



New agency means new look for ACO

SYDNEY, June 15, 2009: STW's Moon Communications Group, a leading brand, communication and digital agency, has been appointed as the Australian Chamber Orchestra's (ACO) creative agency for the 2010 season.

Moon won the account at pitch late last year, replacing the incumbent this month. Moon will be responsible for all creative touch points in the 2010 season, including identity, brochure, photo shoot launch, brand video and all marketing collateral.

The campaign will launch the 2010 season in mid August this year. The ACO, under the lead of Artistic Director, Richard Tognetti, performs innovating cross-artform projects as well as the masterworks of the classical repertoire, and has a vigorous commissioning program.

After reviewing several agencies, ACO Deputy General Manager, Jessica Block, said Moon was appointed based on its ability to strongly communicate brands and understand creative clients.

"The ACO wants to create marketing that's as vibrant, bold and creative as its performances on stage and that speaks to its smart, adventurous audience. Moon was the natural choice," she said.

"The ACO is renowned for bringing innovative programming and younger audiences to classical music, just as Moon has shown its ability to revitalise respected brands across the corporate and creative sectors.

"Moon will be helping us to maintain our extraordinary 85% subscription renewal level and bring in new single ticket buyers, sometimes for their first experience of classical music.

"We're also looking forward to taking the best of Australian design across the world on our frequent international tours."

Managing Director of Moon Communications Group, Anouk Darling, said of the appointment: "For us, this is a return to our roots, working on creative design with clients who are also creative, and it's definitely an exciting project for Moon."

"We will be working closely with the ACO to ensure our creative work complements theirs while also revitalising the brand. For the ACO, this will be a big departure from where the brand was last season."

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

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