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NEWS**JWT Melbourne wins major health reform pitch**

JWT Melbourne has been appointed to handle the communications for Australia's biggest health reform package since Medicare.

The agency won the three-year contract with the Federal Department of Health and Ageing following a competitive pitch against four other agencies.

It will create a communications strategy and ad campaign for the health reforms, following the Prime Minister's announcement of the National Health and Hospitals Network.

After a quick turnaround, the agency has already begun rolling out an initial phase of the campaign, on radio, TV, print and online, focussed on information and what the health reform will mean to Australians.

The next phase of the campaign focuses on recruiting health professionals into the network to help support the initiative.

Noel Magnus, chief executive of JWT Australasia, said: "It's always gratifying to be appointed by the Federal Government - but particularly in this case, as the significance of the initiatives is considerable - a series of reforms that will no doubt touch all Australians. This three year appointment caps off a very healthy first half for the agency."

JWT Melbourne managing director John Gutteridge added: "We've had a lot of success with government business. State



JWT MELBOURNE MD JOHN GUTTERIDGE

government has been a big part of our success, and the Federal government win is huge. It's the first time the Melbourne office has had a Federal government relationship."

The Melbourne office has also worked with VicRoads, the Department of Justice for problem gambling, and the Department of Innovation and Regional Victoria.

The Melbourne agency has seen a period of growth over the last two years, Gutteridge claimed. He has been in charge of the agency since 2008, and since then it has "more than doubled the portfolio of clients." This is due in part to a

change in culture as the agency, Gutteridge said: "It is a very different culture to the one we had before. Before there was a global, personality-less feel to the agency. I'm not sure that anyone knew what the agency's focus was locally. All the wins we've had in Melbourne have been local, apart from the Federal Government one. We're trying to produce ground breaking work, and it's a lot more unified."

The agency has this year also changed offices after 27 years in its previous location, to the Rosella Complex in Balmain Street, Richmond.

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NEWS

The Works wins Worksense Workwear and Safety

Ad agency The Works has been awarded the creative business for Jeminex's Worksense Workwear and Safety, with the launch of a new national campaign imminent.

The agency, which went head-to-head with a number of undisclosed agencies to secure the account, is being tasked with transforming the Worksense brand into a national brand icon and household name for its range of products and services including hi-visibility clothing and protective equipment for the construction and manufac-

turing industries.

Jason Varone, CEO of Jeminex, said: "The brand Worksense will become an Australian household name for its distinct high quality and cutting-edge technology in the Australian market.

"We believe the ideas [The Works] presented have the power to help us continue growing our brand."

According to Damian PinCUS, partner at The Works, the campaign it will launch in three weeks time was developed during the pitch process.

"It's rare that the creative



DAMIAN PINCUS

presented in a pitch ever sees the light of day, but our pitch is going to become the first campaign for Worksense," he said.

"The brief to create an Australian household name is every agency's dream."

Worksense Workwear and Safety has two brands of clothing, Worksense and Mack. It has a network of 18 branches around Australia, with a strong focus on the high growth resource sectors of Western Australia and Queensland.

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CELIA JOHNSON

Crust hires independent agency Freeform

Creative agency Freeform has won the Crust Gourmet Pizza Bar account following a competitive pitch against three other agencies.

The Melbourne-based independent agency will now provide brand strategy, design, advertising, content and digital to build brand awareness in new markets, with the aim of making the pizza bar the leader in gourmet pizza delivery in Australia.

Crust was founded in Sydney in 2001, and has grown from four to more than 50 stores across the Eastern Seaboard.

It is set to add 40 stores to its ranks this year expanding internationally to Singapore and nationally into South Australia, Tasmania and West Australia.

CEO and co-founder of Crust, Michael Logos, said: "We need to really amplify and elevate our brand communications while still retaining our position as a boutique chain.



"Freeform was a clear stand-out because they demonstrated a deep understanding of the Crust brand and our tall ambitions. The agency presented a powerful brand message that can be extended across a wide range of channels."

Creative Director at Freeform, Richard Overall, said, "Crust just gets it when it comes to market-

ing their brand. They don't limit themselves to price and product advertising; they truly understand what it takes to build a brand and the way we distilled what Crust stands for into a strong brand platform clearly struck a chord in the pitch."

Freeform worked with media agency Mindshare and digital strategy consultants Slim Jannie

in its response to the brief. The trio will continue the working relationship to service the account.

