

# The PR Report

*the* monthly newsletter for the Australian PR industry

JULY 2013

1. **Thrive PR** appoints Louise Paris as GM (pic, right)
2. **UK Cabinet Office's Alex Aiken**, announces "PR first" change to UK Government comms
3. **DEC PR** wins EA Mobile account (team pic, bottom right)
4. **Red Agency** wins PR awards in Cannes and Asia (pic; below left: agency MD, James Wright)



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Frocomm Australia's 7th Annual  
**Government Relations  
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# UK: Cabinet Office's Alex Aiken starts Government comms revolution with "PR first" strategy

The UK's Cabinet Office has released the Government Communications Plan (GCP) for 2013/4; the title on the cover dramatically underplays the extent of changes offered inside the document. The plan is the UK Government's vision for how it will communicate its agenda; it is a blueprint for how each Government department or agency (from Health to Defence) will communicate with stakeholders. And it's a radical change from the practices of the past.

Australian Government communications practitioners take note; both major parties will be reviewing this strategy.

Click here to see the full plan (link to PDF; approx 60 pages): <http://goo.gl/r84nL>

This is the biggest change to Government communications strategy since 1945 and the end of WW2.

Here's why. The three major changes outlined in the GCP are as follows:

1. Formal communications strategy of "digital and PR" first, then advertising
2. Partnerships between Government communicators and others are encouraged; communicators given more authority and held to account for their performance
3. Government lists its communication priorities

The total UK Government communications budget has been radically cut by over 50%+ in just 4 years. The UK economy has been in a prolonged recession following the GFC, hence the UK Coalition Government has cut communications spending, as follows:

- 2009 = GBP 532m (GBP = Pounds Sterling)
- 2012 = GBP 284m
- 2013 = GBP 237m

The PR Report spoke with **Alex Aiken** (pic, right), Director of Communications for The Cabinet Office, the UK's peak Government department for managing all UK Government communications; the equivalent to The Department of Prime Minister & Cabinet in the Australian Federal system.



1. **The PR Report:** In the introduction, you say this is the 2nd whole of Government communications plan; what was done before; surely some sort of plan existed? Are you now leading a more open approach to Government comms strategy, campaign creation and execution?

**Aiken:** The first plan published in 2012 was really a record of spending. This is intended to be a strategic document with three functions. First, to set out in a transparent way our priorities, departmental plans and resourcing 0- we're spending £236m of public money and have 1,900 staff employed in this service. Second, to set the standards government communicators should deliver in terms of effective campaigns, communicating the government narrative and evaluating the impact of their work. Third, to demonstrate our desire to collaborate; with partners who want to run joint campaigns; agencies who work with government and business who can benefit from the work we do in areas like trade and tourism promotion.

2. **The PR Report:** The plan mentions the creation and use of communication hubs: is this simplifying a previously large number of departments so you can manage them better?

**Aiken:** We have 17 main departments grouped into seven hubs. The purpose of the Hubs is to co-ordinate activities, share resources and conduct joint training activity. As Executive Director of Government Communications I have three main roles. First, developing the strategic communications of the government; second, managing the central government communications operation; and third, acting as the Head of Profession for all government communicators.

3. **The PR Report:** The GDS will set up a blogging platform – this looks very interesting, what’s it about? Is it to ensure Government comms people can get news out immediately via the blog and circumvent slow Government IT departments? Given UK has ubiquitous broadband and blogging is now “text, audio and video”, will the GDS blogging platform be a de-facto Government broadcaster?

**Aiken:** Ultimately all communications will become digital and therefore we need to think of communications in terms of chunks or bundles content – video, tweets, pictures and blogs rather than a document. So blogs are widely used. The new approach to government communications is digital by default. You can see that all the government department sites are on one platform. We have taken 800 government websites and put them on one – gov.uk

4. A key change seems to be (chapter 8, p28, bullet point 3): “use owned and earned media before paid-for media” – is this the first time the UK Government Comms/CO has stated this in writing, in a public document?

**Aiken:** Yes, I want government communicators to be effective campaign managers and utilise digital channels, work with community and business leaders and partner organisations to develop activities which genuinely engage audiences before we look to big budget advertising campaigns. However, there will also be a central place for marketing in government communications – campaigns like Change4Life and THINK! are hugely effective.

5. Where you state “work more in partnership” (see page 28, 4th bullet point) – is that with private sector PR agencies and/or the third sector, such as charities campaigning for similar causes as Government Departments?

**Aiken:** Government is not always the right messenger for every message. The new guidance represents a pragmatic approach and one that seeks to work in partnership with organisations both large and small. Partnerships will be considered on the basis of the following factors:

- Effectiveness: external support can help government to interact more effectively with citizens by harnessing the influence and trusted voice of intermediaries – optimising resources and maximising potential reach
- Empowerment: allowing citizens and communities to participate in designing and delivering public good initiatives
- Relationship with our audiences: we can benefit from existing bonds between partners and communities. Partners often offer a far more accessible and trusted source of information, advice and support
- Specific knowledge: partners can have a direct understanding of specific communities or local circumstances.

6. **The PR Report:** How will you vet the companies you work with? What kind of due diligence will you do?

**Aiken:** Due diligence by government departments will be undertaken to ensure that partnerships are only agreed with ethically sound organisations. If an organisation was found to be acting in an illegal way, the partnership would be severed.

Each partnership would have to be looked at on its own merits and appropriate checks made subject to the scope and objectives of the partnership.

After all partnerships can range from complex arrangements such as Public Private Partnerships for which extensive guidance exists, to Defra’s recent partnership with Dog’s Trust to deliver the #chipmydog campaign.

At all times civil servants should be guided by the Civil Service Code. I.e. When entering into any partnership, you must act with integrity, honesty, objectivity and impartiality.

The underlying principle is about effective communications of vital messages, we would not seek partnerships where it can reasonably be surmised that the choice of partner is liable to be the story rather than the issue being tackled.

7. **The PR Report:** Is it right that corporate entities profit from exposure of public health campaigns?

- **Aiken:** Government has a long history of working with public and private sector partners (e.g. Change 4 Life, Fire Kills, THINK).
- Partners have never been permitted to use government campaigns as a direct sales channel nor have we any intention of allowing them to do so.
- Successful partnerships are a two way relationship and it is entirely appropriate that partners receive some form of benefit at the corporate social responsibility level in return for participating in public good campaigns.

● **The PR Report:** Won't this give unfair advantage to large orgs w money to burn? What about this Governments commitment to SMEs?

- **Aiken:** Absolutely not – it's about working with the most appropriate partner to develop and deliver effective communications on key messages. We want to work with partners across the spectrum to deliver vital government communications, it isn't all about big campaigns, smaller local partnerships can be equally if not more effective providing a more trusted voice for engagement with local communities
- For example, Change 4 Life has an extensive local partnerships network including gyms, health clubs, trainers etc

8. **The PR Report:** You ask Government communications people to work more in partnership and be more pro-active - this seems a real "charter for change" - is that how you see this plan? Your plan seems to be offering more power/authority to the Department heads of comms; is that so?

**Aiken:** I want government communications to demonstrably improve people's lives. Our health campaigns help save lives. Our education campaigns improve lives. We use our business campaigns assist wealth creation – the plan highlights the 100 core campaigns we'll run in the year ahead.

