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NEWS

Agency hope despite downturn

Media agencies are remaining optimistic about advertising budgets next year despite a wave of damming forecasts from industry analysts at a marketing and media forum yesterday.

The annual conference held in Sydney by the Commercial Economical Advisory Service of Australia (CEASA) painted an overall picture of "doom and gloom" for advertising and marketing spend in 2009 with Steve Allen from Fusion Strategy among the analysts predicting falls of between 3% and 4%. He said growth would slow to 4.8% in the six months to the end of this year before plummeting to -0.5% to \$12.07 billion next year.

"This is the first time we have forecast a negative in ad spend," Allen said.

The internet and pay TV are tipped to be the only sectors to experience growth next year of 11.9% and 7.8% respectively. Spend in newspapers, television, magazines and outdoor will slide between 3% and 4.3%, while radio and cinema will remain stable.

The Fusion report, which is based on retail sales figures, forecasts a fall in retail sales of 3.29% for next year, a decline of more than a half on previous years. Retail sales figures for September, released last week, revealed the lowest growth rate since 2005, up 2.33% on last year. "Volatility in retail sales nearly always leads to a cut in marketing investment," Allen said.

While Allen said the Australian Governments \$10 billion con-

sumer stimulus package will fuel both consumer and advertiser spending, he warned any change is still a matter of consumer and marketer confidence.

Anne Parsons, CEO of Mediacom, agreed that media agencies need to remain positive to avoid a "malaise". She added: "If we're talking about spending being down somewhat and this is coming off a period of high growth, then this is still a very strong industry."

Belinda Rowe, CEO Australia and New Zealand of Zenith Optimedia, remained optimistic: "The analysts have been far more bearish than we have been and I'm not seeing any of our clients make significant cuts, or increases to spend."

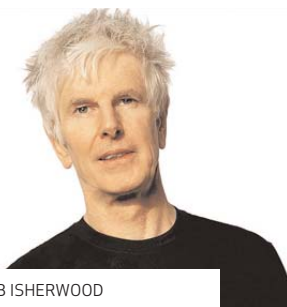
CELIA JOHNSON

Isherwood quits Saatchi & Saatchi

Saatchi & Saatchi worldwide creative director Bob Isherwood has resigned from the network after a 22 year stint, its Sydney office has confirmed.

Isherwood has held the worldwide creative director role for the past 12 years and was responsible for the output of the company's 150 offices in 84 countries.

He joined Saatchi & Saatchi Sydney as deputy creative director in 1986, before stepping into the creative director role in



BOB ISHERWOOD

1989. He has been worldwide creative director and member of the executive board since 1996.

In a statement sent out to staff of the network, Australian

native Isherwood said he does not know what the next chapter in his career will bring.

"I have an idea for something for President-elect Obama, plus there are lots of opportunities I can see on the client side of our business where creativity can play a key role, particularly in this current economic climate," he said.

Worldwide chief executive Kevin Roberts said there were no immediate plans to replace Isherwood.

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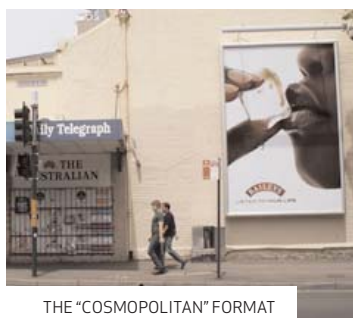
NEWS

APN targets affluent areas

APN Outdoor will launch a new outdoor advertising format called 'cosmopolitan' in major cities this week targeting affluent consumers under the age of 40.

The new poster sites will be located in high traffic areas frequented by higher income earners and precincts that attract the under 40s consumer.

Paul McBeth, general manager of marketing at APN said the new format was being created by the elimination of old-



THE "COSMOPOLITAN" FORMAT

style poster formats in areas the company's research indicated maximum potential for the new format.

"We have identified a new

level of opportunity for brands to connect with affluent and young people, but there is also an opportunity to make some traditional sites more noticeable and attractive," he said.

"The new Cosmopolitan sites are fully illuminated and situated in selected positions to appeal to our target audiences."

The new portrait-style posters measure 4.5 metres high by 3 metres wide and will be erected in 50 locations in capital cities.

LAINE LISTER

Complaints up since ASB campaign

An increased number of complaints to the Advertising Standards Bureau since its ad campaign launched has resulted in its board increasing meetings to twice a month, instead of one.

Advertising Standards Bureau chief executive officer, Fiona Jolly said there had been a "significant increase" in complaints to the bureau following the launch of the ASB public education campaign by George Patterson Y&R in July.

The Advertising Standards Bureau received 2602 complaints about 446 advertisements in 2007. To date this year

they have already received more than 4000 complaints with the board handing down determinations on more than 470 advertisements.

The TVC for the bureau shows a man in the dentist chair trying to talk about an ad he found offensive. The dentist shows little interest in the man's story, proceeding to shove various dental instruments into his mouth.

Viewers are then encouraged to contact the ASB if they want to complain about an ad. The tagline 'Tell someone who cares' is also used in print work, with

the text flowing in and out of the ears of bored-looking characters including a taxi driver and a waitress.

