

# DRAFTFCB

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## **Draftfcb announces a new structure for the Australia and New Zealand region**

Draftfcb, an Interpublic agency with over 9000 employees around the world and over 200 offices has restructured their ANZ operation.

Working to a global philosophy of 'Return on Ideas' the agency will create specialist communities (creativity, growth, strategy and one-to-one) across the Auckland, Sydney and Melbourne offices. These communities will help deliver the company's commitment to Accountability + Creativity.

Draftfcb brings together the strengths of the Draft network, renowned for world class excellence in data and direct communications and the FCB network, one of the world's longest standing traditional advertising agencies. The new Draftfcb shakes the industry up by offering clients a solution that is data savvy and creatively focused. It's a compelling point of difference in a generic marketplace and there's a real sense of excitement throughout the global Draftfcb network.

A new board has been established in Australia and New Zealand to effect this new way of operating, under the chairmanship of Draftfcb Auckland CEO, Bryan Crawford.

Greg Eichmann, a former CEO of the highly successful Auckland office, has returned to the group and is charged with successfully introducing this new model across the region.

Joining Eichmann as board members are David Guthrie (Finance), Michael Simons (Creativity) and Christine Barnes (Growth). Anil Kapoor is Draftfcb's Regional President and the board reports into him.

With powerhouse brands like Honda, S C Johnson, Nivea (Beiersdorf), Kraft, Angus & Robertson, Lindt and Motorola in Australia and Mitre 10, Foodstuffs, Noel Leeming and Whitcoulls in New Zealand – the expertise across the offices is outstanding.

Christine Barnes said "This change is simply a smarter way to do business. We've got an enormous reservoir of talent in our region and this new structure allows people to work to their strengths. The days of silo's and lone gurus are long gone – we'll get better results for our clients by having specialist disciplines collaborating and wrestling the clients' problem to the ground and then delivering an outstanding creative business solution.

It means people recognising that we're operating in a virtual world and teams can work from anywhere but still be just as passionate about their work and be just as focused on results. Everyone involved is looking forward to working in this new and intelligent way.

And we're finding more and more of our clients have regional and global team members who, while not physically sitting in the office next door, are absolutely vital to the successful dynamics of the team. It's the way business is moving."

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**For further information please contact:**

**Christine Barnes at Draftfcb on T: 03 9604 2722 or E: [christine.barnes@draftfcb.com](mailto:christine.barnes@draftfcb.com)**

#### **About DraftFCB ANZ**

The recently formed Draftfcb ANZ operation now becomes one of the regions top marketing and communications agencies, and is part of the Draftfcb Worldwide network. With offices in Sydney, Melbourne, Auckland and Wellington the agency is committed to delivering Accountability + Creativity to its extensive list of clients in the automotive, retail, government, media and FMCG sectors. Draftfcb is a subsidiary of the Interpublic Group of Companies, a US public listed company that also owns the Lowe Group and the Universal McCann Group.