So this is a charter for change with a focus on evaluation – proving your worth as communicators - at the core of the drive to renew the government communications service.

I chair the meeting of departmental directors of communications every three weeks and we jointly agree on the campaigns, activities, professional development and direction of government communications.

9. **The PR Report:** Given the key messages in this plan (use owned and earned media first, use partnerships more, and be more pro-active), would you say the Government Communications Plan 2013/4 heralds the biggest change to Government communications since 1945?

**Aiken:** There have been seven reviews of UK government communications since 1979 in response to various pressures. My drive to deliver exceptional government communications is based on the fact that three things are changing rapidly in the UK.

1. First, society is changing, becoming less deferential and demanding proof of official statements.
2. Second, media is engaged on a dash to digital, heralding the death of the primacy of tools like the traditional press release. We tweet news now.
3. Third, there is less resource. UK government comms spend was half a billion pounds in 2010. It's now half that. We need to work harder to make the money go further.

## Open letter to PR agencies

### Invitation to be part of the 2<sup>nd</sup> Annual Top 50 PR Agencies Report

Following the success of the inaugural 2012 report, I am delighted to invite you to submit details for the 2<sup>nd</sup> Annual Top 50 PR Agencies Report 2013.

This report benefits the PR industry in a number of ways: it showcases agency success within the PR sector, it helps inform CEOs and In-house PRs looking for agencies, and it assists the industry to better understand the PR market in Australia. The 2012 report is here: <http://goo.gl/uP5Pa>

What's in it for you, the PR agencies? By making the list you have a powerful marketing tool for your agency which will help open doors and win new business, and attract new staff looking to join a successful agency.

Please submit your agency's details for consideration. The report will be split into two categories:

1. The Top 25 PR agencies by size (aka **The Top 25**)
2. The Top 25 Boutique PR agencies

1. The Top 25 PR Agencies by size: Agencies will be listed based on revenue for 2012
2. The Top 25 Boutique PR agencies: Boutique agencies will be grouped into 5 categories:
  - a) Health & Wellbeing (incl pharma), Financial/Investor relations, Technology/IT&T, FMCG & experiential, and Public Affairs & Government relations
  - b) A "boutique" agency is defined as an agency specialising in one sector, with 51% or more of agency revenue coming from one sector.

Please send the following information to [glen@theprreport.com](mailto:glen@theprreport.com)

1. Agency revenue for 2012 and 2011 (or last 2 financial reporting periods)
2. Please note that revenue information will NOT be published in the report

**Deadline: 16<sup>th</sup> August for publication on 16<sup>th</sup> September**

The final report will be sent to subscribers of The PR Report (approx 8000 people). Thank you for considering this request and I look forward to hearing from you soon.

Kind regards  
Glen Frost

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P.S. The 2012 report is here: <http://goo.gl/uP5Pa>

P.P.S. We have 3 pages of advertising left in the 2013 report; please email me for a media kit

## Snippets

The Federal Coalition has committed itself to several inquiries, reviews and white papers if it wins government at the coming federal election. This **Barton Deakin** brief outlines the nature and scope of each proposed inquiry: [BD Briefs: Summary of Proposed Coalition Inquiries](#)

**Porter Novelli** wins the Panasonic account

**Lisa Hresc** has been appointed to the role of Head Marketing & Communications, ABC Commercial

UK agency creates book of top PR ideas, called **The PR Moment**:  
[http://issuu.com/prmoment/docs/ioty\\_2nd\\_ed\\_low\\_res?e=8259649/3710404](http://issuu.com/prmoment/docs/ioty_2nd_ed_low_res?e=8259649/3710404)

Ex editor of news.com.au, David Higgins, moves into a Social Media role, with responsibility for marketing the corporate message for subscription TV platform **Foxtel**.

Jo Liddell leaves OMD and starts role with experiential PR agency **Rinsed** as Managing Director.

PRs: looking for AE job? “make us love you” in 1 Tweet said @PN\_Sydney #PR #socialCV - plenty of negative comments on Twitter slamming Porter Novelli, but the media coverage meant thousands saw the tweet. Sadly, the deadline was 14<sup>th</sup> July, but we’re sure they’ll be another soon. A great idea.

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## Account wins

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### Thrive PR wins Temple & Webster account

Online homewares and furniture retailer, Temple & Webster, has appointed thrive PR + communications to handle its national PR account and integrated PR communications.

Temple & Webster is a members-only online retailer, which features daily sales events offering a variety of homewares and furniture from over 300 Australian retailers and suppliers. In the past 12 months, Temple & Webster has offered over 25,000 individual homewares products for sale in over 1,000 sale events with prices at up to 70 per cent off retail.

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### Text100 wins BlackBerry account

Text 100 has commenced work on the BlackBerry campaign in Australia and NZ following the appointment of Text100 and APCO as BlackBerry’s global agency of record.

On the enterprise side of the business, Text100 is also pleased to announce winning three new enterprise clients, cybersecurity expert Websense, application usage management company Flexera Software and IT management software company SolarWinds.

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## Agent99 wins three clients; all authors

Agent99 Public Relations has added three literary clients to its portfolio of Australian book authors. Signing up authors Michael McQueen, Sam Cawthorn and Anders Sorman-Nilsson.

Agent99 PR has aligned with 3-time bestselling author Michael McQueen to promote his new book 'Winning the Battle for Relevance'.

The agency will roll out a campaign to promote 'Bounce Forward: How to transform crisis into success' by author Sam Cawthorn. Agent99 is also promoting the release of new book, "Digilogue: how to win the digital minds and analogue hearts of tomorrow's customer" by Anders Sorman-Nilsson. A futurist and innovation strategist, Anders has helped leaders across the world to map, prepare and strategise for foreseeable and unpredictable futures.

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## Bang PR wins V8 Supercars

V8 Supercars, the Australasian owner and organiser of V8 motorsport events, has appointed Bang PR for manage their PR around Australia. With 14 Championship events on the calendar and two international rounds, Bang PR will manage a full national PR program for the sport, plus the Sydney 500 event in December, the grand final of the V8 Supercars Championship.

Bang PR will work closely with other V8 Supercars agency partners on PR, event and communications programs, including P4 Group, a Brisbane-based integrated agency who were last month awarded the V8 Supercars ARMOR ALL Gold Coast 600 event.



The addition of the V8 Supercars account to the Bang roster follows other recent successful wins for the M&C Saatchi-owned PR specialists, including their appointment to News Corp Australia's commuter brand mX.

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## DEC PR wins EA Mobile account

DEC Communications (DEC PR) has won back the EA Mobile account. The Agency first handled the EA Mobile business between 2009 and 2011.

The ongoing retainer will see DEC PR supporting all key title launches in Australia and New Zealand. Additionally, the Agency will position EA Mobile as a marketing platform to trade and business audiences for in-game advertising.

EA Mobile is part of the global entertainment company Electronics Arts, the highest grossing publisher on the Apple App Store. EA Mobile also owns the largest mobile game development studio in Australia. Successful franchises include Plants VS Zombies, FIFA and Madden, Real Racing 3, The Simpsons: Tapped Out and the Sims FreePlay.

