

Taylor returns to GPY&R

George Patterson Y&R Sydney has lured Nicole Taylor back from BWM to become general manager of the agency and WPP's Mobile Alliance operation.

Taylor returns to GPY&R following an 18-month spell as a director at BWM. As well as her prior experience with GPY&R, she has also worked client side with Telstra.

Taylor, who is leaving BWM at the end of the week and joins GPY&R next month, will be tasked with helping WPP exploit advertising opportunities in the mobile sector, which is forecast by WPP to grow globally by 46% to \$1.23bn by 2009.

The Mobile Alliance was created last October as a joint partnership between members of WPP's Australian network, including Y&R Brands, Group M, Grey, STW Communications, 24/7 Real Media and Icon Mobile.

The group recently struck a partnership deal with Sensis that will see a three-month project that will develop innovative mobile ads and boost consumer interaction with the medium.



Taylor quits BWM after 18 months

Taylor said the opportunity to run the Mobile Alliance was "too good to pass up".

"The sector has enormous potential...as a communications channel it goes beyond the internet as we know it. Everyone pretty much has a mobile phone and the idea is that this device is always on, compared to computers," she said.

"The challenge now is to develop engaging, useful mobile marketing experiences that are welcomed by consumers – that's important as this device is so personal. While simple formats like text are the most popular today, we are all looking forward to developing richer brand experiences that are real creative opportunities.

IN BRIEF

BRAND CENTRAL HIRES WALL

Sydney-based strategy and communications agency Brand Central has appointed Jodi Wall as a senior account director. Wall will manage a number of key projects including RAMS Home Loans. Wall, who has over 15 years experience, has worked on brands including: Smirnoff, Guinness, MasterCard, Streets Ice Cream, and the Commonwealth Bank and has specialised in managing healthcare brands such as Merck Sharp, Pfizer and AstraZeneca.

GUMTREE GETS POLKADOT PR

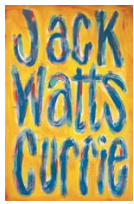
Gumtree.com.au has signed on Sydney-based public relations firm Polkadot PR. Gumtree, a free online classifieds and social networking site covering rental accommodation, house and flat share, home swaps, jobs, for sale ads, personals, and business services, is owned by eBay, and is now available in 11 countries worldwide. Polkadot PR was established in April 2006 by director, Dionne Moskow and currently employs 5 staff.

HARDY'S \$25M UK CAMPAIGN

Australian wine company Hardy's, now Constellation Wines Australia, has launched a £12m (\$25.4m) advertising campaign in the UK – the biggest ever for a wine brand. With the tagline, 'One love since 1853' the campaign tells the story of pioneer Thomas Hardy and how he set up the company that became one of the biggest wine producers in the world. It covers TV, promotions, sponsorship, events and in-store promotions.

NAZAROFF JOINS TOTAL

Media agency Total Advertising & Communications has appointed veteran researcher Annette Nazaroff to increase its consumer insight capabilities and understanding of global trends. Nazaroff was a former co-chair of the Advertising Research Foundation Cross Media Committee in New York, and will work alongside strategic directors Trudi Busch and Rachel Nolan at the Omnicom agency.



CREATIVE AGENCY SEEKS GREAT SENIOR ACCOUNT DIRECTOR

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If you're interested, please contact:
Larissa Somm, Business Director
 Tel: 02 992 992 75 or
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