

Quant research creating more questions than answers?

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NEWS

Saatchi & Saatchi wins Dairy Milk

Cadbury Schweppes has handed creative duties for its Dairy Milk brand to Saatchi & Saatchi, ending the brand's relationship with Publicis Mojo Melbourne.

Despite previous reports to the contrary, Cadbury Schweppes said it decided not to retain Publicis Mojo Melbourne in favour of Saatchi & Saatchi, which handles the brand in several other markets around the world.

The FMCG giant said the appointment of Saatchi & Saatchi in Australia and New Zealand will allow it to "better leverage and share creative development" around the globe.

Publicis Mojo, which held the Dairy Milk business since 2003,



will continue to work on Cadbury brands including Flake, Freddo and Crunchie.

Ian Rowden, chief executive and chairman of Saatchi & Saatchi Asia Pacific, said: "We understand Cadbury holds a special place in the hearts and minds of consumers and we are thrilled to have the privilege to be working with Cadbury to create the new advertising for this most trusted and loved consumer brand."

Michael Magee, Cadbury Australia's marketing director, said: "Saatchi & Saatchi is a world renowned icon agency full of incredibly talented people. We are excited by this new opportunity to deliver a host of enticing new Cadbury Dairy Milk creative campaigns."

OLIVER MILMAN

Consumers spending despite uncertainty

Despite financial uncertainty last year, most Australian consumers claim to have spent the same amount or more across the festive season than they did the previous year, according to new research.

The Australian Centre for Retail Studies (ACRS) revealed there is optimism among Australians for the year ahead, with more than two thirds of respondents expecting their household's financial situation to either remain the same or improve this year.

However, there were changes

in spending patterns, as 45% reported spending less on their credit card in the 2008 Christmas period, mostly attributed to reducing personal debt.

And despite the surprisingly positive outlook for 2009 consumer spending, not all sectors will prosper. While more than half people expected to spend more money on major household purchases over the next year, 79% said they are unlikely to buy a car in the next 12 months.

Simon Burrett, managing director of The Foundry and

chairman of ACRS Advisory Board said: "I don't buy into the 'sky is falling, everything is a disaster' theory. I'm seeing consumer confidence rising and I think the press tends to focus on what's happening overseas, which has been doom and gloom, but what I'm seeing locally is that customers aren't buying into it." Burrett said advertisers should come to market with confident statements: "We need to let customers believe that it's going to be OK."

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NEWS

CIM qualifications land

Australian marketers will be able to study for prestigious Chartered Institute of Marketing (CIM) qualifications for the first time in September.

CIM is launching a study centre in Melbourne this year with the aim of offering four separate qualifications, ranging from 'taster' to masters, to marketers.

The courses, which combine evening and distance learning, will provide participants with an internationally-recognised qualification. CIM, which was founded in the UK in 1911, has 330 study centres across the world and operates in 60 countries.

The courses will be delivered via the Australian College of

Marketing, which is currently in discussions with a number of sites, including the Melbourne Business School, to host seminars.

The Australian College of Marketing hopes to expand the availability of CIM courses to the rest of Australia next year, with the organisation reporting strong interest in Sydney and Perth for the qualifications.

Emma Blackburn, principal of the Australian College of Marketing, said the CIM qualifications would be a great asset to Australian marketers.

"The key benefit is that it is an international qualification that is recognised around the world," she said. "Also, the courses

are written by marketing professionals, so that changes to topics such as e-marketing are updated constantly, rather than every three years, like some other courses.

"The courses will be vocational but with an academic rigor that will allow people to go straight into the workforce and use the knowledge they have gained."

Those interested in the courses should visit www.australiancollegeofmarketing.com from Friday, when the site goes live.

In the meantime, Emma Blackburn can be contacted on 03 986 77236.

OLIVER MILMAN

Searching for the next challenge in your Marketing career?

**BREAKING CAMPAIGN****Bluetongue, The Brand Shop**

A series of tongue-in-cheek outdoor ads for Australian beer brand Bluetongue will roll out this week to coincide with Australia Day.

The series of ads consist of 24-sheet outdoor sites, shopper-scapes near bottle shops and mobile billboards nationally in high traffic areas. They follow the first phase of outdoor ads that run on bus shelters in Sydney, Melbourne and Brisbane at the end of last year. Adopting a similar witty tone to these ads, the new campaign features slogans including "Perfect with your Australia Day Lamb. Also perfect without your Australia Day Lamb" and "Don't get caught with a European this Australia Day. Unless her name's Heidi or Inga." The self-deprecating humour is used to strengthen the brand's Australian heritage and to connect with a beer-drinking audience.

**IN BRIEF****ABT wins Open work**

Brand experience agency ABT has been appointed to head the Australian Open sponsorship activities for Optus and Australia Post. The agency, which has previously worked with both brands, has created the Optus Cool Zone for Optus which is a shaded, air-conditioned space where people can hang out and interact with the brand using Optus Bluetooth and free download facilities. It is also looking after Australia Post activities in the Fanzone, a designated recreation area at the Australian Open, including competitions and guest appearances.

Yellow appoints MD

STW brand consultancy Yello has appointed Kate Messenger to the role of managing director. Messenger has joined Yellow, which works with Westpac, Goodman, Lend Lease, Yates, Arnott's and Coke, from specialist New York brand firm, Ito Partnership, where she was founding partner and lead strategist. Prior to this she was executive director of Brand Development for FutureBrand's US consulting team and is a former MD of Ogilvy PR in Los Angeles.

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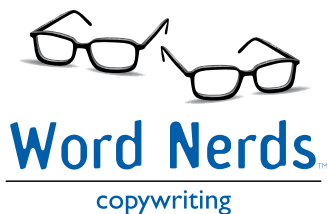
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