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### NEWS

## Ninemsn marketing boss quits

The marketing director of Ninemsn has quit after just a year in the job, with the Perth and Melbourne sales director also leaving the on-line portal, *B&T Today* can reveal.

Carolyn Managh left the PBL and Microsoft-owned site yesterday almost exactly a year after joining, while John McKoy who oversaw sales in the two cities has also departed.

According to a Ninemsn spokeswoman, Managh quit to pursue

a career in cause marketing and charity consultancy.

Meanwhile, Ninemsn's director of sales, Michael Stephenson, leaves the Sydney office on Friday to start at Channel Nine as Sydney sales director next week. Nicholas Gray, the former head of strategy at Ninemsn steps into the role this week.

A hunt for a new marketing director and sales director for Perth and Melbourne is underway.

The latest departures come as Ninemsn was enjoying a period of relative stability in its senior management ranks, following a tumultuous 2008 which saw a string of senior executive including marketing director Tony Thomas, sales director Jason Scott and CEO Tony Faure all leave the company. Joe Pollard was named the new CEO in September last year.

To comment click [here](#).

**CELIA JOHNSON**

## Mitchells bucks trend with profits rise

Mitchell Communication Group has reported a 10% rise in after-tax profits in its financial year results.

Australia's largest media agency revealed that profit stood at \$19.3m in the year ended 30 June 2009, with operating revenues rising 20% to \$225.2m. Earnings before interest, tax, depreciation and amortisation was up \$3.3m to \$34.2m

Mitchells' billings remained consistent on the previous financial year, standing at \$1.158bn. The group now has an operating cashflow of \$42.4m, up 24% on the previous year, with a final dividend of 2.1 cents per share.

The past financial year has seen Mitchells expand into the Western Australian market, as well as pick up several new accounts, including the Fairfax media business in February.



CEO STUART MITCHELL

Stuart Mitchell, CEO, claimed that Mitchells had increased its revenues in traditional media by 6% while the rest of the market

had contracted by 7%. He also said that in terms of online advertising, Mitchells had outperformed the market by 37%.

"This outstanding result underscores the strength of our company, operationally and financially," he said. "We continue to lead the market in innovation, service delivery, client and supplier relationships.

"Our strategy of diversification and leadership into markets such as full service digital media, and more recently; technology, qualitative and quantitative research, marketing analytics and communication planning ensures that we're not exposed to single sectors of the market but in fact creates the opportunity to grow our range of integrated services, revenues and earnings.

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**NEWS**

# AJF wins City of Melbourne creative brief

AJF Partnership has been appointed as City of Melbourne's new advertising agency, following a protracted review process that lasted nearly a year.

AJF will take over from George PattersonY&R on 1 September after being handed a two-year contract for the \$3.1m work.

It's understood that Clemenger BBDO, CHE, Whybin\TBWA and Leo Burnett were also in the running for the business. Media Neutral, the incumbent media agency, will continue to handle media buying after also being granted a two-year contract.

City of Melbourne was initially due to reveal the result of its ad agency review last December, following the council elections.

It was widely speculated that AJF had won the business at the first attempt, but the process was re-started without warning in January, causing consterna-

tion among many competing agencies.

The saga took a fresh twist in July, with the departure of Scott Chapman, the council's commerce and marketing director.

To comment click [here](#).

**OLIVER MILMAN**

# Writedowns see Seven's profit fall by 90%

The Seven Network has defended its financial position, despite posting full-year results that revealed a 91.2% slump in after-tax profit.

The media company's heavy profit slide was due to a writedown of its media assets, including writing down its investment in Seven Media Group to zero.

Profit dropped to \$12m in the year to June 2009, down from \$142m previously. Seven said that its balance sheet was still

strong, pointing to a 16.8% rise in net cash, to \$1.4bn.

The media group also said that its TV and Pacific Magazines businesses had put in "strong performances" over the past year and that its Yahoo!7 venture had achieved "solid" audience growth.

A Seven statement read: "This result reflects the writing down of investments with Seven Network Ltd's adoption of a conservative outlook given the current global economic difficulties."

Asked about the prospects of an upturn in the advertising market, David Leckie, CEO of Seven Media Group, said "Everyone has been bombarded by views on the revenue markets, so I won't do the same. But we're confident that we will hold our share in the marketplace in the future."

Seven's investments in Unwired Group, Engin Group and West Australian Newspapers (WAN) also saw significant dips.

However, Seven said that it was

been encouraged by the performance of WAN. Seven increased its stake in the company from 19.4% to 22.3% in July. "We are pretty excited with the way WAN is going," said Kerry Stokes, Seven's chairman.

"Early initiatives are showing fruit, we're confident the WA economy will get rolling again and we're extremely happy with its new and refreshing management."

To comment click [here](#).

