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nature**NEWS****Telstra teaser tees up T-Hub launch**

Telstra is intriguing consumers with a teaser campaign for its new Telstra T-Hub product, using outdoor posters featuring the inventor of the telephone Alexander Graham Bell.

The teaser comes ahead of a marketing push set to launch next week from the telco for its new product.

The Telstra T-Hub is a "new generation of home phone" designed to combine features of telephony, information and entertainment.

The T-Hub will feature an 18-centimetre touch screen that will allow users to make and receive phone calls and text messages, visit internet sites, play music and radio stations, organise activities and view news, sport and weather.

Telstra chief marketing officer Kate McKenzie said: "T-hub will suit Australians' appetite for quick access to information, while enabling customers to perform many mobile phone-type applications on their home phone.

"Making a phone call on the T-Hub is simple with an easy to search address book and click-to-call. The handsfree phone on the touch panel makes it easy to multi-task in the kitchen. The cordless handset also enables a seamless transition to a more private conversation. Voice messages are displayed on the touch panel and can easily be selected to hear the message.

"T-Hub also has mobile phone-like applications and features such as one-touch access to Big-



THE TELSTRA T-HUB



THE T-HUB TEASER

Pond and Sensis services as well as popular internet sites such as Facebook and YouTube. Customers can send a friend a message on Facebook before heading out the door or enjoy unmetered access to BigPond news, weather and sport over breakfast without

having to boot-up a computer."

The T-Hub phone plugs into a standard home telephone socket and links to a BigPond broadband service accessed by a home wi-fi modem.

McKenzie added: "We've trialled the T-Hub and some of the popular features were handsfree phone calls from the touch panel plus local weather, sports, news and finance information. Customers also found internet radio a great feature for the kitchen or living area, along with a digital photo frame."

It's understood the campaign for the T-Hub is being created by Telstra-rostered agency Three Drunk Monkeys, though the agency declined to comment.

The T-Hub will be available from 20 April.

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JAMES LIVESLEY

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NEWS

Communications Council launches festival of creativity

The fledgling ad agency trade body The Communications Council is revamping its awards programme, with the launch early next year of a festival of creativity, which will include the AWARD Awards, the Kodak AWARD New Director of the Year and the APG Battle of Big Thinking.

The festival will happen in early 2011 and is designed to be a celebration of the industry's creativity and achievements.

Details are still being formalised, with additional events still to be announced.

Anthony Freedman, chairman of the Communications Council, said: "The new Communications Council is excited to establish a major industry event focused on celebrating our industry's creativity and flair.

"Through the bundling of our already successful events, combined with the introduction of



COMMUNICATIONS COUNCIL CEO LEESONG

new ideas, the Festival will aim to appeal to a wider audience in Australia and the broader Asia Pacific Region."

Speaking about AWARD's involvement, chairman, Richard Maddocks said: "Creativity and the power of great ideas is the

engine room of our industry and it has always been our objective to grow the importance of the award night within the communications industry.

"We are excited to be part of this signature event that has been made possible since the

establishment of the Council."

Daniel Leesong, CEO of The Communications Council, said: "We are aiming to demonstrate the importance of our industry to a broader audience while providing an opportunity for industry learning, networking and celebration of the best creative work."

"Our industry has a lot to celebrate and plays a unique role in the ongoing development of Australian culture."

AWARD Award call for entries will open on 20 August this year with final deadline for entries being 9 October.

The Communications Council was created toward the end of last year as an amalgamation of the Advertising Federation of Australia, the Australasian Writers and Art Directors Association and the Account Planning Group.

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JAMES LIVESLEY

Twix fits into TBWA following global alignment

Mars Incorporated has awarded its Twix creative business to TBWA globally, following a competitive pitch, with Whybin\TBWA's Melbourne office expected to pick up the local business down the line.

The account move, which only includes the confectionary brand Twix, follows a global realignment of Mars core brands under single, global creative agencies. Previously Sapient Nitro held the bulk of Twix's creative business globally, including in the US and Australia. The global win will see Whybin\TBWA now enter into discussions with Mars locally.

