



Ogilvy Public Relations Worldwide

Ogilvy PR and The Reputation Group target Melbourne and more

Melbourne, August 17, 2010: The Reputation Group is the latest agency to join forces with Ogilvy PR, with the highly regarded communications agency to become a cornerstone of Ogilvy's Melbourne offering.

The Reputation Group will significantly extend Ogilvy's Melbourne PR team, bringing its extensive local networks, impressive campaign successes and particularly strong social marketing capabilities into the business. Recent successes for the Victorian agency include public relations activities for the DonateLife campaign and the Melbourne and Sydney Good Food and Wine Shows.

As part of the move, The Reputation Group's Lelde McCoy will take on the new role of Managing Director of Ogilvy PR in Melbourne.

"This is an exciting opportunity for both Ogilvy PR and The Reputation Group," said Ogilvy PR Australia's Group Managing Director, John Studdert.

"As the largest, most specialised agency in Australia, Ogilvy PR already offered significant expertise to our clients, not least from working closely with our partner agencies in Ogilvy Group Melbourne," said John Studdert.

"We anticipate this combined offering will not only attract new clients and skilled industry professionals but will also become a significant value-add to our existing clients."

"This move is a natural fit for both agencies," said The Reputation Group's Managing Director Lelde McCoy. "There are many synergies across the businesses. We also share a common approach to client service, delivery of award-winning work and the development and nurture of our talented creative teams."

"By joining forces with The Reputation Group's outstanding team, we will further consolidate Ogilvy PR's position as the number one agency in the Asia Pacific," added John Studdert.

Ogilvy PR is part of Ogilvy Group Melbourne and STW Group, Australia's leading marketing content and communications services group.

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