DEC PR have recruited Brittany Connor, who joins as a senior consultant. Picture on cover page: L-R is Sarah-Ann Brittain, Account Director; Brittany Connor, Senior Consultant; Ashleigh Favaloro, Account Manager; and Agata Kenna, Managing Director.

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## Hausmann Communications two new client wins

Public relations agency Hausmann Communications, part of the Hausmann Group, has added two new clients to its roster of consumer brands.

The agency will now manage the social engagement strategy and consumer PR for Parmalat's probiotic yoghurt brand Vaalia.

After an extensive pitch process and in a win that extends the agency's remit with Merlin Entertainments Group, Hausmann Communications will now manage the consumer and trade PR for the brand's Victoria attractions. These attractions include ski resorts Hotham and Falls Creek, Melbourne Aquarium and The Otway Fly Treetop Adventures.

Hausmann has worked with Merlin Entertainments Group in Sydney for two years, overseeing the public relations for Madame Tussauds, Sydney Tower Eye, WILD LIFE Sydney Zoo, SEA LIFE Sydney Aquarium and Manly SEA LIFE Sanctuary.

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## Espresso Communications wins six new clients

Espresso Communications has been appointed as the public relations agency for six new consumer and business technology clients: InsightfulCRM, Invitbox, LifeProof, Red Bee Media, SolarMax and Vimily.

The new accounts broaden Espresso's reach into the technology, media and sustainability sectors, and join existing clients including LogMeIn, Sophos, UXC Connect, Airtasker, Local Measure and the Interactive Games and Entertainment Association.

Espresso has also hired Gabriel Wong as Senior Account Director. Gabriel originally started with Espresso in 2007 and he has re-joined the agency after a two year stint in Singapore working with Yahoo! Asia Pacific and Porter Novelli.

Founder and Managing Director, Corrie McLeod, also welcomed the arrival of a baby boy to the world; congratulations and best wishes Corrie.

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## Ogilvy PR wins Mercer account

Ogilvy Public Relations Australia has won the PR account for Mercer, a global consultancy in talent, health, retirement and investments, for Australia and New Zealand.

Ogilvy PR's remit will cover all aspects of Mercer's media strategy including social media strategy and implementation.

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## Brand New Solutions wins BioCeuticals

Specialist Preventive Health public relations firm, Brand New Solutions, has won the BioCeuticals PR Account including the BioCeuticals range of practitioner-only supplements and IsoWhey nutritional products.

Now in its second decade, Brand New Solutions has signed with BioCeuticals as its PR Agency, working closely with the in-house team to help advance the profile of the practitioner-only brand of supplements amongst the media and consumers.

In addition, the agency is also working on IsoWhey, the range of nutritional products including protein powders, snack bars and more. BioCeuticals and IsoWhey are owned by Australia's largest healthcare company, Blackmores Limited.



### Four Paws PR launches, specializes in pets

Pet specialty agency, Four Paws PR, has launched in Sydney to service the massive pet industry with an annual revenue of \$8 billion and growing. It has continued to grow during the GFC, ranking 117 out of 498 industry sectors well ahead of wine manufacturing and not far behind copper ore mining.

Four Paws PR was established by pet owner and lover, Louise Lees, who has over 25 years experience in media and marketing. Lees saw a major opportunity to utilise her love of pets and passion and experience in media and marketing.

"I own and love pets and this is such an exciting market, it has evolved into so many aspects of our lives especially as we increasingly view pets as a valued member of our family," said Lees.

"We want to provide PR services to pet related companies but we also want to provide specialist advisory services to non-pet related companies.

With over 63% of Australian homes owning at least one pet, brands can't ignore this major market. If they don't accommodate pet owners in their advertising and product development then they will miss valuable opportunities" continues Lees. There's the massive spend on food, veterinary care and accessories. But this has expanded as pets now have their own Facebook page, Twitter account, there are day care businesses, pets travel with us, eat organic pet food, lounge on luxury furniture. Lees believes this offers major opportunities for brand extensions.

The automotive industry is ahead of most others and it should be considering that 16 percent of Americans buy cars with their dog in mind and the data is very similar in Australia.

"Marketers have to get out of the mindset of how they may view pets. Owners have a completely different attitude and marketers have to get into the pet owners mind to be able to reach them effectively" says Lees.

Women are the main carer and purchaser for pets and Lees says that when marketing to women pet owners, it's important to remember they are a community, a unique community. Typically, the major carer of the pet is female, married with children, living in the suburbs and most likely employed. Research of over 80,000 women surveyed, over 80 per cent spend more on their dog than on their partner. "Women in this community are as emotionally attached to their pets, for the most part, as other women are to their children. Their dog is just like a kid to them," says Lees.

Four Paws PR is launching the first ever Greyhound Awareness Campaign in September to increase the community's understanding of the true nature of the Greyhound. "Greyhounds are Gorgeous" Month is running from 1 to 30 September nationally with the objective of increasing the level of fosterers and adopters of Greyhounds.

<http://fourpawspr.com>

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### Aussies and their pets; fast facts:

The PR Report was intrigued by the launch of Four Paws PR, and as a long time pet owner, interested in the size of the market opportunity, so we asked Four Paws PR for some key market statistics. Although this economic crisis has been one of the worst in history, the pet industry is growing. Australia has one of the highest pet ownership figures in the world with over 37 million pets (ACAC 2010). An eye popping \$7.88 billion was spent in 2011-12 on pets, pet care products and services.

Australian households spend almost \$1500 a year on their pets, outstripping many other average annual household costs, including electricity (\$1440), eating out (\$1460), alcohol (\$1040) and public transport (\$260). Specifically, the separate categories are:

**A. Veterinary Services 2013 - \$2.95 billion**

Recent advances in veterinary medicine mean domestic pets now have access to many of the medical treatments that have long been available to humans, as well as more recent breakthroughs such as stem-cell therapy.

**B. Grocery and non-Grocery sales of Pet food - \$2.8 billion**

Pet food is the second largest pet segment, after vets, accounting for \$2.8 billion per annum and growing. Total grocery retail sales account for 72.5% of dog and cat food sales, and 50.3% of other pet food sales. Pet Food online sales = \$78 million.

**C. Pet Accessories - \$810.4 million**

Pet owners forked out \$780 million on pet products and accessories, including diamante collars, clothing and kitty handbags, according to latest figures from market researcher IBISWorld.

**D. Pet Care Products - \$314.9 million**

This market comprises of cat litter, healthcare (includes flea and tick treatments), dietary supplements and other pet care products such as toys, food bowls, dog kennels, collars, brushes, fish tanks, grooming and dressage products

**E. Pet Services Summary - \$1.04 billion**

Ranging from pet transport companies, to groomers, pet insurance providers, day care facilities, boarding and minding, dog walking, funeral, cremation and burial services, dog training and pet clubs and associations.

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## Anne Wild & Associates launches PR campaign for Atkins diet

International diet supplier Atkins Nutritionals is re-launching its low-carb weight management plan and products in Australia with an integrated marketing campaign spearheaded by radio presenter Fifi Box.

The New Atkins campaign featuring Box will include a mix of radio, online, in-store and TV as well as a national PR program.

Anne Wild & Associates will manage the PR.

Right: Anne Wild & Associates team photo



## VIVA! launches digital division

Health and wellness communications agency, VIVA! Communications, has launched VIVA! Digital.

