



Moon looks to media future – appoints leading strategist

Sydney, November 3, 2009: Renown global strategic planner and media futurist Ben Hourahine has returned to Australia from the UK to become Head of Strategy at leading digital and creative agency, Moon Communications Group, part of the STW Group.

Beginning immediately, Hourahine will be responsible for strategy across the group and work on all of Moon's clients, including 3, Westfield, Sunglass Hut and Ninemsn, while driving the day-to-day business of the Planning Department.

An award winning strategist, Hourahine has worked for some of the world's biggest brands and organisations including IBM, Microsoft, McDonalds, Nestle, Diageo, Kellogg's, P&G, BBC, O2, Nokia and Coca-Cola. Recently he helped plan McDonalds' next decade in business, launched a video game for Lara Croft's creators Eidos and designed the Guinness Pub-of-the-Future.

"Ben's capabilities are a perfect fit for moon's unique creative positioning, starting with brand strategy and then looking at engagement across our integrated disciplines, including digital, design and advertising." said Moon's MD, Anouk Darling.

Hourahine said he was thrilled about the move to Moon, and the opportunity to "join an incredibly talented team and an evolving creative agency which actually does outstanding integrated work".

"Moon is Sydney's best kept secret and the chemistry here was spot on. Moon has built some of world's biggest brands from the bottom-up, which means they don't have the short-termism of traditional agencies. As modern communication continues to change all the pieces are in place at Moon and I am very excited about what the future holds for us," he said.

Moon is part of STW Group, Australia's leading marketing content and communications services group. Moon specialises in delivering creative brand, retail, advertising, digital and interactive solutions.

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