

TorchMedia promotes Marketing Director



▼ Steve Jones, Marketing Director.

Senior media strategist Steve Jones has been promoted to Marketing Director of TorchMedia.

"We conducted an extensive search to fill the role, and found no one better than Steve. Not only does he already know our business inside out, his breadth of experience in the media industry is invaluable to our clients and our company," Kirsty Dollisson, General Manager Marketing & Commercial at TorchMedia, said.

Mr Jones has been at TorchMedia for three years as Strategy Director and has created

many of the vital planning tools that have helped shopper media gain a greater share of media spend. These tools include the Shopper Media Planning App and heat mapping technology.

He has also overseen significant research projects such as the new TorchMedia Panorama module and an in-depth study into shopper behaviour around meal solutions.

Before joining TorchMedia, Mr Jones spent 15 years at some of Sydney's largest media agencies, including senior roles at Universal

McCann, Zenith Optimedia and MindShare. Just prior to TorchMedia he was Strategy Integration Manager at Australian Radio Network, where he realigned the company's sales strategy with media agency models.

As Marketing Director, Mr Jones will manage a team of five and will be the essential liaison with the sales team. He will also continue to oversee the company's strategy department, which uses shopper data and research to develop leading edge tools for shopper media planning and buying. ■



▼ Andy Gilroy, NSW Sales Director.

TorchMedia sales team's new appointment

Shopper media company TorchMedia has appointed Andy Gilroy as NSW Sales Director.

Mr Gilroy, who joined TorchMedia on February 21, boasts a media career that spans 15 years across TV, radio, out-of-home and media agency. He was National Sales Manager at Eye-Shop across Australia and New Zealand, since 2007.

Cameron Baxter, General

Manager Sales at TorchMedia, said each member of the company's sales team brings big media know-how to a relatively new media environment.

"The 20 members of our sales team are all senior operators with at least 10 years in media sales," he said. "Mr Gilroy's experience in both media buying and on the sales side across several categories will prove invaluable when communicating

the role of shopper media in above-the-line campaigns."

"The shopper media market is a very exciting place to be at the moment," Mr Gilroy said. "Strong growth is being driven by marketers' need to get as close to the shopper as possible. Spend is growing, as are innovation and accountability in a sector that can deliver huge audiences and is proven to drive sales." ■

POPAL's Shopper Marketing Industry Survey 2011

POPAL is calling on all professionals involved in retail marketing, category management and related disciplines to participate in the second Australian Shopper Marketing & Industry Survey.

The study, a joint initiative of POPAL in partnership with researchers ShopAbility, will track advances in shopper marketing and category management including case studies since the first Australian industry benchmarking survey in 2010.

Participants are rewarded with a

free copy of the resulting research report, valued at \$495, and are invited to attend key industry leadership workshops where the research findings are discussed amongst retailers, suppliers, brands and POP agencies.

The inaugural POPAL and ShopAbility Shopper Marketing & Industry Benchmark Survey in 2010 led to a raft of measures to improve the industry, including the formation of POPAL's Shopper Marketing Industry Council.

This year's survey will place a spotlight on four key areas: emerging and interactive POP activations, the role of online in shopper marketing, in-store theatre and ways of measuring activity effectiveness.

• **Register to find out more:** Email popai@popai.com.au for an FAQ on how it works, or phone in on 02 9938 5150

• **Volunteer to be an interviewee:** Help POPAL out and offer to be an interviewee – it will only take 20 minutes of your time and is

completely anonymous. Email your name, company and willingness to be interviewed to popai@popai.com.au.

• **Register to participate in the online component:** Email your name and company and register for online SM survey only to popai@popai.com.au. More information on POPAL's research reports may be found at www.popai.com.au. For any media inquiries, General Manager Karen Spear may be contacted on 02 9938 5150 or 0412 668 579. ■

APN Outdoor secures contract for retail shopping centre signage

Outdoor advertising company APN Outdoor has secured the contract to manage retail signage at more than 200 shopping centres nationally.

The contract comprises more than 500 double-sided banners (1000 faces) in more than 200 metropolitan and regional shopping centres across Australia, with further expansion scheduled. The banners are prominently suspended from the ceiling above the general

retail clutter at supermarket entry points.

The retail banners are available to buy in two-week metropolitan or regional shopping centre packages, offering strong coverage across six metro markets. Advertisers are assured 100 per cent client exclusivity at supermarket entry points.

Richard Herring, Chief Executive Officer, APN Outdoor, said: "We are thrilled to deliver a point-of-purchase retail advertising solution for

FMCG and other retail client needs. The retail banners are an exciting addition to our broad asset portfolio and enable us to present clients with expanded coverage options through our first regional product offering.

"The retail banners are dominantly positioned and deliver high impact for brands at the point of purchase. Retail banners can also be used in combination with other APN Outdoor formats." ■