“To emphasise VIVA’s understanding of the digital space and to highlight VIVA’s creative capabilities, we have established a digital services arm called VIVA! Digital,” said VIVA’s Director, Kirsten Bruce. “Marketers can no longer afford not to be part of the online conversation as the healthcare sector is steadily moving in to the digital space.

“Companies need to cater for an increasingly mobile audience and this translates in to new communication resources such as mobile enabled websites, microsites, and easily accessible and shareable digital resources such as infographics, video-clips and 3D animations, Bruce said.

VIVA! Digital will not take place of the traditional media relations provided by the VIVA! team, but will instead complement integrated communication strategies while influencing health and wellness across digital platforms.

“An integrated campaign is designed to maximise outreach and extend on campaign massaging and longevity. Being relevant in the digital area demands understanding of the digital media space as well as industry knowledge on the code of conduct,” said Bruce

## VIVA! wins new accounts, added to pharma panel

VIVA! Communications have won the account of pharmaceutical company, bioCSL, successfully winning Copaxone, after bioCSL acquired the treatment from Sanofi. VIVA! have also won work with bowel cancer test manufacturer, Enterix Australia, a long term client.

VIVA! Communications recently delivered two PR campaigns for UCB Pharmaceuticals in the movement disorder field, raising awareness of epilepsy in March for Purple Day 2013, and launching a novel treatment for Parkinson’s in June 2013. In addition, VIVA! Communications have been offered a prime position on the GlaxoSmithKline (GSK) PR panel from June 2013.

The latest version of a global tool that provides up-to-date information on pharmaceutical marketing, public relations and advertising codes across 16 countries, is now available via the VIVA! Communication’s GLOBALHealthPR network.

Now in its third edition, The Global Guide to Pharma Marketing Codes, provides guidance for responsible health care public relations at local and global levels. GLOBALHealthPR partners world-wide, including VIVA! Communications, contributed to the guide to add local perspective to commonly asked questions in pharma marketing and PR.

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## WrightsPR signs pro-bono deal with Springboard

WrightsPR is supporting women in business through new pro bono client Springboard Enterprises Australia, a non-profit business accelerator, which connects female innovators with investors and influencers.

The inaugural Australian program includes eight of Australia’s most promising women-led companies in bio-tech, retail-tech, marketing, green property, hi-tech and design.

Wrights General Manager Lauren Zammit said the firm was pleased to lend its expertise to help Springboard increase the number of successful women-led businesses in Australia: “During our 25th year in business, Wrights sought to identify a pro bono client with values similar to our own. With a track record of supporting women in business, Springboard fits the bill and we’re very pleased to contribute to its success,” she said.

Springboard Enterprises Australia recently launched its unique transpacific partnership with Springboard Enterprises to give Australian women entrepreneurs access to 500 women-led companies and an expert network which helped women raise more than \$5.6 billion in financing.

A recent study commissioned by Google explained how Australia could add \$109 billion to the economy and create 540,000 additional jobs by boosting the entrepreneur community.

Visit <http://www.springboardenterprises.org/australia> for more details.

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## Hill+Knowlton launches Pollie Skin Check campaign

Hill+Knowlton Strategies, on behalf of LEO Pharma, conducted an innovative campaign which saw our best-known politicians bare all to help cut Australia's high rate of skin cancer.

Hill+Knowlton Strategies rolled out the Pollie Skin Check Day campaign with cricket legend, Allan Border, incorporating an extensive stakeholder relations program and media events at Parliament House in Canberra.

As part of the campaign, politicians from all sides had their skin checked by a dermatologist and their photo taken with Allan Border. In total, over 60 MPs had a full body skin check.

Politicians, including Tony Abbott, Malcolm Turnbull and Kevin Rudd, lent their support to a national awareness campaign called Know Your Own Skin which has been developed by leading experts to encourage people to regularly check their skin in order to help detect changes in their skin and save lives.

"The success of this campaign is a combination of H+K's marcomms and public affairs expertise. An equally powerful part of the campaign was the coordinated social media activity on the day with leading politicians spreading the word to their many supporters," said Peter Welburn, General Manager, LEO Pharma Australia.

The Pollie Skin Check Day generated nationwide media coverage and caused a stir on social media, with MPs tweeting their photos with Allan Border and encouraging all Australians to check their skin regularly.

"We are incredibly proud of our work and results we have achieved for Pollie Skin Check Day," said Paul Plowman, CEO, Hill+Knowlton Strategies Australia.

"LEO Pharma is a long standing client of H+K and this latest campaign, combining these different elements, demonstrates the depth of expertise we bring to our clients.

"Allan Border's appearance at in the Chamber at Parliament House created quite a stir and a welcome distraction from the leadership speculation, with cross-party acknowledgement from all members of the House of Representatives," he concluded.

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## BlueChip and F4 announce joint venture

BlueChip Communication and F4 Consulting have announced a joint venture. Under the deal, the firms will share premises, intellectual property, consulting methodology and key team members.

The firms are co-located in BlueChip's existing Sydney office and commenced jointly working on client projects ahead of formalising the joint venture. BlueChip originally part-financed the start up of F4 Consulting.

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## Wilkinson Group sells agency to staff

Veteran journalist and PR consultant, Peter Wilkinson is set for a change of pace after selling over half his business in a staff buy out. Peter and his wife Claire, who co-founded Wilkinson Group and is general manager of the company, were keen to take the opportunity to refocus their energy.

"We've spent over 11 years building Wilkinson Group to a respected position in the market. Prior to establishing the agency, Claire and I both had 30-year careers in the media and entertainment industries. We feel it is now time for us to take a step back and work smarter, not harder." said Peter.

In recent years, Claire and Peter had restructured the business around three pillars - crisis communications, social media and sustainability.

The staff have created a new company, Etched Communications, which will continue the Wilkinson Group's tradition of client-centred service. Managing Director of Etched Communications is Andrew Butler said: "Peter will still be providing strategic counsel to the team and our clients."

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## Red Agency wins Asia-Pac awards for Aussie work

Australian PR and marketing communications agency Red Agency has been named Asia-Pacific PR Consultancy of the Year at the PR Week Asia 2013 awards. The agency, part of the global PR holding company, Havas PR, took out the award on the evening while picking up two additional awards for campaigns for Mortein, and Foodbank Australia.

Red Agency were awarded the 'Best Use of Social Media' for their work with Reckitt Benckiser's Australian household pest control brand Mortein and the brand's mascot, Louie The Fly. The agency also scooped the 'Corporate Publications' award for the 'End Hunger In Australia' campaign for Foodbank Australia.

These award wins come hot off the heels of Red Agency's success in Cannes this year, landing three Lions for the 'Most Powerful Arm Ever Invented' campaign, in the Charity, Digital PR and Cyber categories.

Photo on cover page: James Wright, Managing Director, Red Agency and Havas PR Asia-Pacific

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## PR veteran launches Bradford Public Relations

PR industry veteran Nathaniel (Nat) Bradford has launched a new full service public relations agency, Bradford Public Relations (BPR).

Building on Nat's 20 years in the communication industry, BPR will focus on Nat's areas of strength in the consumer technology sector, sports lifestyle products, and tech driven start-ups.

