



## Direct grows at OgilvyOne

**Sydney, 14 December, 2009:** Leading digital and direct specialist OgilvyOne has established a new creative team for its direct offering through internal promotion and new hires following strong growth in the business.

The new team will be led by Dana Holder following her promotion to Creative Group Head, Direct Marketing. Holder will be responsible for several new clients and existing work with Telstra, American Express, FOXTEL Business, Purina and Taronga Zoo.

Holder previously co-founded the direct marketing divisions of Mojo, M&C Saatchi and Echo Direct Marketing before returning to the STW and Ogilvy Groups in 2005. Having worked with successful brands such as Qantas, GE Capital Finance, Microsoft, Optus, Commonwealth Bank and UNICEF, Holder has won more than 30 industry awards.

Ogilvy Sydney CEO, Stuart O'Brien, commented on the promotion: "Dana is a heavyweight in the DM space with impressive experience and commitment. This promotion is in recognition of the fantastic contribution she has made to maintaining creative standards in challenging times."

Holder said of her promotion: "Now is a great time to be stepping into this role, with a really strong team we've developed here at OgilvyOne. It's part of the new beginning for the whole agency, and with so much talent on board, and excited clients, I'm looking forward to all the opportunities. It's a very exciting time".

Holder will be supported by a solid team of new appointments, including Beris Zanetich as Copywriter, Mark Emerton as Art Director, Jon Tompkin as Copywriter and Brenton Bleechmore as Art Director.

Beris Zanetich and Mark Emerton come to OgilvyOne direct from Three Drunk Monkeys, after working at agencies including Grey/G2, George Patterson Y&R, M&C Saatchi and Integrated Options. They have worked as a team for several years and bring to the group experience with clients such as GE Money, Australia Post and Worksafe Victoria.

"Beris and Mark are serious DM-ers who can work across any medium to get the job done," Holder said. "They are going to be a great help in bringing their award-winning thinking to our full range of clients."

Jon Tompkin arrived in Australia two years ago from the UK where he won numerous awards, including D&AD, Cannes Direct, Caples and DMA for his through-the-line campaigns. His expertise lies in telecommunications, finance and the beverage industry.

"Jon Tompkins is probably one of the best copywriters in Australia and we are very lucky to have him," Holder continued.

Brenton Bleechmore comes to the group from George Patterson Y&R and has previously worked in M&C and Wunderman. Bleechmore will build on the group's high standards, having numerous awards to his name, including Caples and ADMA.



Holder said: "Brenton is a DM pro with plenty of great through the line thinking, especially new media."

O'Brien continued: "We're experiencing substantial, steady and firm growth in the OgilvyOne business at present and are ensuring we support that with the best talent in the business."

OgilvyOne is part of Ogilvy & Mather Sydney, and STW Group, Australia's leading marketing content and communications services group.

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