**OLIVER MILMAN**

# Govt launch \$20m brand Australia overhaul

The Rudd Government is spending \$20m to overhaul Australia's international brand image, and will launch a public tender for the creative business.

The four-year project, Building Brand Australia, aims to "sell Australia to the world" and improve the country's global trade relations as well as encourage investment and education opportunities in Australia. The campaign, which is set to launch in February

next year, will run alongside any advertising activity from Tourism Australia, currently handled by DDB, which is focussed solely on attracting holidaymakers.

In the next two weeks a public tender calling for creative agencies to submit their proposals for the branding project will be launched.

Trade Minister Simon Crean said the successful agency would have complete freedom and flex-

ibility in developing Australia's new brand identity.

"I have an open mind and do not want to pre-empt the outcome of the creative process," he said. "We want our best creative minds on the job and we want them to engage the Australian people in this project."

He added the \$20m Federal Government boost was vital to grow Australia's global image.

"We need a cohesive brand that

captures the essence of Australia and underscores the quality of all that we have to offer in sectors such as trade, investment and education. The Australian way is to underplay our achievements but this kind of modesty only surrenders the edge to our competitors."

The international launch of the brand will take place in May next year at Expo 2010 in Shanghai.

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**NEWS**

# New business blitz for One Green Bean

PR agency One Green Bean, has won a string of new business including a project for publishing giant Random House and new accounts with Ferrero, OPSM and online department store Deals Direct.

The agency, which takes an experiential approach to PR, has been appointed by Random House to promote Dan Brown's Da Vinci Code sequel, The Lost

Symbol, ahead of its release on September 15. The launch campaign will involve a high-profile stunt to generate national news and word of mouth.

Online department store Deals Direct has also appointed One Green Bean as a retained strategic PR partner following a competitive pitch. As well as handling ongoing media relations and larger initiatives to support

key sales periods, it will also be responsible for expanded below-the-line activity as part of a multi-platform Christmas campaign.

The agency was also recently hired by New Zealand-based Acland Holdings to manage product placement coverage for its Citta Design furnishings and fashion brand.

Confectioner Ferrero has ex-

panded One Green Bean's remit to include its Nutella brand. The agency will be developing a campaign to promote Nutella in the context of a balanced breakfast.

It will also be working with eye-wear provider OPSM on a project basis and will be heading the media relations component of two upcoming campaigns.

To comment click [here](#).

**OLIVER MILMAN**

# Brand Agency takes Siren Awards honour

A humorous radio ad for roadside assistance has seen The Brand Agency Perth win round two of the Commercial Radio of Australia's Siren Awards as well as winning first place in the single category.

The ad for RAC Roadside Assistance, 'SOS', promoted the benefits of the company's roadside services by using a car horn to send an SOS message.

"Basically, it made us laugh," added judges Nigel Clark and Adrian Ely from US Sydney, who were also previous round winners.

Meanwhile, Austereo picked up a highly commended in the single category for its ad 'Noise Cancelling Headphones' for The Bose Store.

In the campaign category, DMG Radio took out the top

prize for an ad for Brisbane's Greenbank RSL called 'Anger Management'. Highly commended in this category was awarded to Clemenger BBDO Melbourne for its ad 'Feel Free to Laugh' for TENA, a company specialising in bladder control products.

The craft category was won by production studio Eardrum in Sydney for its Sunday Times City 2 Surf ad 'Beach Run'. An-

other ad for the Sunday Times City 2 Surf, 'Morning Run', also took out the highly commended award in this category.

Entries for round three of the Sirens, an awards show designed to recognise the best radio advertising in Australia, are now open and close on October 16.

To listen to the ads click [here](#)

To comment click [here](#).

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**Steve Weaver**  
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For details, registration and research on influence go to:

**www.futureofinfluencesummit.com**

**NEWS**

## Widespread discontent amongst marketers

Discontent among marketing, communication and sales professionals is rife, with many feeling insecure and undervalued in their jobs and a quarter actively seeking new roles, according to new research.

A study of 2,394 employees and 247 employers, commissioned by Hudson, found that the global financial downturn has had a significant negative impact upon the marcomms industry.

A quarter of those polled said they were looking for jobs elsewhere, the highest of all professions in Australia.

A further 46% of respondents felt their jobs were less secure than the same time last year, with a third saying their workload has increased and they are working longer hours.

Just over a third of employers said they have made roles redundant, with 76% of companies believing their remaining marcomms staff now valued their jobs more.

However, just 61% of marcom-

ms and 59% of sales employees actually shared this sentiment, according to the survey.

Overall, the Hudson report found widespread employee dissatisfaction over the way employers had handled the economic downturn. A total of 32% of all respondents agreed with the statement 'management thinks it doesn't have to reward and recognise our work anymore because we should feel lucky to have a job right now.'

