



*Mitchell Communication Group 2009 Wrap*

2009 saw an evolution in media and marketing communications. This has created many challenges and opportunities. Here's what it meant to our people...

**Media Contacts (Sydney)** "With clients looking to more accountable media, digital was at the forefront, with the realisation planning and buying were no longer going to be sufficient in this new evolution. Strategy and analytics are now the new norm."

*Nick Behr*  
Managing Director

**Mitchell Communication Group (National)** "The financial turmoil over 2009 presented as much opportunity as it did challenge with marketers seeking efficiency without compromising efficacy in their operations."

*Anthony Charles*  
Managing Director Diversified



**Spark Communications (Melbourne)** "In a word: integration. This year we've instigated and executed some fantastic campaigns for courageous clients."

*Sharon Behen*  
Account Director

**Mitchell & Partners (Melbourne)** "Even with digital constantly evolving and social media taking off this year, it's nice to see that we could still create some true media firsts in print media."

*Sam Knight*  
Group Account Director

**emitch (Sydney / Brisbane)** "2009, the year that retailers began to heed the call that you don't have to be selling your products online in order to utilise digital channels to attract and engage customers and lure them into stores."

*Lachlan Brahe*  
Managing Director



**Mitchell & Partners (Sydney)** "James Packer confronting David Leckie about perceived negative coverage of his business dealings by the Seven Network. Even billionaires get into blues."

*John Lynch*  
Group Account Director

**Visual Jazz (Sydney)** "2009 has been all about interactive video, social media and augmented reality for Visual Jazz. Many of our clients are now exploring mobile – a field we expect to boom in 2010."

*Grant Henderson*  
Senior Creative

**Columbus (Sydney)** "The year search went back for seconds. As marketing budgets were sliced and diced, search continued to grow and achieve a larger percentage of the pie."

*Jon Roberts*  
General Manager

**emitch (Brisbane)** "iPhone and mobile applications continue to rock our world. I'm still waiting for mobile web to explode, as predicted every year since 2007."

*Yean Cheong*  
General Manager Digital

**Mitchell Communication Group (Sydney)** "We entered 09 under the cloud of an impending recession and doom and gloom shrouding our industry. We've thrived this year, have won significant business and are well set to continue our growth in 2010."

*Kenny Stewart*  
Group Director Business Development

**Mitchell & Partners (Perth)** "A year of education - communicating the increasing importance of the consumer, challenging what had previously been a brand centric and creative driven market."

*Paula Cameron*  
Strategist

**Symphony (Sydney)** "Marketing budgets had to work harder in 2009, a big challenge. But working with clients to understand the real drivers of sales saw new communication plans drafted, creating incremental value running into millions of dollars for clients."

*Mike Larkin*  
Managing Director

**Mitchell & Partners (Sydney)** "The increased levels of anxiety around decision making in marcomms this year created an unusual frequency of drama and excitement. It's been fun - and we've learnt a lot - now I really need a holiday."

*Joe Copley*  
General Manager

**Mitchell Communication Group (National)** "A tough year for publishers. Battling decline within an emerging dynamic digital model, they have finally realised that this behemoth cannot be stopped. The question is, are they too late to stop the global domination of Google who in a very short moment in time has brought publishers to their knees."

*James Zipeure*  
National Digital Trading Director

**Mitchell & Partners (Melbourne)** "In media it will be remembered as the year of the digital tipping point, when FreeTV launched its first new digital stations, and PayTV and online media were the only growth media."

*John Alderton*  
Director of Research



**Haystac (Sydney)** "PR measurement turned a corner with clients realising that shifting opinion, awareness and moving markets are important measures over media clipping quantity and advertising value equivalent."

*Kelly Drew*  
General Manager



**Mitchell & Partners (Sydney)** "What an incredible year to be studying consumer behaviour – a great reminder that what people say and actually do are rarely the same."

*Carmen Campbell*  
Consumer Insights Strategist



**Vivid/Rodeo (Melbourne)** "I describe 2009 as 'the social year'. With 300 friends on Facebook and LinkedIn combined, 155 following me on Twitter plus two blogs, photos on Flickr and MSN, I am only just getting started."

*Rita Arrigo*  
Business Development Manager



Mitchell & Partners (Sydney) "To paraphrase Paul Keating, Australia experienced 'the recession we never had'. This had agencies, consultants and marketers scrambling to understand what it meant to communications."

