



Ogilvy Group Melbourne celebrates world record

Melbourne, June 3, 2010: Last night Ogilvy Group Melbourne celebrated the new Foursquare Swarm Australian record. At a special event held at its St Kilda Road offices, over 265 staff and guests 'checked in' to trump the previous highest known Swarm, held in Jakarta, Indonesia.

However unbeknown to the agency, seven hours earlier on the other side of the world, Conan O'Brien's audience at Radio City Music Hall in New York clocked 332 check-ins. The agency's effort earned them a Foursquare Super Swarm badge, the first in Australia and one of only six locations in the world.

"If we had known we were taking on Coco, we would have reconsidered the confetti budget," explained DTDigital and OgilvyOne's General Manager, Brian Vella. "Of course the event wasn't just about the record, but demonstrating through action, the potential of emerging technology."

The event was part of a monthly initiative whereby the agency shares its latest and greatest work, results and thinking.

"DTDigital is the digital influence and conscience of the Ogilvy Group here in Melbourne. It's our duty to share and grow the digital marketing and technology knowledge base. At Ogilvy Melbourne digital is an Open Church, and not just the domain of our specialist teams," Vella continued. "The record attempt was a tool to draw attention to the opportunity and have some fun. And judging by the look on the cleaner's face, I'd say mission accomplished."

Ogilvy Group Melbourne is part of STW Group, Australia's leading marketing content and communications services group. Ogilvy Group Melbourne includes BADJAR Ogilvy, OgilvyOne, DTDigital, SWAT, Yello Melbourne, NEO@Ogilvy, One20 and OgilvyAction.

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