



Neo@Ogilvy appoints media icon

Sydney, October 1, 2009: STW Group's Neo@Ogilvy has appointed Penny Davy to the newly-developed role of Media Director, signalling a greater focus on media within the company.

Starting today (October 1), Davy will add to the organisation's growing expertise and 360 media capabilities. Most recently at fellow-STW Group company, Ikon, Davy has spent the past four years in media and client management, and led the charge for the Vodafone pitch.

Prior to that she led Optimedia's engagement with Telstra.

Neo@Ogilvy's Executive Media Director, Kevin Walsh, said the appointment was significant for the company as it moves to "strengthen our integrated offering".

"Penny brings a wealth of media experience to Neo that will be utilised across the board," he said.

"Her appointment marks further growth for Neo@Ogilvy as we continue to develop our reach beyond digital channels to provide full 360 media and channel planning."

Ogilvy & Mather Sydney CEO Stuart O'Brien said: "Penny brings market-leading 360 experience and strong client and media relationships that will be a great asset to the business. We're looking forward to having her on board."

Davy said of her appointment: "I'm very keen to be part of the drive to develop Neo@Ogilvy's media capabilities. It's exciting to be joining a team where integration is such a vital part of the service offering."

Neo@Ogilvy was established at the start of 2007 as an 'in-house' Ogilvy digital media agency, designed to work closely with the other Ogilvy companies to deliver integrated digital marketing solutions, including:

- Digital channel strategic planning
- 360-degree communication planning
- Online consumer research and insight
- Online media negotiation planning & buying
- Campaign implementation
- Campaign monitoring and optimisation
- Campaign post analysis
- Search Engine Marketing and Search Engine Optimisation
- Emerging media planning
- Digital media client education workshops

Neo@Ogilvy is part of the global Neo@Ogilvy network, which has more than 500 staff in more than 20 offices around the world. It is part of Ogilvy & Mather Sydney, and STW Group, Australia's leading marketing content and communications services group.

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For more information contact:

Natelle Ball
STW Communications Group
0408 005 545