



Ogilvy Public Relations Worldwide

PULSE TO RACE AHEAD WITH MATT BUCHANAN

Sydney, 26 May 2010: Ogilvy PR Australia has brought ex-pat Matt Buchanan back to Sydney to take up the reins at consumer agency Pulse Communications. Matt returns to Australia after a 12-year stint in the UK, having held senior roles at The Red Consultancy, Lexis Public Relations and the Bell Pottinger Group.

Most recently heading up the consumer brands division at The Red Consultancy in London, Matt begins work at Pulse from September 6. He replaces outgoing Managing Director, Samantha Allen, who has been promoted within Ogilvy PR Worldwide to lead the agency's Global Consumer Marketing practice from New York.

Ogilvy PR Australia's Managing Director, John Studdert said: "Matt's track record speaks for itself – he's led award-winning UK and global work for some of the world's biggest brands and has successfully grown his 40-strong division despite the tough economic times. His creative flair and deep sector expertise will begin delivering immediately for Pulse's clients, and we know he'll contribute to our wider success story within the Australian market."

Pulse is one of Asia Pacific's most awarded and successful consumer PR agencies with a client base that includes LG Electronics, Tourism Australia, Fosters CUB, Rolls Royce, Ford and Unilever.

Taking over the 20 plus strong team, Matt will bring a wide-ranging sectoral perspective to the business, with experience ranging from Pfizer to Samsung, Virgin Money and Coca-Cola.

Having led strategic and creative thinking for brands like eBay, Gumtree and MySpace, he will also work closely with Ogilvy PR's worldwide 360° Digital Influence group, developing bespoke campaigns and providing senior counsel for clients. Matt has a bachelor's degree from RMIT University, and began his career at Hill & Knowlton and Porter Novelli in Australia.

He commented: "During my time in the UK, I've worked with, and learnt from, some of the best people in the industry. The chance to return home to Australia and take up this exciting role at Pulse was an opportunity too good to resist. I'm looking forward to building the Pulse brand even further and working with the great team and the other companies within the Ogilvy PR and STW Group to deliver creative excellence for our clients."

Pulse was awarded the Best New Consultancy in 2004 (Asia Pacific PR Awards), Campaign of the Year (2008 Asia Pacific PR Awards), and has gone on to win over 50 Australian and global awards including the top honour for all WPP-owned PR agencies worldwide.

Ogilvy PR Australia is a joint venture between Ogilvy PR Worldwide and STW Group, Australia's leading marketing content and communications services group.

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