BPR's foundation clients include wearable action video camera brand, Contour, Australia's oldest and most respected audio distribution company, International Dynamics, and Australian start-up parcel pick up service, ParcelPoint. Based in Adelaide, BPR also has consultants in both Sydney and Melbourne with more consultants expected to join shortly.

Contact: Nat Bradford. E: [nat@bradfordpr.com.au](mailto:nat@bradfordpr.com.au) website: [www.bradfordpr.com.au](http://www.bradfordpr.com.au)

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## Hill + Knowlton wins Asia PR award

Hill+Knowlton Strategies Australia scooped the award for best Public Affairs Campaign at the PRWeek Asia Awards 2013 in Hong Kong. H+K Australia's entry, "[Securing FPMarkets' Future](#)" won the Certificate of Excellence at the ceremony in Hong Kong on 27 June, the only entry to win an award among the five shortlisted submissions under the Public Affairs category. The certificate was accepted on H+K Australia's behalf by John Morgan, H+K's President and CEO, Asia.

The award-winning campaign consisted of an integrated public affairs, financial communication and issues management strategy designed to influence the Australian corporate regulator and ward off potential regulation that threatened Sydney-based FPMarkets' CFD (Contracts for Difference) business.

In a campaign lasting several months in 2012, a small team of communications experts at [H+K](#) in Sydney engaged with financial journalists and government regulators to demystify the complexities of the CFD industry and explain the impact of proposed regulation on traders.

The campaign was led by Stuart Kelly, Associate Director (in photo, right) and supported by Tim McPhail, Director.



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## Corpwrite Australia announces US affiliate

New York-based writer and communication specialist Vanessa Mickan has linked with public affairs agency Corpwrite Australia as an associate consultant.

Over the last two decades, Mickan has enjoyed a successful career as an author, editor, professional writer and public relations specialist in Australia and the United States.

Since taking up residence in the United States in 2006, Mickan has edited Boom! for long-term NBC news anchor Tom Brokaw and has ghost written five well-received nonfiction books. Mickan has worked as an editor for many eminent Australians, including Booker Prize-winning novelist Thomas Keneally, journalists Ray Martin and Paul Barry, sociologist Hugh Mackay, finance commentator Noel Whittaker.

Additionally, Mickan has worked with a number of Sydney-based PR firms, producing a vast array of written material including speeches, media releases, website copy and general marketing collateral.

"Vanessa is an outstanding writer and communication professional, who has written on topics as diverse as personal finance, real estate, sales management, healthcare, career advice, education, and the beauty and bridal industries," says Anthony O'Brien, director, Corpwrite Australia.

Having mastered the writing styles and idioms that make sense to North American audiences, Vanessa Mickan is ideally placed to help Australian companies enter the US market – or American companies expand into Australia.

In May 2013 Mickan and O'Brien met with Austrade in New York to discuss opportunities for Corpwrite Australia in the US. Australian-born Mickan has firm views on the opportunities that the United States presents to Australian firms.

"Despite the challenges thrown up over the past six years, the United States remains a business powerhouse, and an ideal market for many ambitious Australian entrepreneurs," says Mickan.

However she warns that there are significant cultural differences, which have the potential to derail the financial aspirations of unsuspecting Australian entrepreneurs.

“In the US there’s no such thing as a tall poppy syndrome – Australians are unused to this. Here, you have to unashamedly sell yourself, which is expected; if you don’t, people will get suspicious or write you off. Having now lived in America for the last six years it’s something I’ve learnt to do.”

“Honing your ‘elevator pitch’ is also crucial. In a time-starved business environment where you’re competing with a huge number of people pitching their own great ideas, you have to persuasively tell your story in a sentence or two. Again, that’s become one of my tools of trade,” says Mickan.

Vanessa Mickan’s marketing tips for Australian firms launching in the USA:

- There’s no tall poppy syndrome in the US – Australian firms must learn how to sell themselves confidently and decisively. It’s expected.
- If you fail to sell yourself adequately, you’ll be written off.
- Time is in short supply, so a one- or two-sentence “elevator pitch” is critical when launching into the US market.
- Getting your foot in the door can be tougher in the US, so put extra time and effort into networking and building your referrals base.
- Always give US comparisons for your business experience. Research US companies to find ones that are equivalent in market share or status to yours.

## KDPR celebrates 10 years and re-signs major accounts

Brisbane communications agency KDPR is turning 10 and celebrating the milestone with a full brand refresh, new website and major client wins.

The full service agency, which undertakes communications activities in a diverse range of industry sectors including mining, energy resources, property, tourism, not-for-profit and consumer brands, have re-signed national not-for-profit organisation BoysTown after a successful six month campaign across 2012-13.

KDPR was also recently engaged to manage the announcement of a major oil and gas investment into Queensland, and establishment of the international headquarters of Petroserv Australia. The investment by Petroserv Group, the first by a Qatari company in Queensland, resulted in the establishment of Petroserv International to which KDPR provided support via government relations, stakeholder management, media relations and event management.

To thank their supporters over the past 10 years, KDPR is running a social media campaign to win ‘Brisbane’s Ultimate Corporate Cache’ with a total prize value of over \$2,500. Visit [www.kdpr.com.au](http://www.kdpr.com.au) to find out how you can enter.

Team photo:

L-R Kristin Devitt, Ben Wicks, Sarah Ballard, Dale Napier, Danni Trewin, Brooke Boyschau



## Frank PR appoints Atherton as GM

Polly Atherton is moving from the agency's London headquarters to take on the role of GM at Frank PR Australia. As part of the management reshuffle, Amy Whittaker is promoted to 2IC and Peter O'Sullivan is leaving the agency.

Frank's client base includes the likes of Durex (for whom it just won Silver at the Cannes Lions 2013 for its work alongside Havas Australia on the Durexperiment Fundawear campaign), Clearasil, Air Wick, Blow Dry Bar, Jack Daniels, NBC Universal, Maxwell, and the recently launched Fiji Airways.

Atherton was part of the senior management team at Frank PR UK where, amongst other things, she handled one of the industry's biggest entertainment launches ever for Activision's Call Of Duty brand for three consecutive years, winning a host of PR awards in the process.

## Media Stable's 1<sup>st</sup> Birthday; growth on target

Media Stable has celebrated its first birthday with over 140 profiles added in its first 12 months of business. According to founder, Nic Hayes; "Brisbane is the fastest moving office with new members signing up daily, and Melbourne starting to move along quickly with more medium sized businesses ... Our most popular sector that is almost filled in all states around the country is the Family Law."


Hayes' short term goal is to reach 400 profiles by Christmas for which Media Stable are on target to achieve. Hayes is looking for professionals and experts working in Law, Health, IT and Education from Sydney and Melbourne.

