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Adcorp's Strategy Revealed

In response to client and market needs and the result of three month's planning, Adcorp's business strategy will now be underpinned by a structure that engages top talent in senior roles across key service delivery areas of employment communications, education, property & retail and Government advertising.

"We unveiled our plans to staff over the past three weeks, but chose to respect the news about TMP and the noise around Blaze, and delay talking to the media until the dust had settled" Adcorp's recently installed COO, Matthew Mellor, said. "We're now letting our clients know about the improvements and the feedback is very positive".

The agency has installed highly experienced Heads of Business in each area to continue the growth and diversification of the business. "It's what's seen us through the GFC and we're now poised for a full-frontal assault", Mellor said.

"Our structure enables clients to access the best creative, media and client service talent across Australia and New Zealand and delivers along 'lines of service' and regions as opposed to traditionally state-based, General Management-driven agency models. It positions us to increase our push into certain markets through having a dedicated focus on them".

"Our aim is to be the market leader in our space through retaining our loyal business partners, whilst growing our client base and delivering the best possible returns to our shareholders. It's a very exciting time for us", stated Mellor.

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For further information concerning this release, please contact Matthew Mellor, Chief Operating Officer – Adcorp Australia Limited on +61 2 8524 8500.