Bruce McColl, global chief



marketing officer of Mars, said in a statement: "We get outstanding support from all of our current

agency partners, and we feel that aligning each core brand under a dedicated global agency will more effectively build global communication platforms that yield best-in-class strategy and creative work to build our iconic brands.

"As a top ten global chocolate brand, Twix has obviously done well under current agency management, and with this consolidation, we are very optimistic about its future performance."

The shift of the Twix account in Australia from Sapient Nitro to Whybin\TBWA will see the agency land its first piece of Mars confectionary business. However

the agency already works on a number of Mars pet food and snacks brands locally including Pedigree, Whiskas, Optimum and Dentastix. Globally, TBWA also looks after the Starburst and Skittles creative business.

On the network's global appointment, David Durrant, global emerging market director of TBWA, based in Singapore, told *B&T Today*: "It's great news for us to be involved directly on Mars' chocolate business."

The review did not involve media, which remains with Starcom in Australia.

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NEWS

New Fairfax rival named as The Weekly Review

The highly-anticipated weekly glossy magazine that threatens Fairfax's stranglehold on the real estate advertising market has been officially unveiled as *The Weekly Review*.

The title, which will roll out on 28 April with 20 "prestige" advertisers, has been devised by Anthony Catalano, the former marketing director of Fairfax newspaper *The Age*. He is now managing director of Metro Media Publishing, the firm behind *The Weekly Review*.

As first detailed by *B&T Today* last week, the publication will be home delivered to more than 200,000 people in affluent Melbourne suburbs such as Toorak, South Yarra, Hawthorn and Glen Iris.

The 200-page title has been launched in partnership with 25 of Melbourne's leading estate agents. The estate agents are expected to shift a sizeable portion of their ad spend to the new venture as a result of their stake in the business.

This could potentially cripple Fairfax's Melbourne *Weekly Magazine*, which derives a significant amount of its advertising income from the real estate market.

Catalano told *B&T Today* last week that the estate agents were unhappy about the monopoly Fairfax holds on the market, as



well as the ad rate charged. It's also been claimed that advertisers were unhappy over the delivery rates of the *Melbourne Weekly*.

However, Don Churchill, CEO of Melbourne publishing at Fairfax, denied that there were distribution problems, taking a thinly-veiled swipe at Catalano by adding: "It should be noted that these claims have been circulated by parties preparing to launch their own rival publication."

Details released today on *The Weekly Review* outlines its staff, which, as first revealed by *B&T*

Today, includes ex-Austereo staffer Trent Casson as sales and marketing director.

Writers for the magazine will include former *Age* journalists Tom Noble, Corrie Perkin and Peter Wilmouth. Steve Price, who recently joined new Melbourne talk radio station MTR, will also contribute to the magazine. Eileen Berry, formerly of *The Age* and *The Independent* in the UK, will be managing editor.

The new title said it will cover "food, wine, travel, entertainment, fashion, art and culture, motor-ing, outdoors, design, and people

celebrating Melbourne as one of the world's most liveable cities."

It will be pitched squarely at an AB audience and will span print, online and mobile platforms, in order to reach people outside Melbourne. A partnership with Victorian real estate association REIV will see auction results placed on the site.

Catalano said: "*The Weekly Review* is a compelling, lively and engaging magazine that celebrates the best of Melbourne and all that it has to offer. It will be a high-quality read as well as cheeky, irreverent and fun.

"*The Weekly Review* combines the best journalism involving some of Melbourne's well-known, award-winning writers with the most appealing production values of cutting edge design, quality illustration and photography.

"Melburnians will be able to enjoy the best reading as well as having access to high quality real estate listings in an attractive, smart and contemporary setting. We believe it will be enthusiastically embraced by readers and advertisers"

"Given the positive response and forward bookings from high-end agency clients there is clearly a need in the market for a quality free glossy"

To comment click [here](#)
OLIVER MILMAN

Grey Healthcare appoints GM

Grey Healthcare Group has appointed Elly Price to the role of general manager.

Price has more than 15 years experience in health marketing in Europe, the US and Australia.

In her new position, Elly is responsible for the day-to-day management of GHG as well as the ongoing strategic development of the agency.

Previously Price spent two years at McCann Healthcare in Sydney and eight years at Sudler & Hennessey in London and Milan.