## Elders Real Estate looks for guest bloggers

www.sourcebottle.com/query.asp?iid=16&qid=23503

http--www.thet... Freelancer.com ... The PR Report Twitter Imported From IE Media Spy | Me... WL http://w

### Guest Bloggers Wanted

<b>Country:</b> Australia	<b>Summary:</b> Looking for contributions to discussions, advice, observations about Real Estate in Sydney	<small>Advertisement</small>  <p>green supercamp July 1st to 7th, 2013 Junior Forum July 10th to 16th, 2013 Senior Forum The Green School, Bali Indonesia</p>
<b>Media outlet/Publication:</b> Elders Real State	<b>Details:</b> Guest bloggers invited to create articles to be displayed on <a href="http://realestatesevenhillsnews.com.au/">http://realestatesevenhillsnews.com.au/</a> a blog and website about real estate in western Sydney.	
<b>Does your source need to be local?</b> Yes (Sydney)	<b>A guest post is:</b> <ul style="list-style-type: none"><li>- between 300 - 800 words</li><li>- about anything to do with real estate, from any perspective</li><li>- not published elsewhere</li></ul>	



# Book review: Fairfax: The Rise and Fall

Book: Fairfax: The Rise and Fall. Author: Colleen Ryan  
Review by Glen Frost, The PR Report

Colleen Ryan has written a comprehensive book on the mistakes the Fairfax family and the Fairfax board made that led this giant publisher being relegated to the sub \$1billion market cap category.

Ryan's book is long on detail – too long really. The first half of the book could be reduced by two thirds; there's too much commentary on the Fairfax intra-family bickering. Not exactly a gripping yarn.

The book's redeeming feature is the second half, where Ryan gets into the juicy bits; the deals with Packer, Murdoch, and various Prime Ministers, and the Board's failure to embrace the web, letting rival start-up businesses take billions of dollars of classified advertising revenue that once was theirs, and eroding the influence of the key masthead brands.

The final chapter explains how a few web based companies, carsales.com.au, Seek and realestate.com.au have taken the "rivers of gold" that used to flow through Fairfax territories, but now water new pastures.

Is there any value for PR practitioners in this book? Maybe.

There are two reasons PRs should buy this book. Firstly, because lots of your friends in the media will be reading it; you'll want to add your bit to the dinner party (or bar room) conversation.

Second, there's a couple of PR nuggets in the rough. Pages 260-261 give an amazing insight into how the PR agency sector operates in Australia; Ryan describes how PR agent Sue Cato, CEO of Cato Counsel, was hired by the Fairfax board to advise on dealing with major new shareholder, multi-billionaire Gina Rinehart. Cato suggests fellow PR high flyer Ian Smith might be best placed to advise Rinehart. Smith duly becomes Rinehart's PR guy, with Ryan's language suggesting that's how things are done in PR in Australia; it's who you know that matters. According to Ryan, Smith resigned the Rinehart account after just two months. A salutary tale about client-agency dynamics and an insight into Australia's establishment and their PR agents that, sadly, Ryan doesn't explore further.

Fairfax Media (ASX: FXJ) is listed on the Australian Stock Exchange (ASX), and readers can use the [asx.com.au](http://asx.com.au) site to look at the share price performance; the 10 year chart is shown at right, and illustrates Ryan's key point about how numerous CEOs and Boards have overseen the destruction of shareholder value.

PR practitioners, particularly those who work in, or for, listed companies, witness first-hand the results of incompetent boards and arrogant CEOs; falling share prices and the destruction of shareholder wealth. Viewed in this way, the Fairfax Media story isn't that much of a surprise. As always for investors, it's a case of Caveat Emptor.

The advantage of writing a book about the media is that it's a sector full of colourful characters; Ryan's book contains media moguls, powerful politicians and assiduous advisors, such as Malcolm Turnbull, who is now Opposition Minister for Communications & Broadband. Turnbull has a knockout quote; so good, it's on the cover. Given Turnbull's credentials as a journalist and web entrepreneur, it's a wonder he wasn't ever CEO of Fairfax; still, at the current share price, he could afford to buy Fairfax now.

Most of Ryan's book is stuff you already know, but it's worth reading if only for the PR insights.

FXJ, FAIRFAX MEDIA ORD

The chart of monthly prices over 10 years for security FXJ



\* More charting options are [available](#). Please note the scale applied to chart axes when comparing performance of

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## Appointments

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### PPR appoints Frank PR MD to content role

Peter O'Sullivan returns to PPR to head up the agency's move into content marketing by taking up the newly created role of Director of Content.

The appointment follows PPR's two recent announcements; the launch of video distribution platform PSS Media and the signing of a partnership with Australian production house, King Content.

O'Sullivan returns to PPR at the end of July after spending the last 18 months as Managing Director for Frank PR Australia.

PPR has accelerated its integration of content creation and distribution across the agency and this new Director of Content role reflects the expansion of services in this area.

PPR has restructured the organisation to become a multi-channel communications agency, working across owned, earned and paid for content for clients in Australia, New Zealand and most recently in its new offices in New York, Washington DC and San Francisco.

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### Thrive PR appoints new staff

Independent PR agency, thrive pr + communications, has made a series of key appointments in recent months, to support the agency's ongoing success and growth.

Louise Parris has been appointed as the agency's first General Manager for Thrive Melbourne while Gwyneth Moore takes on a newly created role at Thrive, National PR Director, which will work across both Melbourne and Sydney offices and will be based in Sydney.

Thrive, which is the exclusive agency to Coles Supermarkets in Australia, has won a number of high profile clients in the first half of 2013 including Twitter, which was won in a highly competitive pitch against local and multinational, traditional PR and digital agencies.

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## Articles

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### Porter Novelli and CumminsRoss launch Dairy Australia campaign

Australia's dairy industry is showcasing its resilience, pride and tenacity with the launch of a major new communications initiative from Dairy Australia, set to break nationally on August 4.

The new 'Legendairy' platform moves dramatically away from traditional product promotion to put the spotlight on the industry as a whole, with an emphasis on telling the inspirational stories of the people behind the product; celebrating Australia's Legendairy dairy farmers, the quality dairy foods they produce and their contribution to the Australian economy.

The fully integrated communications strategy will see eight new Legendairy advertisements airing across all mediums with extensive below the line support ranging from public relations to grassroots sponsorships and visibility in Australia's eight regional dairy communities as part of an initial three year strategy.

It's the first major dairy advertising campaign for six years from Dairy Australia and recent overseas experience highlights the fact that non-branded dairy advertising works.

In fact, generic dairy advertising recently resumed in the UK after five years successfully halted the decline of milk sales by 82 million litres within just 18 months. Working with Melbourne based advertising agency, CumminsRoss, and public relations agency, Porter Novelli, the Legendairy campaign initially delivers eight advertising executions running across television, print, digital, radio and an exclusive sponsorship of the Melbourne Victory versus Liverpool FC match on 24 July.

For information, visit [www.legendairy.com.au](http://www.legendairy.com.au)

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## Brand USA appoints Ponte

The launch of Brand USA as America's first cooperative destination marketing organisation in over 15 years represents a significant milestone for all those with a stake in travel and tourism in the USA.

"Brand USA's efforts in Australia and New Zealand will be focused on delivering programs and platforms that increase awareness and enhance the image of the United States among travellers from this market," says Joe Ponte, Strategic Director for Brand USA in Australia and New Zealand (pic, right).

The event will also officially introduce the Brand USA Australia team which will be directed by Ponte. Ponte, former national Marketing Manager for Flight Centre, brings more than 15 years marketing management experience to the role and will lead trade and PR staff in Australia and New Zealand.

The Corporation for Travel Promotion—now doing business as Brand USA— was created for the purpose of encouraging travellers from all over the world to visit the United States of America.