The brand campaign, including print, outdoor and radio advertising, digital executions and in-store creative will launch in September.

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NEWS

Hallmark Channel to become Universal



The Hallmark channel is to be rebranded as the Universal Channel as part of owner's NBC Universal's plan to reposition its five pay TV channel brands.

Hallmark, which is targeted at women aged 40 plus and runs on the Foxtel and Austar platforms, will change its name on July 1.

NBC Universal's five core brands will be Syfy Universal, Studio Universal, Diva Universal, 13TH Street Universal and Universal Channel.

Universal Channel is the second of the core brands to debut in Australia and follows the launch of 13TH Street Universal

in November of last year.

Raymund Miranda, managing director of Asia Pacific, Universal Networks International said: "We are confident that our flagship entertainment brand will enhance an already popular channel and that loyal Hallmark viewers will appreciate the contemporary look of the new channel brand."

The first exclusive series on the Universal Channel is the Australian premiere of the one-hour drama, Hawthorne, starring Jada Pinkett Smith and Michael Vartan.

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ARU uses new online video technology

The Australian Rugby Union and new video advertising company Vidid have launched a new interactive video campaign.

The ARU campaign uses "hot-spotting" technology, which Vidid claims is a first in the Australian market. The technology allows users to interact with objects within the online video and even make transactions.

The video will target Australian males across Vidid's network of local and international sites. It features new international star James O'Connor, with viewers invited to find out more about him and the current series of international fixtures by rolling their mouse cursor over objects or people they see within the video. After clicking on the object to see further information, users can then click a "Buy Now" button to purchase match tickets.

Michael Briggs, digital account manager at Tongue, which planned the campaign, said: "What attracted us was the ability to



put the ARU brand at the heart of an experience that allows users to interact with online video. With this, ARU's video content can provide fans with an even more entertaining and informing experience whilst also allowing them to make faster decisions about purchases. The control is entirely in the hands of the user, so there are no interruptions to the viewing experience unless the user wants to find out more."

Vidid claimed that global results for this type of video show that users are very receptive to the technology, with an average of 6 interactions per video and 31% of viewers clicking through to the advertiser's website.

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NEWS

BREAKING CAMPAIGN



Tourism NT, Catapult Creative Productions

The Soccerroos aren't the only ones receiving red cards, with a campaign for Tourism Northern Territory seeing stressed out workers in Sydney and Melbourne being red carded by roaming referees this week.

The PR stunt, developed by Catapult Creative Productions, involves actors masquerading as referees issuing red cards to workers showing signs of stress – walking quickly and juggling a coffee and briefcase – for their chance to escape the daily grind and “get centred” in the NT's Red Centre. While the red cards are said to represent the Red Centre, the sport-themed campaign is also timely in light of the World Cup.

The refs took to the streets of Sydney's CBD yesterday and will be issuing red cards until tomorrow, with the red carding taking place in Melbourne from today until Friday. A total of 15,000 workers will be given red cards, for their chance to be sent off on a Red Centre holiday worth \$5000 and including return airfares for two with Virgin Blue, three nights' accommodations, a dinner and airport transfers. Those who received a card will be directed to Tourism NT's Facebook page where an interactive application will let them red card their friends.

BREAKING CAMPAIGN



FFA, BMF

With Australia's World Cup campaign on a knife edge, Football Federation Australia (FFA) is unveiling its new campaign to launch the Hyundai A-League 2010/11 season.

Created by BMF, the campaign puts Hyundai A-League fans in the centre of the ad, and is a celebration of the way fans making the game unique.

BMF creative director, Dennis Koutoulogenis, said: “Gigantic fabric banners and people covered from head to toe in body paint don't happen by accident. Telling simple stories about the lengths football fans go to allowed us to stand out from the glitz and hype of World Cup ads - and not a vuvuzela in sight.”

The campaign will be on air during the World Cup and in the lead up to the Hyundai A-League season start in August. BMF were appointed to the FFA business in May 2010.

View the TVCs [here](#) and [here](#)

Credits: agency BMF, production company Brilliant Film, post production Frame Set Match, media planning and buying Universal McCann, client Football Federation Australia.

