

# TODAY **B&T** **MARKETING/ ADVERTISING/ MEDIA/PR**

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## NEWS

### Tourism NT to ramp up digital

Tourism Northern Territory has no plans to appoint a lead advertising agency after splitting with Frost last year. The Tourism body has also revealed plans to ramp up its digital marketing activities.

Tourism NT renewed its creative panel in September last year after parting ways with Sydney-based agency Frost a month earlier. The roster now consists of smaller creative shops, including the Department of Doing, which was behind the latest \$1.4m campaign released earlier this week to promote the red centre.

Rita Harding, executive direc-

tor of marketing & communications at Tourism NT told B&T Today: "We want to work in a more collaborative way with a range of agencies and are comfortable doing that."

It currently works with 20 creative suppliers, including interactive agency Visual Jazz, with Harding indicating that it may bolster its digital agency representation.

Rather than appoint a lead digital agency she said it will be looking for both larger, full service digital shops and specialists in e-marketing and social media to work collaboratively on campaigns.

"Tourism NT is currently exploring its requirements in the digital marketing space, and is considering if it will issue an explicit and separate tender calling for digital service providers in the coming months to complement the current panel of creative suppliers."

"In this new brave world what we do see is our ability to punch more aggressively in digital channels and really start to leverage the social media space more. This is where the greatest opportunity is for us."

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CELIA JOHNSON

### Torch promotes Jones to marketing director

Torch Media has promoted senior media strategist Steve Jones to the role of marketing director. In his new role, Jones, who has been at Torch for three years as strategy director, will manage a team of five and will liaise with the sales team. He will also continue to oversee the company's strategy department. "We conducted an extensive search to fill the role, and found no one better than Steve," said Kirsty Dollisson, general manager of marketing and commercial at TorchMedia. "Not only does he already know our business inside out, his breadth of experience in the media industry is invaluable to



STEVE JONES

our clients and our company." As strategy director, Jones was responsible for developing a number of planning tools and overseeing research projects that have helped grow the local shopper media market. Prior to Torch, Jones was strategy integration manager at Australian Radio Network (ARN), where he realigned the company's sales strategy with agency models. He also spent 15 years working in media agencies including Universal McCann, Zenith Optimedia and Mindshare.

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