



Royal Agricultural Society of NSW

MEDIA RELEASE

10 August, 2009

RAS APPOINTS NEW ADVERTISING AGENCY

The Royal Agricultural Society of NSW is pleased to announce the appointment of DDI as the successful advertising agency to represent its portfolio of brands, which includes the iconic Sydney Royal Easter Show.

The appointment of DDI follows a highly-competitive and exhaustive two-stage pitch process that began May. The account was previously held by MJW.

DDI will be responsible for the creative development and strategic direction of the RAS' brand advertising campaigns which cover the Easter Show, Sydney Showground, the Sydney Royal Wine, Dairy and Fine Food Shows, the RAS Foundation and the Australasian Animal Registry.

RAS General Manager Sales and Marketing Karen Bolinger, said DDI will assist the RAS in developing fresh new campaigns that will extend the RAS' brands to the next level.

"DDI will be tasked with developing a number of brand and event campaigns to widen our appeal."

In September 2008 the RAS adopted a new organisational structure, to address a lack of cohesion between the sub-brands and the parent brand, the RAS.

"DDI understood comprehensively our challenges and demonstrated an excellent understanding of our many brands.

"We believe DDI have the insights to work for the corporate wide business and help us grow," said Ms Bolinger.

DDI General Manager John Speers said the agency is looking forward to working with one of Australia's most iconic and loved brands.

"The Easter Show has become an incredible part of the social fabric of Australia and we're thrilled to be working with the RAS in defining the future positioning and direction of the brand.

"We're also looking forward to assisting the RAS build on its credentials in the food and wine arena and deliver a strategic and highly effective campaign for the Sydney Showground business," said Mr Speers.

Further information;

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