Prior to Google, Kimber was the chief executive for FirstDirectBank in the UK, part of HSBC.



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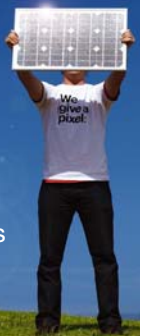
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Tropfest loses Sony and gains Movie Extra

Subscription TV channel, Movie Extra, has replaced Sony as the naming rights sponsor of Tropfest from next year.

The seven-year sponsorship deal will see the short film festival be known as the Movie Extra Tropfest, giving the Movie Network channel an opportunity to increase its brand identity nationally.

For the first time in Tropfest history, a live national broadcast of the event will be aired on Movie Extra next year, including exclusive red carpet highlights, celebrity interviews and the screening of all 16 finalist films.

"The opportunity to lock our premium brand into a national event of such significance was compelling," said Tony Forest, chief executive officer of Movie Network Channels.

John Polson, founder and creative director of Tropfest added: "Not only will we gain access to Movie Network Channel's substantial and national audience reach, but the partnership will provide even better opportunities for filmmakers to showcase their work and to be fostered in the development of their concepts for TV and film."

It is unknown what led to the end of Sony's five-year partnership with Tropfest.

Polson said: "Our growth could not have been possible without Sony's undying enthusiasm."

Under the new sponsorship agreement, Tropfest filmmakers will also have their films broadcast on Movie Extra in the lead up to the festival and throughout the year.

Footytips founders go green

OLIVIA COLLINGS

The creators of footytips.com.au have launched a new targeted email advertisement website that lets members offset their carbon emissions.

Founders Health Kilgour and Nathan Isterling launched the new advertising database website, ClickGreen.com.au, which allows individuals to make a difference to the environment by clicking on an email advertisement.

As part of registering on the website, members must complete a series of questions then used by marketers to target specific advertising emails to them.

The company then uses 50% of the revenue from the advertisers to plant trees, which will be managed by GreenFleet, a not-for-profit organisation approved by the Department of Climate Change's Greenhouse Friendly program.

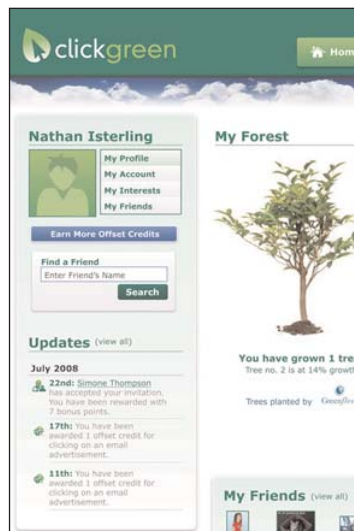
As an additional incentive, ClickGreen is offering to offset half a year's carbon for the average person (as measured by GreenFleet) by getting them to invite 25 friends to the website.

Since launching they have attracted nearly 11,000 members and have com-

pleted mail outs for eight companies.

The founders have also created a ClickGreen application on Facebook so members on Facebook can send the invitation to their Facebook friends not already signed up.

Footytips.com.au is Australia's largest footy tipping site managing more than 340,000 each year and after 10 years of existence is becoming more interactive. The site will soon have a social networking aspect to allow members to post comments on matched or view friend's activities.



IN BRIEF

WOLSELEY APPOINTS ARNOUL

Wolseley Media has appointed Arnoul Media Services as their new advertising representatives in South Australian and Western Australia. Wolseley Media was established in late 2007 with the backing of Wolseley Private Equity and the Wolseley Media management team of chief executive David Gardiner and commercial director Bruce Duncan. Since January Wolseley Media has acquired the businesses of Horwitz Publications, Chevron Publishing, NextMedia and BlueWater Publishing, and now publishes over 30 special interest publications.

KALEIDOSCOPE HIRES UK PAIR

Promotional marketing agency Kaleidoscope has appointed two UK executives in two senior roles. Alan Riva has joined as general manager and director of brand experiences, replacing outgoing GM Jeremy Taylor Riley, while Guy Johnson will sit in the newly created role of client services director.

