

# mUmBRELLA

Everything under Australia's media, marketing & entertainment umbrella

## OPINION | FEATURES

**How collaboration saved our bacon (and your invitation to be part of the next Mumbrella360)**



Mumbrella today launches its annual call for speakers and session proposals for Mumbrella360. Last week Tim Burrowes shared the story of Mumbrella360 in a presentation at the annual Professional Conference Organisers Association annual conference. This post is based on that talk. By the time you finish reading this, you may well decide that I'm less qualified to talk about organising events than anybody else in the events industry. Back in February 2011, We decided to hold a conference... With four months notice.

**No you don 't need an app for that, no matter what the boss thinks**



The marketing industry has become obsessed with apps, but Sebastian Pedavoli believes many companies

## Performance and programmatic companies aim for lead agency role with creative push

Programmatic and performance agencies will make a move towards getting more creative capabilities as they look to become the lead agency for marketers, according to the global head of performance marketing agency Performics.



Michael Kahn and Grace Chu

Michael Kahn, CEO of the Chicago-based division of ZenithOptimedia, said that the use of data analytics to guide campaign decisions was extending further into content and that the next logical step was for agencies to begin playing a role in the creative development.

Speaking exclusively to Mumbrella on a trip to Australia to visit recent acquisition Firstclick Consulting Khan said: "The evolution was creative shops owned the discussion and then media came in and media agencies took over because they owned the connection points and all the touch points with the consumer. Now what's the next destination?"

"From the digital view who owns the data and the discussion around the consumer profile? It's the performance agencies.

"This isn't like us overstating what we are doing today, if you think about where we are going in the future, it's us owning a seat at the table now to actually be leading the marketing plan and strategy as opposed to just be fulfilling it.

"That is something I can comfortably say is something that will happen within the next five years."

He said that it would mean there would be more and more assignments where businesses like Performics would be the lead strategy and content agency at the table.

Performics moved into the Australian market earlier this year, acquiring local performance agency Firstclick consulting in June, and Kahn said the move was already paying dividends with the agency having recently added a number of new clients including Ozforex, Red Energy, Hobby King and Storage King.

Grace Chu, CEO of Firstclick, said while the business continued to grow with the added international support of Performics, one of the biggest challenges was attracting and maintaining talent in the face of competition from across the digital sector, not just from performance marketing rivals.

She said pride in delivering results to clients was a key part of keeping the retention rate high.

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## LATEST COMMENTS

Laurie Patton on Streaming has been getting all the attention but TV is still doing the heavy lifting

Spectator on The world game's handling of the fan crisis is in a world of its own

Jim on What does the government's new innovation focus mean for the media and marketing industries?

McT on Cummins & Partners steps in to lead CGU's Tropfest rescue mission

Why gay men? on HIV charity makes the battle to end the spread of the disease personal in latest campaign

George on James Greet joins full service agency Cummins & Partners to lead major media push

are simply wasting their time. Everyone wants an app, and I've made a few over the past couple of years, including for several global companies, but the question few people ask is why are we making one?

**Streaming has been getting all the attention but TV is still doing the heavy lifting**



In this guest post Freeview CEO Liz Ross argues while streaming services have had an undue amount of press TV is still the dominant video medium. Reading the local media, you would be forgiven for thinking that, in 2015, Australians abandoned free-to-air television in favour of watching streaming services on their mobile phones. So, you may be surprised to learn, that in fact, all of the top 200 programs of the ratings year were on free-to-air TV. All of them. Every single one.

**What does the government's new innovation focus mean for the media and marketing industries?**



Malcolm Turnbull wants to turn Australia into an innovation nation. Yahoo! Australia & New Zealand co-

"We have a pretty good track record of retaining people, especially senior people," said Chu.

Recruitment remains a major challenge and Kahn said Performics was now targeting students straight out of university rather than fighting to lure fully trained staff from other digital businesses

"We're actually working directly with major universities and bringing in college grads from the moment they graduate," he said.

He said the business was then able to develop staff with its own training programs.

"It becomes a whole different way to build up the talent base from the ground up."

**Simon Canning**

December 7th, 2015 at 5:10 pm

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Peter Miller on Streaming has been getting all the attention but TV is still doing the heavy lifting

JS on Streaming has been getting all the attention but TV is still doing the heavy lifting

**DR. MUMBO**

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Finally a self-judged awards show for great ideas that were never made

Guardian journos embrace traffic acquisition costs status

He's won a Walkley, now Christopher Pyne wants an Oscar

Hipster porn research

Newspaper Works boss eschews paper for his debut publication

'It's a rip off'

Waleed wields the axe at The Walkleys

Did Woolworths shoplift free fruit for kids from Harris Farm Markets?

All I Want for Christmas is to watch Peter Vogel lip synching Mariah Carey

**LATEST JOBS**

SEM & Social Specialist - REF: 7185

Finished Artist/Artworker with a good sense of design - \$80K inc.

