



Ogilvy Public Relations Worldwide

Ogilvy expands social media practice Ogilvy 360 Digital Influence Recruits Three Key Hires

Sydney, 13 August, 2010: Ogilvy 360 Degree Digital Influence has further expanded its social media capability with the recruitment of three new specialists into its practice.

In response to increasing client demand, Lucille Snape and Annie Hemmel join the Ogilvy 360 Digital Influence team as Digital Strategists and Koby Geddes as a Digital Analyst. Lucille previously worked at Euro RSCG, Koby at OMD Australia and Annie at Hachette Filipacchi Media in the US.

The appointments come just 12 months after award-winning strategist Brian Giesen moved from Ogilvy's 360 Digital Influence in Washington DC to head up the Australian operation, and help manage the Asia Pacific practice.

"Since the appointment of Brian our team has quickly grown to six specialists who are full-time social media practitioners," said Graham White, Ogilvy 360 Digital Influence's Managing Director in Australia. "This reflects the growth, adoption and opportunity for social media in our clients' communications programs.

"There is no doubt that Australian organisations, both public and private sector, are rushing to embrace social media," he added.

Brian Giesen, Regional Director, Ogilvy 360 Digital Influence, said: "Social media is not just a new channel. It represents a fundamental consumer behavioural shift that requires marketers to change how they market, how they are organised and importantly how they measure success.

"Consumers get social media. But companies, by contrast, have been playing catch up," Giesen said. "The good news is they're learning fast that it's not optional and that a comprehensive strategic approach to integrate social media is essential.

"For Ogilvy, it's of critical importance to have an expert team to guide them through it. The addition of Lucille, Annie and Koby to our existing team will further strengthen Ogilvy's social media capabilities and our ability to deliver successful, strategic campaigns for our clients," he said.

"We anticipate further hires in the near future," he added.

Ogilvy PR is part of STW Group, Australia's leading marketing content and communications services group. Ogilvy 360 Digital Influence is Ogilvy's word of mouth marketing discipline that integrates the power of social media with digital marketing.

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