



Ogilvy Public Relations Worldwide

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**Global Multiple Award Winner to Lead  
Consumer Marketing Practice at Ogilvy Public Relations Worldwide**

*Leading Australian Consumer Specialist Promoted to Prominent Global Role*

**Sydney, April 8, 2010** — Ogilvy Public Relations Worldwide (Ogilvy PR), an integrated global communications firm, announced today that Samantha Allen has been appointed Managing Director of the agency's Global Consumer Marketing practice, effective July 1. With nearly 20 years of experience, Allen brings strong expertise in building effective and award-winning consumer marketing campaigns for her clients and leading multi-national teams.

“One of the most powerful things a large agency network can do is rejuvenate and refresh its thinking by moving great talent around the planet,” said Christopher Graves, chief executive officer, Ogilvy PR.

“Samantha has the guts and resiliency of an entrepreneur, the professionalism of a world class practice leader, and the creative leaps of imagination of an inventor. She has won some of the top awards in the world for her creative work connecting people and ideas in ways no one else could.”

Allen will relocate to New York and report directly to Graves. She founded Pulse Communications as a consumer PR agency in Australia, which is part of the Ogilvy PR network. It's 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, Unilever and more. 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.

In congratulating Allen on her appointment, Ogilvy PR Australia's Managing Director, John Studdert said: "This appointment formally recognizes the outstanding leadership that Australia has shown in the field of consumer public relations. Samantha knows how to build brands through creative programs and is a talented thinker who delivers strong results for clients. We're proud and excited to have her move to this role, and look forward to working with her in the future as she takes up global responsibilities."

Allen said she was both honored and excited to be appointed to the global position, which she said would be "an undoubtedly challenging, but rewarding role."

"Since joining Pulse, I have had the chance to work with this country's most outstanding PR practitioners on some of the most interesting and exciting client projects available, and achieved my wildest PR goals. As a result it feels bittersweet to be leaving this behind, but it's time for my next challenge. I'm looking forward to making the global consumer marketing practice a living, breathing community, full of the most talented consumer PR people in our industry," she added.

Prior to joining Pulse, Allen worked in various agency roles in London and San Francisco. She also founded Chocolate Communications, a full-service consultancy offering consumer, corporate and business-to-business public relations, attracting companies such as Ben & Jerry's and Diageo. While in the UK, Allen led campaigns for a variety of consumer brands including Nokia, Packard Bell, Dualit Homewares and Nescafe. She earned a bachelor's degree in business from RMIT (Melbourne) and a post-graduate diploma in accounting and finance from Guildhall University (London).

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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#### **About Ogilvy Public Relations Worldwide**

Ogilvy Public Relations Worldwide (Ogilvy PR) is a global, multi-disciplinary communications leader operating in more than 70 markets. Named Large Agency of the Year by *The Holmes Report* and *PRNews*, Ogilvy PR blends proven PR methodologies with cutting edge digital innovations to craft strategic programs that give clients winning and measurable results. In its 29<sup>th</sup> year, Ogilvy PR provides strategic public relations counsel to a variety of clients across its social marketing, public affairs, healthcare, consumer marketing, 360° digital influence, corporate and technology practices. Through its subsidiary, Feinstein Kean Healthcare, the agency also offers additional experience in the cancer field, as well as specialized expertise in molecular medicine, advanced biomedical research, leading life science and healthcare technologies and treatments. Ogilvy PR is part of the WPP plc, one of the world's largest communications services organizations (NASDAQ: WPPGY, [www.wpp.com](http://www.wpp.com)). For more information, visit our Web site at [www.ogilvypr.com](http://www.ogilvypr.com).