MINISTER FOR TOURISM AND MAJOR EVENTS

GLOBAL EXPERTS JOIN BATTLE TO WIN VISITORS TO THE TERRITORY

March 21st, 2013

An Australian company that is owned by the world’s third largest communications group has been appointed to provide creative and media agency services to Tourism NT.

Minister for Tourism and Major Events, Matt Conlan, announced today that Publicis Communication Pty Limited was the successful tenderer.

“Publicis Communication offers Tourism NT access to their global network and to creative, digital and technical thinking that is among the best in the world,” Mr Conlan said.

“We were looking for a lead creative agency that understands the magic of the Northern Territory and can interpret it in different and compelling ways but ultimately the bottom line was who could attract the most visitors to the Territory.

“We need to become more aggressive and commercial in our approach to increase visitation to the Territory, particularly in the international market, and having a global expert on board will be invaluable to help us achieve this goal.”

Based in Sydney, Publicis employs approximately 550 staff in Australia and New Zealand. Its parent company, Publicis Groupe SA, is based in France and is a leader in digital and interactive communication, with activities spanning 104 countries in five continents.

Publicis will service Tourism NT’s creative and media contract with subsidiaries Publicis Mojo as creative agency, Zenith Optimedia as media agency and Razorfish as digital agency.

On behalf of Publicis Communication, Joe Pollard CEO of Publicis Mojo said he was excited about the challenge at hand.

“We are thrilled to be working with Tourism NT as a totally integrated team, bringing together Mojo, ZO and Razorfish to offer it the very best of creativity and connections to help attain its goals,” Mr Pollard said.

The contract for lead creative services is a minimum of $1 million per year, with an additional $6 million a year to be spent on media planning and placement services, reflecting Tourism NT’s strategic change in direction away from incurring heavy production costs to more media buying.
The combined sum is allocated from within the existing 2012/13 and ongoing marketing communications budget of Tourism NT.

The contract is for an initial period of 24 months with an option to extend for a further 12 months.

As part of this contract, Publicis may, where appropriate, develop sub-contracting arrangements with local suppliers for services in the Territory such as photography and other document production work.

Publicis will commence the contract on 1 April 2013.

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