Jolly said it was also important for the complaints process to include time for advertisers to respond to complaints.

"We need to be consistent with the principles of natural justice and allow all parties involved in cases going before the board to have the chance to state their opinions," Jolly said.

More information about the complaints process can be viewed on the ASB website: www.adstandards.com.au



IN BRIEF

Qantas flyers get TiVo

Qantas frequent flyer members will now be able to use their accrued points to purchase TiVo products in Australia. The exclusive deal between Seven Media Group's Hybrid Television Services, the exclusive licensee of TiVo products in Australia and New Zealand, and the frequent flyer program means those with points can use them

either on their own or with additional payment. Last week it was announced TiVo users would soon be able to purchase goods through the device as well as new release movies from Blockbuster.

YouTube signs Fremantle

Entertainment producer Fremantle Media has signed a deal with YouTube to enable them to increase

distribution of both original and existing television content online as well as use YouTube's Video ID technology. The uptake of the Video ID tool by Fremantle, which produces Australian television shows including *Neighbours*, *Australian Idol* and *So You Think You Can Dance*, will give them the ability to manage how its content

CONTINUED ON PAGE 3



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NEWS

CONTINUED FROM PAGE 2

is made available on YouTube and choose whether it is blocked, tracked or monetised.

Aussies win LIA's

Australian agencies and production houses have walked away with four gold and 13 silver statues at the 2008 London International Awards. Exit Films Melbourne won a gold statue for the entry, "Burst" for Schweppes in cinematography, television/cinema; one silver statue for direction visual, television/cinema. JWT Sydney won gold with their entry "Birthday Girl" for Thrifty in humour, television/cinema and three silvers for cosmetics, print, low budget, television/cinema and retail services, television/cinema. Gold went to M&C Saatchi Sydney for Herringbone "Henri's Hands" TVC in apparel, television/cinema. The Furnace won gold for their entry "Chicken, Fire Place, Heater" in illustration campaign, print.

The Foundry goes digital

The Foundry has made a leap into digital communications after securing two new online clients and hiring former carsguide.com.au chief operating officer Tony Burrett as senior digital strategist. The account wins are hotel.com.au and a project

appointment for the lasoo.com.au Christmas campaign. Burrett launched Carsguide.com.au, News Limited's digital motoring business in July 2002 and prior to this was editor of *B&T*, where he launched the magazine's first website.

Edelman flies with Etihad

Edelman has won the Australian public relations account for Etihad Airways, the national airline of the United Arab Emirates, in a competitive pitch against nine other agencies. Edelman's three-year contract begins this week, after Etihad's previous contract with Hill & Knowlton expired at the end of October.

Healthcare gongs in Syd

In an industry first, the 2008 New York Festivals Global Awards for healthcare communications will be announced in Sydney ahead of the official presentation in New York later this month. A collection of industry creative directors, under the working name Bravo!, have secured the award presentation to celebrate Australasia's best healthcare creative. A showcase of past award winning work will be featured in addition to the announcement of the 2008 local winners in Sydney on November 14.

Old Legion becomes Be.Interactive

Marketing communications network Photon is splitting apart its company Belong into two parts, with the Melbourne office keeping its name as Belong and the Sydney office, originally called Legion Interactive, now to be renamed as Be.Interactive.

Legion Interactive was the company which made its name through telephoning voting for programs such as *Australian Idol* and *Big Brother*, and specialises in interactive and mobile marketing company. Last year it was merged with Melbourne-based ad agency See, to provide strategic, creative and technical skills as one company and known as Belong.

Photon has also appointed a

new managing director for the company in Lara Thom, who has returned to the company from maternity leave. Thom said: "What happened was Sydney clients were focused on interactive and mobile, and going to the Melbourne office for brand and style and feel. So we said, 'you know, let's stick to what we strong at.'" The Belong office in Melbourne will now remain focused on branding and above-the-line work.

Thom added that despite the end of *Big Brother* and decreased interest in shows with phone voting, clients are growing more interested in interactive solutions and promotions.

**TV RATINGS**

Top 15 programmes for Monday 10 November OzTAM data (Total people 5 city metro) m'

Rank	Programme	Channel	m'
1.	Domestic Blitz	Nine	1.677
2.	Seven News	Seven	1.460
3.	Today Tonight	Seven	1.418
4.	Home And Away	Seven	1.302
5.	Enough Rope	ABC	1.243
6.	Two And A Half Men	Nine	1.224
7.	CSI: Crime Scene Investigation	Nine	1.169
8.	A Current Affair	Nine	1.117
9.	ABC News	ABC	1.081
10.	City Homicide	Seven	1.079
11.	Nine News	Nine	1.064
12.	7.30 Report	ABC	0.955
13.	The Rich List	Seven	0.926
14.	Bones	Seven	0.902
15.	Australian Story	ABC	0.894

Nine's *Domestic Blitz* played a key part in handing it the most prime-time share last night as it finished with 31%, while Seven had 25.7% and Ten had 17.9%. SBS reported 6.9% while the ABC posted 18.5%. *Top Gear Australia* on SBS got 612,000 average audience and was the 27th most watched show of the evening.

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