



## Ogilvy continues creative focus

**Sydney, September 3, 2009:** Leading agency Ogilvy & Mather Sydney has continued its focus on creative and integration, hiring two industry heavyweights to boost senior ranks.

Renowned creative Yanni Pounartzis has been appointed as Creative Director for Telstra, specifically charged with leading the creative team on the Telstra business account. An award-winning creative, Pounartzis was most recently Creative Director at Brave, during which time he made a significant contribution to the agency's profile. Under his leadership Brave won pitches for The Daily Telegraph, NSW Cricket, Drambuie and the Air Pacific global account.

Pounartzis has also worked in some of the most reputable agencies in Australia including Leo Burnett, The Campaign Palace and Publicis Mojo. Throughout his career, he has developed campaigns for high profile brands such as Red Meat, Heineken, Bonds, 3 Telecommunications, Sunbeam, Kia and The Daily Telegraph, has directed a video clip for Josh Pyke and won two Silver Lions.

Chris James has also been hired to head up digital creative at Ogilvy Sydney. Considered to be one of the most awarded and experienced Interactive Creative Directors working in the Australian market, James brings more than 16 years experience to the role. James turned his interactive skills to advertising in 2000 when he became the Creative Director and one of the founders of TEQUILA\Sydney (the digital arm of TBWA). During his 4 years at TBWA and TEQUILA, he built one of the most strategic and creative digital offerings in the Australian marketplace.

In July 2004, James left to set up his own agency, The Farm, a specialist digital agency, established to complement brand agencies and their work. After selling his business he then joined BMF as the Creative Director of Interactive. As the founding digital specialist at BMF, he was instrumental in the success of both its interactive and integrated offerings and over the course of only 2.5 years, successfully built a multi award winning team of over 25 art directors, designers, developers, strategists and producers.

Ogilvy Sydney CEO Stuart O'Brien commented on the hires: "Both Yanni and Chris have incredible track records, and further boost our senior creative capabilities," he said. "This is about us always looking for the greatest talent in the industry, to work with an already outstanding team."

Ogilvy Sydney's Executive Creative Director, Bruce Matchett continued: "At Ogilvy we recognise that all 'great work that works' is born from the very best ideas," he said. "To generate the best ideas, we need the best people. We're excited to have two of the industry's finest join our talented team."

**Ends.**

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