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## Cropper releases book on media interviews in the digital world

Reputation Australia CEO Steve Cropper releases new book, Mastering Media Interviews In the 21st Century. With the rise in social media there are now more channels through which people communicate than ever before. Media interviews remain an effective channel to participate in a dialogue with stakeholders, but without media training opportunities may be missed to convey key messages. A spokesperson who cannot communicate effectively will simply not be heard.

In Mastering Media Interviews in the 21st Century, Sydney-based media trainer Steve Cropper shares his thirty years' experience in helping individuals become successful spokespeople across a number of fields. The book is a compilation of practical techniques to help develop skills and confidence in 'the art of the interview' in the fast-changing world of 21st century media.

Steve Cropper is one of Australia's leading media trainers having spent 30 years in TV and radio journalism, politics and public relations. In addition, he has assisted a wide range of professionals to develop their skills as presenters, negotiators or generally improve their interpersonal communication skills.

For more information on the book [www.reputationaustralia.com.au](http://www.reputationaustralia.com.au)



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## Ethical Enterprise Award launches for positive social impact

The Ethical Enterprise Award 2013 recognises and celebrates the achievements of Australia's most inspirational enterprise – a business or organisation, regardless of size, which has had a positive social and economic impact through its innovative ethical practices.

An initiative of Victorian-based social enterprise Moral Fairground, and superannuation fund Australian Ethical Investment, the Ethical Enterprise Award raises awareness of the importance of socially and environmentally conscious leadership and ethically orientated business, by celebrating the positive impacts and benefits to society.

Entry is open from 2 July and will close on the 30 September 2013. To enter visit [www.moralfairground.com.au](http://www.moralfairground.com.au)

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## Media

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### BERT MAGAZINE launches for iPad

BERT, a new quarterly general interest magazine aimed at men, has launched for iPad. The first issue is over 140 pages with 200+ photographs and over 15 minutes of short films accompanying several of the articles.

“BERT is aimed at the kind of guy who works hard but yearns to find the time to slow down and enjoy life a bit more”, explains editor and publisher Rob Macdonald.

BERT is initially only available for iPad and has a cover price of \$2.99. There are plans to roll it out over other tablet formats over the next few issues. The link for BERT in the app store can be found on the website <http://www.bertmagazine.com>

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### It does Pay to access quality news

By Nic Hayes, Managing Director of Media Stable

The Berlin Wall came down, the Great Wall of China is crumbling away we don't even have walls in our office since some smart office designer coined the term open office plan. While walls are coming down all around us there is one wall that is going up quicker than you can say “extra extra read all about it”. The paywall.

A paywall is a transaction by the consumer to access content that is protected by the publisher for the purpose of attracting a premium.

Journalism costs money. There are wages, desks, resources, expenses, support staff, editors to name a few costs and they don't come cheap. There was always going to be a movement towards paywalls for quality media and content eventually it was just who was prepared to do it first? It is happening all over the world and even here in Australia many popular publications and services have a subscription based model for you to access quality content.

The media over ten years ago created their own problem by creating a consumer that expected to get their news for free. The online platforms were rushed and each media house was competing for a holding and a footprint in what was thought to be the digital revolution. Advertising online was the new dot.com and each media group was just pressing each other to be fast and exclusive. The consumer was the winner. All of a sudden the news was handed to them on a plate, it was free and it was more current and relevant than it had ever been. A bigger problem was emerging in this surge for market share

of the digital space. Consumer behaviour was changing and it was changing rapidly. A sharp decline in the sale of newspapers added by the saturation and advancement of technology such as smart phones and tablets has made it easier to access information. A generation of consumers has already been indoctrinated that news is free and available to all. This is simply not sustainable and not good business.

Changing consumer behaviour has been tackled by some of the big boys in the media even though they fear backlash from the consumer. The trailblazer The New York Times introduced a paywall and Australian media sites like Crikey have built a business around the paywall model to ensure that they have a viable business. They have both done this by offering quality and exclusive content. The ability to put a value on their content and understand their market has been the cause for their success. The reality is that news costs and if the business is to remain sustainable someone has to pay. Even if it is a small amount a transaction is going to need to be made for quality journalism.

As traditional media struggles in this modern world the paywall and the desire for quality journalism might be its last chance. It took ten years to create a consumer that expects their news for free it might take another ten years to get them to pay for it.

Nic Hayes is the Managing Director of Media Stable

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## Mummy Blogger beats traditional media, says Direct Wine Cellars

By Angelica Nohra, CEO, Direct Wine Cellars

Ok, so we did a campaign through Mrs Woog which highlighted her experience with Prosecco. We offered her readers 20% off if they signed up to our newsletter. We had 110 people sign up which was above and beyond what we were expecting. Then, we had around 40% of those people purchase more than one case using their 20% off voucher which covered our costs of the campaign. It was a fantastic result and we are still able to nurture those who haven't purchased as yet as we have their details.

Compare this to last year when we did advertising through a magazine, spent \$28k and got 2 leads all year. We spent another 10k with another magazine and got absolutely no leads. Or compare it to the 6k we spent on radio only a year earlier for a 2 week campaign that brought as around 12 leads.

Mummy blogging has definitely been the most cost effective marketing that we have ever done and I'll do it again.  
Comment from Mrs Woog, Professional Blogger:

“Working with brands adds another element of authentic content to my site. By authentic, I mean choosing brands that have something to offer to your readers, in Angelica's case a great discount on orders and brand awareness delivered to an audience who is interested in the product. In this case, well priced Italian wines delivered to their door. I only work with brands that I have some sort of connection with myself. Because if I do, there is a higher chance that my readers will as well.”

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## NewsLifeMedia appoints Myers-Cooke as editor-in-chief of taste.com.au magazine

Brodee Myers-Cooke is an experienced editor who has worked in the magazine industry for 17 years. She has been the editor-in-chief of Woolworths Australian Good Taste magazine for seven years and assumes responsibility for taste.com.au magazine immediately.

The first issue of taste.com.au magazine will be on sale in early September.

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## Women for Media: growing source for finance news stories

Women for Media was launched in March 2012, and is now starting to grow and make an impression with journalists. There are over 120 Director-level women on the site with more being added. All women on the site have an interest in engaging with media and have made a commitment to be active in the network. All members are supported via media training sessions, brokering dinners with key journalists, a quarterly newsletter and the opportunity to contribute to topical call-outs on a fortnightly basis. There is also an active Twitter account - @womenformedia - where women on the network are continually promoted to a substantial journalist following.

The service is funded solely through the Women's Leadership Institute Australia (WLIA) which was founded by businesswoman Carol Schwartz.

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## Ten Network uses web to crowd sources name for new TV show

<http://ten.com.au/competitions-nametheshow.htm>



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## Australia's Facebook Performance Report

By Lucio Ribeiro, Lead Strategist, Online Circle Digital. Full report here: <http://www.theprreport.com/2013/07/851/>

This is our second report for 2013 which provides success benchmarks to increase your understanding of the strategies and tactics behind some of Australia's most successful Facebook brand pages.

In this report, Facebook user numbers have gone up, mobile usage has also increased; Facebook bought Instagram and launched Hashtags. However the greatest impact didn't come from Facebook but from the ASX.

