



Media Release

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ANZ accelerates global brand development - appoints Whybin TBWA as global creative agency -

ANZ today announced it would accelerate the development of its global brand and establish a new direction in its approach to advertising with the appointment of Whybin TBWA, part of the global TBWA Group, as its new global creative agency.

Whybin TBWA has been appointed after a four month competitive review and will be responsible for developing and executing ANZ's global advertising creative from hubs in Melbourne and Auckland, and from the Whybin hub in Asia.

ANZ Group Managing Director Strategy, M&A, Marketing and Innovation, Joyce Phillips said: "Whybin TBWA's successful track record in building high value global brands across multiple geographies will support us in accelerating the development of ANZ from multi-domestic brand to a regional icon as part of the bank's super regional strategy.

"Whybin TBWA demonstrated they are the right agency to take us forward by presenting an outstanding master brand to product concept that integrates our core positioning. Their global organisation model will also allow us to effectively deliver a consistent and high-quality approach for our brand across all of our markets," said Ms Phillips.

M&C Saatchi and DDB also participated in the competitive review and Ms Phillips acknowledged the professionalism of both agencies that have each had long partnerships with ANZ.

"Both M&C Saatchi and DDB have been valued partners for many years and they are each responsible for several successful campaigns. M&C Saatchi are continuing to support our OnePath wealth brand and DDB will continue to support our Rugby World Cup 2011 sponsorship in New Zealand," said Ms Phillips.

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