TEN TO SHOW 90210

Network Ten has acquired the contemporary spin-off of the 90s iconic drama Beverly Hills 90210 and will launch the show, now simply called 90210, in a special two-hour premiere event on Monday 8 September. The show will feature new cast members, but will also feature old cast members Shannon Doherty, Jennie Garth and Tori Spelling as regular guest stars.

NEWS BOOSTS TRAVEL CONTENT

News.com.au has launched a Travel World Destinations section in association with Lonely Planet. The new section, found at www.news.com.au/travel/world, integrates current News.com.au content with 273 of Lonely Planet's destination guides giving readers a platform to read travel editorial and research potential destinations. The new section features editorial, maps, downloadable guides of worldwide destinations.

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BREAKING CAMPAIGNS

David Jones unveils Miranda

David Jones will this week unveil its first work featuring new fashion ambassador Miranda Kerr, who replaced Megan Gale, in a campaign called "Rio De Janeiro Summer".

Created by Saatchi & Saatchi, the print campaign supporting the summer collection was shot entirely in Rio de Janeiro in May this year. Shoot locations for the campaign included Copacabana, Ipanema, Sugar Loaf and Cristo Redentor and Oscar Niemeyer architecturally designed building.

Kerr will appear in a wide range of Australian designers' garments across the print campaign.

Saatchi & Saatchi business group director Paula Marreiros said: "The campaign showcases fabulous new season pieces from Australian and International fashion designers available at David Jones. Rio De Janeiro provides a dynamic, contemporary backdrop for our unique blend of fashion brands and is a perfect fit for Miranda Kerr."

The work was shot by photographer Paul Westlake and will appear in catalogues distributed through the mail to customers and will appear in store, while also supported by outdoor and



point of sale.

Credits: creative director Andrew Henderson, senior art director Jen Crooks, business management Paula Marreiros, Monique Saibi.

News Magazines' Notebook gets makeover

OLIVIA COLLINGS

News Magazines' women's monthly title Notebook has undergone a makeover.

The latest issue marks the magazine's third birthday and a new design for the magazine.

The re-launch project has been overseen by new editor Caroline Roessler, who joined the magazine in March this year after seven years as managing editor of ACP's The Australian Women's Weekly.

Supporting the re-launch is an integrated \$1m marketing campaign incorporating TV, print and online. It has been coordinated between creative agency Three Drunk Monkeys, media agency Publicis Media and public relations agency Zing.

Roessler said the new-look Notebook is a magazine that "provides everyday solutions for women's busy lives and insights centred around thought-provoking, intelligent and compassionate journalism."

Notebook's flower-themed covers have evolved to include a human element which will maintain the title's indi-



Notebook's revamped look

vidual look, yet signal the strong changes to consumers and advertisers.



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- 5-7 years experience in advertising/marketing - either corporate or agency
- Industry knowledge and passion for products and brands is essential and automotive experience would be highly regarded
- Excellent strategic, organisational and interpersonal skills with excellent written and verbal communication skills
- Tertiary qualifications in business or marketing/communications would be advantageous

If you think you have what it takes please forward your CV and a brief covering letter with Brand Communications Manager as the subject to human_resources@hyundai.com.au by **15 August 2008**.

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BREAKING CAMPAIGNS

BPAY ad pushes ease of use



Bill payment service BPAY has unveiled two quirky images as part of its new outdoor marketing campaign that pushes its 'ease and convenience' message.

The ads, created by BMF, aim to convey the breadth of products and services that can be paid using the service. In one image, a young woman is seen sitting in a room amid a seemingly disparate array of items including garden gnomes, a chandelier, photocopier and wedding cake. While the second image shows a young guy in flippers sitting beside a golfing green, rocking horse and piano. The one thing all items have in common is that they represent one of

the 15,500 billers that offer BPAY.

"From everyday telephone bills to sports memberships and airline tickets, this campaign encourages people to always look for BPAY as the first payment option," said Dylan Taylor, creative director at BMF.