She has worked with clients

including AstraZeneca, GSK, Novartis, Eli Lilly, Schering Plough, MSD, NovoNordisk, Johnson & Johnson and Astellas.

GHG is part of the global Grey Group and its Australian clients include Bayer, Pfizer, Eli Lilly, Solvay and Allergan.

Grey Group Chairman Paul Gardner said: "Her depth of experience in Australia and internationally will really benefit our clients as the pharmaceutical industry undergoes seismic change. We have asked Elly to oversee what we believe will be a whole new approach to



PRICE NAMED AS GM

healthcare communications and the results to date have been fabulous."

Price added: "GHG has a fantastic range of healthcare clients, and with the huge growth in digital communications for the healthcare industry, pharmaceutical company mergers and the recent change in Federal legislation that will allow nurses to prescribe drugs, we will be offering clients advice to navigate the complex changes facing their industry."

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JAMES LIVESLEY

NEWS**IN BRIEF****Cosmo spinoff title**

ACP Magazines' has launched a spinoff of its women's monthly *Cosmopolitan*, *Cosmopolitan Health*, which will be published annually and feature advice, tips and inspiration on nutrition, beauty, happiness and fitness. Aimed at women aged 18 to 39 the new title looks at finding ways to improve readers' quality of life and includes six sections, live well, get active, you beauty, on the menu, inner you and fashion.

IDM creates youngeryou

Independent Digital Media (IDM) has launched anti-ageing beauty site, www.youngeryou.com.au, which adds to its portfolio of women's lifestyle websites including beauty site www.primped.com.au and online wedding destination www.theknot.com.au. Younger You has a target launch audience of 30,000+ unique browsers each month in the first year.

Mnet secures VHA deal

Mobile internet company Mnet Group has been appointed by Vodafone Hutchison Australia to manage and maintain mobile content across its various content portals including Vodafone Live! and Planet 3. Mnet's master content aggregator agreement with VHA will see it establish, host, manage, operate, supply and maintain music, tones and games content for the telco in Australia.

Audi on board again

Luxury German carmaker, Audi, has confirmed its support of Australia's Audi Hamilton Island Race Week for another three years, bringing its title sponsorship of the keelboat regatta to six years and its involvement in the event to seven. The annual event, now in its 27th year, is scheduled to take place from August 20 to 28 August.

**TV RATINGS****Top 15 programmes for Wednesday 14 March
OzTAM Overnight data****(Total people 5 city metro)****m'**

1. The Pacific	Seven	1.593
2. Hey Hey It's Saturday	Nine	1.521
3. Today Tonight	Seven	1.430
4. Seven News	Seven	1.366
5. Nine News	Nine	1.215
6. A Current Affair	Nine	1.111
7. ABC News	ABC1	1.094
8. Home and Away	Seven	1.073
9. Brace for Impact	Seven	1.064
10. Two and a Half Men	Nine	1.055
11. The Big Bang Theory	Nine	0.997
12. The Biggest Loser	Ten	0.969
13. Ten News	Ten	0.839
14. So You Think You Can Dance	Ten	0.832
15. Spicks and Specks	ABC1	0.782

Network Nightly Shares (%)

ABC1: 12.5%	SBS1: 3.6%	GO!: 2.3%
Seven: 31.5%	ABC2: 1.7%	One: 0.7%
Nine: 28.4%	ABC3: 0.3%	SBS2: 0.3%
Ten: 16.6%	7TWO: 2.2%	

**IN THE NEXT EDITION OF
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Cover story: Bit on the side – Advertising is full of high achievers, some of who have fully fledged business interests in addition to their day jobs. We meet some of them and hear how it helps with their regular 9 to 5.

Custom Media: Custom publishing didn't take quite the bashing in the GFC as other print media. Find out why.

Profile: In his first interview since taking the reins at The Communications Council, Daniel Leesong explains how he can make his political past work for the ad industry.

Analysis: Tourism Australia's new "There's nothing like Australia" campaign comes under adland's scrutiny; Should the launch of Brandkarma be a wake up call for brands online? And, are companies spending enough ad dollars digitally?

Comment: Y&R Brands CEO Nigel Marsh on why there's too much marketing bollocks



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