

**OgilvyAction appointed to expand Purina campaign**

**Sydney, February 25, 2010:** STW Group Brand Activation agency OgilvyAction has been appointed by Purina PetCare to execute the BENEFUL *Bark in the Park* campaign for the third consecutive year.

The targeted consumer engagement campaign aims to drive brand awareness, trial and sales of the BENEFUL range by staging a down-to-earth quirky event called *Bark in the Park*. *BITP* gives dog-lovers a special day out with their dog, providing a range of free activities and entertainment and product samples.

*BITP* will be expanded to include an event in Brisbane for the first time, in addition to the annual events in Melbourne and Sydney. Up to 12,000 pet owners are expected to attend *BITP* this year, up from approximately 9,000 people last year.

*BITP* will be held at Victoria Park in Sydney on Saturday 13<sup>th</sup> March and Musgrave Park in Brisbane on 27<sup>th</sup> March. The first event was held in Elwood Park in Melbourne on Saturday 20<sup>th</sup> February.

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

**Ends.**

**For more information contact:**

**Mark Rodgers, CEO, OgilvyAction**  
**Ph: 02 9908 1333 / 0414 917 777**