



adcorp

Tuesday 15 April 2014

Mitchells Adcorp Alliance Appointed to Australian Government Master Media Contract

Adcorp, in alliance with the Dentsu Aegis Network owned Mitchell & Partners, were today appointed to one of the country's largest advertising contracts; the Master Media Agency Services contract for the Australian Government. The contract will commence on 1 July 2014 and run for an initial period of four years, with a further extension option available to the Australian Government.

Adcorp Chief Executive Officer, David Morrison stated *"our collaboration with Mitchell & Partners brings together two experts in our respective fields and we are very confident that the combined expertise of our organisations, will deliver streamlined and innovative service offerings to the Australian Government."*

Kenny Stewart, CEO of Mitchell & Partners, said: *"Mitchells has a proud history in working with major and complex clients and Government bodies and we are delighted to have the opportunity to assist the Australian Government in its communications and promotion of this wonderful country in partnership with Adcorp. We are very much looking forward to working with David Morrison and his team in implementing and operating a class leading media service for the Australian Government."*

Recent changes to the structure of the new Australian Government Media Agency Contract have seen the non-campaign and campaign advertising contracts combined to form one single Master Media contract. The single contract encompasses campaign and recruitment programs, along with recruitment, public notice and tender notice advertising. Adcorp are the current incumbent agency servicing the Australian Government's non-campaign advertising needs since our appointment in 2008.

The Mitchells Adcorp Alliance will see Mitchell & Partners taking overall responsibility for the delivery of the contract with the specialist media strategy, planning and buying services of recruitment programs, recruitment and public notice advertising being sub-contracted to Adcorp.

The appointment to this contract further strengthens Adcorp's expertise in government communications following their recent appointment to manage the Northern Territory's local media bookings and their existing contracts for Master Media Agency services with the Western Australian Government for non-campaign advertising and the interstate and international advertising requirements of the Northern Territory Government.

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Starting conversations

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