Hudson pointed to a gap between employee and employer recognition of company morale levels. Nearly half, 44%, of employees said that workplace morale had slumped, compared with 26% of employers.

"In every aspect of current workplace sentiment, whether job satisfaction, motivation, morale, perceived stress levels or job security employers are clearly unaware of their employees' frame of mind," said Mark Steyn, CEO of Hudson Australia and NZ.

"The initial response of Australian companies to the global crisis has understandably focused on rapid crisis management, including slashing workforce-related costs through restructures and redundancies.

"While most employees are not blind to commercial realities and the need of their employers to cut costs and implement rapid change, discontent is brewing."

To comment click [here](#).

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## Hotfrog head resigns

The head of Reed Business Information's fast-emerging global directory business Hotfrog has resigned.

Andrew Dent has worked for RBI for the past nine years and has been instrumental in the evolution of the company from a print-based advertising group into a media organisation with a substantial online portfolio.

Dent will remain working for the company in a consulting capacity, but will also pursue other interests outside of the Reed group.

RBI, publisher of *B&T Today*, is a global information group which last year was put up for sale and then was later removed from the market amid the deepening global financial crisis. Since launch, Hotfrog has achieved a share of directory traffic near that of the Yellow Pages in Australia and ahead of True Local, according to figures from Hitwise.



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**NEWS****BREAKING CAMPAIGN****iiNet; Meerkats, JCDecaux**

Internet provider iiNet has launched a new outdoor campaign to introduce 'Bob', a new wireless broadband product.

The campaign, created by Meerkats, incorporates a combination of JCDecaux bus shelter wraps in Sydney and Brisbane.

The creative, which again uses 'Finn', the brand's bearded ambassador, highlights the arrival of Broadband-in-a-box, or Bob. Passers-by are encouraged to plug their earphones into the display to hear a 30-second message from Finn about Bob, which delivers wireless broadband and phone services in a "sexy little black box."

"Outdoor plays an important part within the channel mix for this launch. It plays a key role in introducing Bob to our audience at certain moments and contexts, at which point we've used a more conversational approach," says Mark Pinney, Meerkats channel planner.

**Credits:** media agency Maxus Perth; media owner JCDecaux; creative agency Meerkats

**IN BRIEF****Seek sold for \$440m**

James Packer's Consolidated Media Holdings has completed its sale of recruitment website Seek for \$440.6 million. Institutional investors bought the stake at a price of \$5.05 per share. James Packer and John Alexander have resigned from the Seek board.

**Sefiani takes off with Qatar**

Sefiani Group Communications has won a pitch to manage the PR for Qatar Airways. The agency will manage communications around the launch of the airline in Australia. It will start flights from Melbourne to Doha from 6 December and from Sydney in early 2010. Sefiani also represent Expedia, Hotels.com and is a member of the Tourism Australia PR roster.

**Tele launches Sat mag**

*The Daily Telegraph* is launching a new weekend magazine in the Saturday edition called *best weekend*. The magazine will

replace the current *t. weekend* section. It will include a what's on guide, the top six bests of Sydney, recipes, getaways and movie and entertainment news.

**ACP launches 30 Days**

ACP Magazines officially launched its annual 30 Days of Fashion and Beauty at a media event in Sydney today, with the month-long series of events and fundraising activity to start this Tuesday, September 1. ACP is partnering with charity group Fashion Targets Breast Cancer this year and aims to raise \$30,000 for research. Now in its third year, the integrated advertising and retailer initiative has signed Priceline, Pandora and Sony Ericsson as diamond sponsors. Women's lifestyle magazines that will be involved in the campaign include *Harper's Bazaar*, *Madison*, *Shop Til You Drop*, *Grazia* and *The Australian Women's Weekly*.

**TV RATINGS****Top 15 programmes for Tuesday 25 August OzTAM data****(Total people 5 city metro)****m'**

1. Packed to the Rafters	Seven	1.931
2. Air Ways	Seven	1.443
3. Seven News	Seven	1.385
4. Surf Patrol	Seven	1.379
5. Today Tonight	Seven	1.353
6. Nine News	Nine	1.265
7. Two and a Half Men - 7:00pm	Nine	1.198
8. 20 to 1	Nine	1.181
9. Home and Away	Seven	1.170
10. All Saints	Seven	1.145
11. NCIS - 9:30pm	Ten	1.139
12. NCIS - 8:30pm	Ten	1.115
13. A Current Affair	Nine	1.103
14. Australian Idol	Ten	1.079
15. ABC News	ABC1	0.979

*Packed to the Rafters* once again helped Seven take Tuesday night pulling in 1.931 million. Seven's share of primetime was 33%. Nine narrowly beat out Ten with 24.3% to 24.2%. ABC had a 14% share with SBS coming in at 4.6%.

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