The outdoor images are part of a broader campaign that includes print and online, and will be supported by coffee cups printed with the visuals.

Credits: creative director Dylan Taylor, art director JJ Winlove, copy writer Keith Cox, account management Natalie Downes and Ben Glasson, art buying Basir Salleh and Sarah Thompson.

TV RATINGS

Top 15 programmes for Wednesday 6 August OzTAM data (Total people 5 city metro) 'm

Rank	Programme	Channel	Audience ('m)
1.	Two and a Half Men	Nine	1.646
2.	Seven News	Seven	1.617
3.	Hole in The Wall	Nine	1.555
4.	Today Tonight	Seven	1.389
5.	Spicks and Specks	ABC	1.358
6.	Two and a Half Men	Nine	1.352
7.	Criminal Minds	Seven	1.300
8.	Home And Away	Seven	1.239
9.	ABC News	ABC	1.239
10.	National Nine News	Nine	1.170
11.	The New Inventors	ABC	1.144
12.	Cold Case	Nine	1.133
13.	Make Me a Supermodel	Seven	1.065
14.	So You Think You Can Dance	Ten	1.045
15.	ABC News Update	ABC	1.039

Nine took the honours among free-to-air on Wednesday night with 28.4% share against 27% share for Seven and Ten on 20.1%. ABC took 19.1% and SBS 4.8% in the five metropolitan areas. Both Nine and Seven had four programs each in the top ten shows of primetime. The other two were on ABC, with Ten's most popular show of the evening - So You Think You Can Dance - at number fourteen in the table. Seven's Make Me A Supermodel failed to make the top ten programmes of the evening with an audience of 1,065,000.

New Channel Development Manager

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Specific responsibilities of the role include:

- Identify key targets (brands, advertising agencies, media owners) and propose solutions to their objectives using EMI content
- Working with Director and other departments at EMI, develop a suite of products, commercial models and processes for leveraging music content
- Maintain database of clients, pursuing leads and fostering great relationships
- Respond to briefs in a professional manner whilst chasing new briefs
- Profiling the departments activities and offerings through the development of sales collateral, newsletters and websites
- Assist with deal negotiation and global reporting
- Ongoing project management of brand campaigns to ensure client satisfaction
- Creative brainstorming and research to create innovative new business models
- Effective liaison with other departments eg. A&R, Promotions, Licensing

To be successful in this position you must have the following:

- Understanding of the marketing sector based on relevant experience
- Proven track record of pitching creative solutions and securing deals
- Commercial mindset and results oriented approach
- Excellent presentation skills and written communication skills
- Passion for music and an understanding of the industry
- Proven organisation and project management skills
- Ability to work both autonomously and as part of a team
- 2+ years business development/agency experience
- Tertiary qualifications will be highly regarded

EMI Music is an employer of choice, offering a rewarding working environment and a competitive salary package. If you match the above criteria and have a passion for music, please apply online, detailing your experience and salary expectations, using the weblink below:

<http://www.musichead.com.au/site/corpVacancies.asp>

Applications close Friday 15th August

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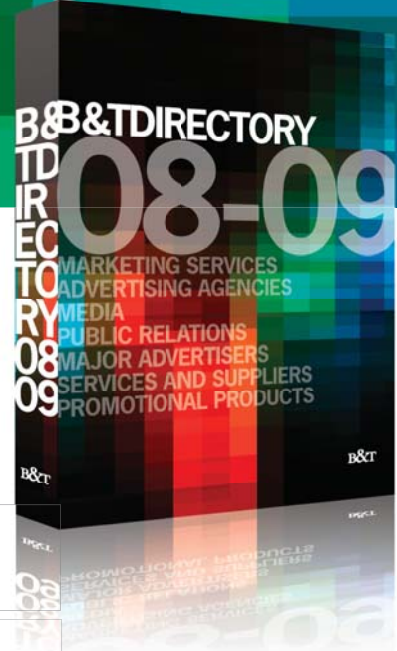


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