Digital Marketing Lead - Health / Bodypass

Senior Account Manager

Media Planner/Buyer

Senior Front End Developer

Marketing & Communications Manager - Fashion Retail

*founder and startup evangelist of BlueChill Alan Jones, looks at what is in it for the media and marketing industries. On Monday the Federal Government released a raft of new policy initiatives under the umbrella of the National Innovation & Science Agenda. Over four years from mid-2016, the government will invest \$1.1 billion hoping to incentivise innovation and entrepreneurship, reward risk taking, and promote STEM (Science, Technology, Engineering and Maths).*

#### **Why creative directors can be hopeless at hiring**



*In this guest post Paul Fishlock explains why promoting those who seem to be best at their jobs to management can be damaging for diversity. "Mum, I've been made creative director" is a great moment in any creative's life. Particularly copywriters, who may have spent years trying to explain to their mothers why their art director is a director and they're not.*

#### **Work is no longer a place**



*In this guest post Alison Michalk argues companies need to offer more genuine flexibility with*

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Outdoor Media Sales – Senior Account Manager

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#### **MOST DISCUSSED**

'What the fuck are u thinking?': Cindy Gallop blasts Leo Burnett Sydney's white male hires

With 160 comments

A slow motion car wreck: The unravelling of Droga5 Sydney

With 62 comments

Leo Burnett Sydney breaks silence saying it hired all-male creative team because 'they were the best' after storm of criticism

With 58 comments

SBS 'acutely aware of the sensitivities' around parody mocking redundant News Corp journo

With 54 comments

Five unspoken truths getting in the way of gender equality

With 53 comments

Wallace & Gromit animators bring Myer's Christmas campaign about a worried elf to life

With 49 comments

Filmmakers rejoice as Tropfest drops dead

With 48 comments

Leo Burnett Sydney hires five senior creatives

With 44 comments

#### **F. Y. I.**

The White Agency appoints new technology lead

Sunshine, stars and sport align in 2UE's summer line up

Guardian Australia appoints Stan Grant as Indigenous affairs editor

G Squared opens Brisbane office

Ex-Western Bulldogs CEO Simon Garlick joins Bastion EBA

*how their employees work.*

George Costanza was a visionary. The makeshift bed under his office desk might not have gone down well with his boss in the 1990s Seinfeld episode, but today George would be right on trend.

#### What are the great Aussie ads of the 21st Century so far?



*After Dumb Ways to Die was the only Australian entry on a the best ads of the century so far list Mumbrella asks what are the best Aussie ads since 2000? Did Australia do well or badly in getting one ad among the 20 best ads of the 21st Century so far, as voted by the Gunn Report?*

#### The world game's handling of the fan crisis is in a world of its own



*With the FFA facing a major fan revolt Andrew Woodward looks at how it has handled the crisis communications, and how it is likely to play out in the coming weeks. In 2009, as CEO of National Rugby League, David Gallop, launched the season with a [television advertisement](#)*

International Advertising Association launches scholarship with Adobe

Paul Hogan mini-series gets green light

Emma integrates out-of-home MOVE audience data in metrics amalgamation

Cate Blanchett to receive Longford Lyell Award at AACTAs

AppNexus expands global technology partnership with Microsoft

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featuring one of the rising stars of the game, [Brett Stewart](#). Not long after, the Sea Eagles' grand final winning fullback was charged with sexual assault (and later acquitted).

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#### Does Your Dry Cleaner Really Need To Be On Social Media?



*Simon Veksner examines the Instagram account of his local convenience store. Nowadays it seems everybody from your dry cleaner to your local fish & chip shop has a social media account, and they all want you to follow them. Type "Follow us on Instagram" into Google and you get 887 million results.*

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#### How can we save the ad industry? Don't be advertising



*The advertising industry is on the verge of irrelevance and needs to adopt an industrial revolution mindset when people knew less and had to fail more, argues Jon Holloway. What's the fix for our industry? Maybe it's a simple one, don't be advertising.*

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#### Were there any real

### winners in the last TV ratings year?



*While all the TV networks are celebrating their ratings achievements over the past year Nic Christensen asks whether an 11% prime time audience drop and increased competition from video streaming services means there are no real winners.* The TV networks have been busy pushing their 2015 achievements over the last 48 hours, with the official ratings year now done and dusted. But asked to look past the spin and say who can claim to be the real winner Maxus CEO Mark McCraith quips: "Everyone's a winner - assuming you look at the percentages and not the actual numbers."

### Starting an agency will make or break you

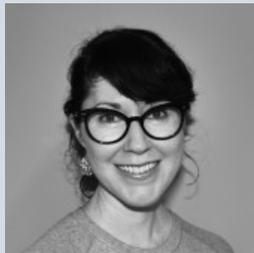


*In this guest post, Poem's Rob Lowe reflects on the tough business of building your own agency from scratch. Six months ago, myself and my business partner Matt Holmes, left the relative safety of the career ladder to launch our own PR agency called Poem. Taking that first step was possibly the most daunting thing either of us has ever done, but it has also been the*

most rewarding.

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**Use it or lose it - data alone  
is no loyalty-maker**



*For all the focus on data those in the media industry often struggle with the human element of using the plethora of information at our disposal argues Katie Rockliff. Unless you've been living under a rock these last few years, you will have noticed that data has emerged as the undisputed king of all things in big business today.*

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**The questions clients & agencies should ask about the MFA transparency framework**



*The MFA yesterday released a new framework on transparency for media agencies and their clients. Mumbrella's Nic Christensen welcomes a formal framework for these issues but notes that both sides may now have to answer some awkward questions. Yesterday's release of a [MFA transparency framework](#) makes for interesting read for a variety of reasons. Not only because it formalizes the existence so-called "value banks" (no longer are these something of fiction or a seemingly isolated activity) but also because it puts the onus on both sides to begin*

what may well be a difficult conversation for all concerned.

**A guide to the Paris climate change talks for marketing and communications people**



*On Monday the UN Climate Summit 2015 will begin in Paris. Andrew Woodward looks at what do people in the media/marketing world need to know about the talks.*

When I first started working in the industry, I was told by one of my first bosses that marketing and communication was simple - it is about getting people do things they would normally not do.

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