



**New Melbourne radio station appoints integrated powerhouse
*Ogilvy Group Melbourne to take Radio MTR 1377 to market***

Melbourne, April 6, 2010: Emerging Melbourne talk radio station MTR 1377 has appointed Ogilvy Group Melbourne to create and oversee its integrated marketing push, as it moves towards its first on-air date later this month.

The new station, chaired by Russell Tate, is aiming to offer Melbourne listeners – and advertisers - a new alternative in the talk-radio market. A joint venture between Macquarie Radio Network and Pacific Star Network, it is expected to launch late April with the integrated campaign to launch soon after.

Ogilvy Group Melbourne has been appointed to oversee all elements of the station's brand and marketing, from research (by SWAT), naming and branding (Yello), media planning (NEO@Ogilvy), through to creative advertising (BADJAR Ogilvy) and digital work (DTDigital).

Its integrated offering, teamed with a deep understanding of the Melbourne market, made it an "obvious choice for the job", Tate said.

"When it comes to knowing the Melbourne market there's not a better agency group," he said.

Ogilvy Group Melbourne's CEO, Andrew Baxter said the campaign comprised digital, print, television and outdoor advertising, and would target the station's primary audience of over 40's with a skew to 50+.

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

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