

NEWS

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Panasonic boosts marketer

Panasonic Australia has promoted Gemma Lemieux to the position of director, marketing communications. Lemieux has been marketing communications manager at Panasonic since 2006, and prior to this was the Panasonic group manager, mobiles.

Pulse wins Hitachi

Ogilvy-owned agency, Pulse Communications, has been appointed by Hitachi Australia to manage the public relations for the brand's digital presentation solutions division. Starting immediately, the agency will work on PR to celebrate Hitachi's 25 years in Australia, to re-establish the brand in Australia and raise awareness of the benefits of their projector and interactive whiteboard product range.

MCM appoints PR

PR company Burson-Marsteller Australia has won the mcm entertainment account. In addition, it is now working with SEGA games.

PBL replaces Pollard

Toby Hack has been appointed as integrated sales director for PBL Media, and will work across the Nine Network, ACP Magazines, Ninemsn and Ticketek. Hack was appointed sales director, multi-channel and digital broadcasting at Nine Network in March this year and moves into the new position following the promotion of Joe Pollard, former director of sales and marketing for PBL Media, to the role of chief executive officer of Ninemsn. Hack will continue to handle his digital and multichannel role.

A380 gets Ninemsn

The new Qantas A380 flight to Los Angeles is to receive news updates from Ninemsn. Ninemsn is beaming national and world news, entertainment, business, sport, health and technology text news to the aircraft using NewsML, a format set up specifically to display multimedia news content.

HAL appoints Eleven and Ikon

Horticulture Australia Limited has appointed new start-up retail agency Eleven Communications to work on its upcoming summer fruits campaign.

The appointment comes at the same time as the national organisation has appointed Ikon Communications to work on the \$3.5m (estimated main media spend) account.

Ikon beat off six other agencies in the pitch and will begin work immediately on the January campaign.

Horticulture Australia marketing manager David Chenu said Ikon won the account after

demonstrating a "holistic approach" and the "same values and abilities" as the organisation.

For the next campaign Horticulture Australia will focus on point of sale options, which was another reason for Ikon's success said Chenu.

Eleven Communications is a new retail venture by three former IdeaWorks staff Jonathan McCauley, John McLachlan and Ryan Fallowfield.

The trio has previously worked on big retail brands including Westfield, BigW, Mitre 10, and Supercheap Auto.

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