*Andrew Norris*  
Managing Director



Mitchell & Partners (New Zealand) "2009 will most likely be remembered as the year that no-one wants to remember. That said, my highlight was starting the July fiscal with six new clients in the fold."

*Cushla Baggott*  
General Manager



Mitchell & Partners (Sydney) "The year of the negotiator - contracts what contracts! Let's talk discounts."

*Michelle Araya*  
Group Account Director

Mitchell & Partners (Sydney) "A changing of the guards. From the 'Big Brother' house to the 'Masterchef' kitchen."

*Jenna Smith*  
Strategy Director



Mitchell & Partners (Sydney) "For an industry that rarely seems to agree, it was stunning to see the united scepticism Rupert Murdoch managed to create by declaring an end to free online news content. Paying for content online will be like pulling off a plaster - painful but inevitable."

*Angus Frazer*  
Strategy Director



MPG (Sydney) "The watershed year - in the face of declining budgets, revenues and yields, those companies with better structures, people and practices genuinely came out ahead."

*Kristian Barnes*  
Managing Director





**Mitchell & Partners (Melbourne)** "To see our TAC Sudden Impact branded content initiative go to air nationally in primetime across the Nine Network – eight half hour episodes over Summer 08/09 reaching a peak audience of 1.2 million viewers."

*Ron Phillips*  
Group Account Director



**Mitchell & Partners (New Zealand)** "When the global economy collapsed, Google became the world's most valuable brand, Twitter emerged, the iPhone arrived and New Zealand qualified for the football World Cup. What a year."

*Philip O'Neil*  
Managing Director Media



**Impact (Sydney)** "2009 saw clients recognising experiential marketing's ability to reach, engage and make relevant connections with consumers."

*Louise Walker*  
Campaign Director



**Mitchell & Partners (Sydney)** "Out with the old and in with the new – the year that further expedited the change in our media landscape. Forget what you know, 2010 will be a year of re-learning, trial and experimentation."

*Neil Barton*  
Strategist



**Mitchell & Partners (Brisbane)** "As the media landscape continues to shift, clients are increasingly driven to engage with the media product. More engaged clients makes for better outcomes for all involved. Bring it on!"

*Lesley Edwards*  
Strategy Director

**Stadia Media (Melbourne)** "For Stadia Media, 2009 was a chance to show greater flexibility and creativity to deliver our customers solutions, while maximising revenues in a tough economic environment."

*Richard Coyne*  
General Manager



**Mitchell & Partners (Perth)** "Mitchells WA went from strength to strength in 2009. This was due to a combination of new business wins, acquisitions and the dedication of our staff to change market perceptions and bring media to the front of the communication process."

*Alex Pekish*  
General Manager



**Mitchell & Partners (Melbourne)** "The year where social media exploded and every client wanted to get on board. Masterchef showed us that good television can pull massive numbers."

*Sarah Thom*  
Strategy Director



**Spark Impact (Melbourne)** "2009 has seen companies exploring ways to use social media, a challenge for many as they shift their thinking from one-way mass communication."

*Richard Chapman*  
Managing Director



## Head Office

Level 4/111 Cecil Street  
South Melbourne, VIC, 3205  
Australia  
T + 61 3 9690 5544  
F + 61 3 9690 9318

## Sydney

Town Hall House  
Level 15/456 Kent St  
Sydney, NSW, 2000  
Australia  
T +61 2 9267 7766  
F +61 2 9267 2266

## Canberra

Level 1/44 Sydney Avenue  
Barton, ACT, 2600  
Australia  
T +61 2 6122 4213  
F +61 2 6122 4211

## Brisbane

31 James Street  
Fortitude Valley, QLD, 4006  
Australia  
T + 61 7 3832 3370  
F + 61 7 3832 3720

## Perth

81 Stirling Highway  
Nedlands, WA, 6009  
Australia  
T + 61 8 9388 3000  
F + 61 8 9388 3113

## Auckland

15 O'Connell Street  
Auckland  
New Zealand  
T + 64 9 309 2984  
F + 64 9 358 2061

## Singapore

Level 30/6 Battery Road  
Singapore, 049909  
Singapore  
T +65 6550 9633  
F +65 6550 9898