

WELCOMEYaffa yaffa
Subscriber Website UserUpdate your details [here](#).**LOGOUT**

AdNews

Australia's top selling advertising, marketing and media magazine

November 21, 2008 | 4:42 PM AEST

A

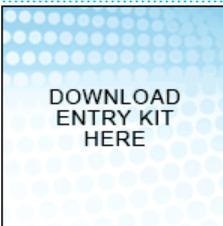
A

A

SUBSCRIBE**SEARCH****GO**

Home
Ad Agencies
AdNews Archive
Campaigns
Diary
Awards
Jobs
Promotional Products
Point of Purchase
Online Solutions
Special Reports
Podcasts
Digital Watch
EMAIL UPDATE

Register here to receive the AdNews email newsletter.

SUBSCRIBER ACCESSCurrently a magazine subscriber? Set up your website access [here](#).**ARCHIVES**

Find out where your next accolade could be coming from. Search our comprehensive listing of advertising, marketing and media awards by Award name or Keyword.

Search Archives: **SEARCH**Search by: keywords exact phrase**DAILY ROUND-UP: 11 November 2008****Isherwood leaves Saatchi & Saatchi**

MIAMI: Saatchi & Saatchi Worldwide creative director Bob Isherwood has confirmed he has left the network after 22 years, 12 of those as worldwide CD. Along with S&S worldwide CEO Kevin Roberts, Isherwood is credited with redefining Saatchi & Saatchi as an ideas company rather than an ad agency, a move quickly followed around the globe. Isherwood's enviable resume has taken him to all corners of the globe, with his impressive achievements including his role as president of the Cannes Advertising Festival for TV, print and outdoor in 2001, his election into the Clio Hall of Fame, and receiving the Clio lifetime achievement award in 2007.

Lasoo.com.au launches Christmas Campaign

SYDNEY: Salmat's pre-shop catalogue comparison site Lasoo.com.au has launched an online, direct mail, out-of-home and radio advertising campaign to refresh the company's brand ahead of Christmas, with the new tagline "Where savvy shoppers start". Salmat is hoping the campaign, created by The Foundry, will help boost Lasoo's traffic to over a million monthly unique visitors.

Oz scores at London awards

LONDON: Three Aussie agencies and a production house scored awards at the 2008 London International Awards held at the Hippodrome, London last night (10 November). Exit Films Melbourne won a Gold Statue for Cadbury Schweppes "Burst" for Cinematography, Television/Cinema, and a Silver Statue for Direction Visual, Television/Cinema. JWT Sydney picked up a Gold Statue for its Thrifty "Birthday Girl" campaign in Humour, Television/Cinema, and three Silver Statues for Cosmetics, Print, Low Budget in Television/Cinema and Retail Services, Television/Cinema. M&C Saatchi won a Gold Statue with its Herringbone campaign "Henri's Hands" in Apparel, Television/Cinema. The Furnace picked up Gold for its "Chicken, Fire Place, Heater" in the Illustration Campaign, Print category. Australia's tally was four Gold and 13 Silver Statues. Of the 17,969 total submissions from 81 countries, 5% reached finalist status. From the finalists, 1.4% attained Silver status and only 0.7% were awarded Gold Statues. The London International Awards launched in 1986.

APN Outdoor goes Cosmopolitan

SYDNEY: APN Outdoor is launching a new outdoor advertising format, targeted at affluent consumers and the under 40s audience. The new poster sites, which launch this week, will be located in high traffic areas frequented by higher income earners and precincts that attract consumers under 40. APN Outdoor general manager marketing Paul McBeth said the new format was being created by the elimination of old-style poster formats in areas where the company's research indicated maximum potential for the new "Cosmopolitan" format. The new format is portrait-style posters that measure 4.5 metres high by 3 metres wide and launches in 50 locations in capital cities.

Photon company changes name

SYDNEY: The Photon Group's interactive and mobile marketing company Legion Interactive has rebadged itself to Be.interactive. The company has also elevated group media manager of six years Lara Thom to the role of managing director. She replaces Duncan Murray, who has been appointed chairman of the organisation. The company's clients include *Australian Idol*, Ten, Vodafone, Kraft, Pacific Magazines, MasterCard and Sensis. Thom said the new name better reflects the company's interactive nature.

Emirates, Citibank launch co-branded credit card

Sydney: Emirates and Citibank are taking airline reward programs to new heights by launching a co-branded platinum credit card. For every retail dollar spent, the Emirates Citi Platinum Card offers consumers a market leading rate of one and a half Skywards Miles, which are redeemable for flights on Emirates Airlines and it's partners; as well as purchasing goods from a range of over 400 products. Citibank Australia chief executive officer Roy Gori said the card is the first co-branded card launched in Australia by a non-Australian-based international airline.

ASB increases meeting frequency

CANBERRA: The Advertising Standards Bureau will now hold two board meetings each month to cope with the

increasing number of complaints against Australian advertising. ASB received 2602 complaints about 446 advertisements in 2007. So far this year, it has received more than 4000 complaints and the board has made determinations about more than 470 advertisements. The board has also appointed nine new members, bringing the number of board members to 20. ASB CEO Fiona Jolly said it was also important for the complaints process to include time for advertisers to respond to complaints.

Story by: AdNews

- 31 Oct 2008

[Back](#)

[↑ Back to Top](#)

© Yaffa Publishing Group Pty Ltd.

created by 

[Site Guide](#)

[Contact Us](#)

[Legal Information](#)

[Advertise](#)