The Australian Securities Exchange Guidance Note 8 was issued in March 2013 of May. The mandate requires listed companies to identify and monitor investor blogs, chat sites, forums and other social media sites that regularly contain posts about their business. As a result, Facebook has extended its territory from marketing teams to compliance teams and company secretaries. Considering the fact many holding companies are not directly represented on Facebook but indirectly via their subsidiaries we have created a list of the top ASX listed companies.

Along with the ASX graphic we have created 2 other graphics. The top 30 Facebook Pages by fans and the top 20 industries by number of fans. We have reproduced the most engaging content for each category including the most liked, commented and shared posts.

If you would like to be notified of future reports visit: <http://www.theonlinecircle.com>

# Havas PR wins 9 Lions at Cannes

The global PR agency Havas PR has picked up 9 awards at this year's Cannes Lions International Festival of Creativity. Havas PR's winning entries in the 2013 PR Lions include:

1. Media, Arts and Entertainment: Metropole Tweetphony—Havas Worldwide Amsterdam (Gold)
2. Healthcare and Services: Durexperiment Fundawear—Havas Worldwide Sydney (Silver)
3. Celebrity Endorsement: Fair Go Bro—Havas Worldwide Sydney/One Green Bean (Silver)
4. Best Use of Digital PR: Most Powerful Arm Ever Invented—Red Agency Australia (Silver)
5. Charity and Not for Profit: Most Powerful Arm Ever Invented—Red Agency Australia (Bronze)
6. Charity and Not for Profit: Giving Tuesday—Havas PR North America (Bronze)
7. Best Integrated Campaign Led by PR: Fair Go Bro—Havas Worldwide/One Green Bean (Bronze)
8. Charity and Not for Profit: The Airfood Project—Havas Worldwide Paris (Bronze)
9. Best Use of Media Relations: Loveville—Havas Worldwide Milan (Bronze)

Two more Havas campaigns were runners-up: Skinny Skinny from Arnold Worldwide (Retail and E-commerce, Including Restaurants); Fair Go Bro from Havas Worldwide Sydney/One Green Bean (Technology and Manufacturing).

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## TRANSMEDIA

### TELLING A CRACKER OF A STORY By Pauline Findlay

What do a Swiss professor; a New York TV producer and an Australian iPad game app developer have in common? They all believe in the power of transmedia storytelling to engage a community... and they are also just some of the fantastic speakers at the recent KR8V Sydney event.

So what is transmedia anyway? In a nutshell, it's STORY. To be specific, it's creating and telling a story that evolves across multiple platforms and gives its audience a more immersive experience.

How can transmedia storytelling engage a 'community' in our digital world?

To put the idea of community into perspective, Dr Martin Zimper, head of Cast/Audiovisual Media at the Zurich University of the Arts, pointed out that two of the oldest and most enduring communities in the history of human existence are the family and religion. Whether it's delivering a sermon or painting on a cave wall, stories have always been at the core of community life. Throughout history they have been used as a tool to draw members of a community together by educating, entertaining and emotionally engaging people. Humans need stories; to quote Dr Zimper they are like 'bread and butter' for the human soul.

This leads us to one of the big questions raised at the conference: if community is at the core of human experience and storytelling is at the core of community, then how do we apply this to the online world? Maybe we over-complicate the idea of an online community. After all we are just talking to people, so perhaps the best approach is for us to view the online and the offline world as one and the same. I can hear what you're saying... 'of course!' but we can all be guilty of this. When you are hidden behind a computer and cannot see your audience, it's not always easy to be transparent. It's not natural for us as human beings to communicate through a machine but we have to get better at it.

With the massive rise in the use of digital mobile devices (as one speaker pointed out, more people in the world own a mobile phone than a toothbrush!) the line between our online and offline lives is increasingly blurred.

So how can brands better build a human connection with their online community? Kristen Taylor, Senior Digital Producer at Al Jazeera English in America, explored how we can build connectivity in our online communities through immersion and shared experience. Kristen focused on the on-boarding experience for a user when they first come into online contact with a brand. This is the first step they take in joining a brand's online community so it's essential that they feel welcomed.

The reality is that 90% of any community won't actively participate or engage with you. So, knowing this, how do we engage that 10% to do the talking for us? Great content. This is content that wakes us up and makes us take notice and it normally comes from telling a cracker of a story.

Galvin Scott Davis, creator of Dandelion the #1 Kids game on iPhone in Australia in 2012, gave us another perspective on the role of storytelling when he talked about building an online community via a crowd-funding campaign. In running a successful campaign to raise the money to create Dandelion, he drew on many of the principals of storytelling.

Galvin developed an emotional connection with his audience by introducing them to his story's hero, a little boy who is bullied at school. He then used this initial hook to continually engage his audience throughout the crowd-funding campaign. It was a great example of a community rising to the call of action and becoming online ambassadors for the project.

So, what were the most talked about topics at KR8V?

1. Transmedia is about story... not the tools used to tell a story.
2. Treat your online community like you would treat your friends and colleagues in the real world.
3. Mobile technology is blurring the lines between the online and offline world (those people who sleep with their mobile phones already know this).

KR8V Masterclass, presented by X-Media Lab as a part of Vivid Sydney, was a fascinating cross-pollination of creativity, technology and business. The focus on storytelling at this year's conference confirmed for us that this is becoming integral to the way business is done in our increasingly digital world.

Pauline Findlay is the co-founder of Shooting Venus, a transmedia storytelling company. For information visit <http://shootingvenus.com/> and follow on @shootingvenus

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## Is Tout relevant to PRs?

By Jo Scard - The 'Tout' app - if a picture says 1000 words, then what does a 15 second video say? The answer: anything you want!

Tout is a new social media application that incorporates the short format genius of Twitter and the video skills of YouTube. It allows for users to create, shoot and post their own short messages to Facebook, Twitter, email or SMS. As a boutique communications agency we are always looking for new, free apps that will allow us to tell someones story in a clever or better way. Well Tout is just that - it revolutionises the way we connect on social media and it brings people closer by allowing for direct interaction in real-time.

For those in the Media/PR industries there is nothing more frustrating than trying to explain something over the phone or via email and have people still miss the point. Using Tout, professionals can now share information in a more up-close-and-personal format. Taking a short video, you can capture exactly what you're trying to say or elaborate on a point by using 'real words'. The platform can be linked into existing accounts on Facebook and Twitter, saving time and permitting quick responses to important situations. Videos instantly make business more personal and legitimate. Imagine saving time interviewing for a new office intern by having them make a 15 second video of their skills. Or being able to share with a client what your business does or your expertise.

We've decided to add Tout to our social media presence and suggest it to our clients because it's free and it will help tell stories. It will add another layer to our business by allowing future and current clients to see us and the interesting work we do. It will keep people engaged by giving them something more personal to view. And the best thing - the short video length dictates that the message must be brief, smart and to the point.

Fifty Acres Principal Jo Scard has been nominated for the 2013 Telstra Business Women's Awards



## Keep in touch

### Have you got news for The PR Report? (what we cover)

- We are interested in you, the people in PR and communications
- We are interested in news from agencies
- We are interested in suppliers to the industry: media monitoring, content creators, trans-media agencies and content marketing

Email the Editor, The PR Report: Shiva Azar: [news@theprreport.com](mailto:news@theprreport.com)

- Copy deadline = 10<sup>th</sup> of each month
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