TV RATINGS

**Top 15 programmes for Tuesday 22 June
OzTAM Overnight data**

(Total people 5 city metro)

		m'
1. Masterchef	Ten	1.836
2. Seven News	Seven	1.546
3. Today Tonight	Seven	1.532
4. Modern Family	Ten	1.524
5. Grey's Anatomy	Seven	1.326
6. Nine News	Nine	1.334
7. NCIS	Ten	1.302
8. A Current Affair	Nine	1.272
9. Minute to Win It	Seven	1.130
10. Top Gear	Nine	1.121
11. Two and a Half Men – 7:00pm	Nine	1.114
12. Home and Away	Seven	1.103
13. ABC News	ABC1	1.062
14. Greatest Cities of the World	ABC1	0.986
15. Ten News	Ten	0.942

Network Nightly Shares (%)

ABC1: 14.4%	SBS1: 5.0%	GO!: 1.5%
Seven: 28.4%	ABC2: 1.5%	One: 0.5%
Nine: 21.1%	ABC3: 0.5%	SBS2: 1.0%
Ten: 23.7%	7TWO: 2.4%	

IN BRIEF

Weather widget available

The Weather Channel has launched a free weather widget, featuring detailed weather information which can be configured by site visitors to their chosen location anywhere in Australia. As well as displaying the current conditions and the two-day forecast, it also includes links to related content such as radar, cloud, lightning, three hourly forecasts, 10 day forecasts, warnings and weather news. It can be accessed now at weatherchannel.com.au.

Channel V, Nova combine

TV music channel Channel V and The Nova Network have partnered to launch a new show, *The Music Lab*, which will be broadcast across both media from July 4. Hosted by Nova's Dan Debuf and Channel [V]'s Billy Russell, *The Music Lab* is a one-hour listener and viewer-driven countdown of the top songs played across Nova and Channel [V] each week.

Catalogue deal renewed

Catalogue Central, publisher of online catalogues including Kmart, Target, Big W and Optus, has renewed its partnership with Yahoo!7 to be the exclusive provider of online catalogues to the site until July 2011. Yahoo!7 and Catalogue Central are two of more than 4,000 websites that make up the iNC retail ad network which provides retailers access to more than three million Australians each month.

Free Twitter monitor

Lewis PR has launched a free Twitter-measurement platform, Chatterscope, which allows brands to measure positive and negative conversations on Twitter. After creating a free account, brand managers receive alerts flagging tweets about their brands at hourly, daily or weekly intervals. Sentiment levels are also measured visually through graphs and the Chatterscope features a livestream view.

NEWS

Rapp appoints joints CDs



DARREN MARTIN AND NEIL HARRIS

Omnicom-owned direct marketing agency Rapp Sydney, which forms part of the DDB Group, has appointed creative duo Neil Harris and Darren Martin in the new roles of joint creative directors, as the Group ramps up its customer-focused creativity.

As well as working with the existing Rapp creative teams, the duo will work alongside DDB's national CD Matt Eastwood and Matt Grogan, CD of digital arm Tribal DDB.

Harris joins Rapp after stints at BWM and Clemenger Proximity where he bagged a number of awards at major festivals, and was recently voted onto the ADMA Creative Council.

Likewise, Martin has won metal at AWARD, ADMA, the Caples Awards, New York Festivals and MADC for work across media channels and has been a judge for the ADMA and Caples Awards.

Jeff Sanders, MD at Rapp Sydney, said: "Traditionally, Rapp has been a very effective agency in delivering results for our clients - and is always there when effectiveness awards are being handed out. However, we felt it was time to start and jack-up our level of creativity across our customer contact points."

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CELIA JOHNSON

Seven invests \$250m in China bank

Seven Group Holdings will invest \$250m as a cornerstone investor in Agricultural Bank of China, one of China's four biggest national banks.

The bank, which has 320 million retail clients in China, has launched an initial public offering in Hong Kong and Shanghai.

Seven which owns heavy equipment group WesTrac and a stake in the Seven TV Network, has made the investment to underpin the development of WesTrac's China business and create new opportunities for Seven to leverage China's economic growth.

Seven executive chairman Kerry Stokes said: "Our decision to become a cornerstone investor in Agricultural Bank of China's initial public offering makes sound business and financial sense. This is an investment we see delivering value and strategic return for Seven Group Holdings. We intend this investment to be a hold for the medium term."



In addition, Seven and Agricultural Bank of China have entered into a memorandum of understanding which will see the bank and Seven form a strategic alliance focusing on the growth of Seven's WesTrac China business and the creation of "mutual business opportunities" for WesTrac and Agricultural Bank of China clients.

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