



Ogilvy Melbourne appoints ECD

Melbourne, May 21, 2010: Leading creative agency, Ogilvy Melbourne, has promoted Michael Knox to the position of Executive Creative Director, further consolidating its commitment to creative excellence.

The promotion, effective immediately, will see Michael take responsibility for the entire creative team and oversee creative output across the broad range of Ogilvy clients.

Ogilvy Group Melbourne's CEO Andrew Baxter said Michael was a "natural choice" for the role, given his proven track record and passion for producing world-class ideas for local clients.

"Michael has a real commitment to ensuring that all our work is the best it can be. He's produced some of this country's most famous campaigns and we're thrilled to have him take on this role."

Knox said the new role was a real opportunity, one he was looking forward to tackling.

"We've got a fantastic bunch of passionate and talented folk here eager to do some great things. We hold possibly the best client list in the country. The Ogilvy network is vocal about creative leadership and I'm wrapped to be part of that in Melbourne. This is a top challenge in a competitive environment. Let's get on with it."

Knox has been in the Australian advertising industry for more than 15 years both in Sydney and Melbourne. He has worked with Clemenger BBDO, and at Ogilvy Sydney on some of Australia's most famous brands including AAMI, Australia Post, BMW, MINI, MYER, Yellow Pages, Telstra, and Crown Lager and has won various national and international awards including Cannes Lions, New York Festivals and AWARD.

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

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