



suite 201, 63 stead street south melbourne victoria 3205
t. 613 9682 6800 f. 613 9682 7855

media release

Thursday, March 30, 2006

Leading Media Thinker Stephen Wright Joins P3

Media and advertising industry audit firm P3 has continued to cement its position as an industry innovator, announcing that leading media thinker, Stephen Wright has joined the organisation. Stephen will be responsible for P3Media, which provides benchmarking, assessment, auditing and training to help advertisers manage their media buying expenditure.

Announcing Stephen's appointment, P3 founder Darren Woolley said that with the proliferation of new media Stephen's experience and insight would bring a new level of expertise to P3Media.

"Media buying is an advertisers largest expenditure. With the types of media available to advertisers growing and changing it was important that we secured the services of a leading thinker like Stephen to support our clients.

"Since coming to Australia from the UK in the early 1990's, Stephen has had a stellar career with Saatchi and Saatchi, the Campaign Palace and Fairfax. He continues to run Pinnacle Media, which is a very successful media consultancy", Woolley said.

Woolley said that Stephen's appointment continues P3's commitment to leading the way in the provision of knowledge based services to the advertising and marketing industry.

Stephen said that joining P3 was a logical step allowing him to garner his experience and ideas to deliver better outcomes for advertisers.

"Today's media is changing rapidly. I see that I can have a role working closely with advertisers to bring greater insight and understanding which will allow them to improve their media strategies and execute them more effectively. This promotes brand health and corporate wealth", Wright said.

ENDS.

For more information contact:

Darren Woolley
P3
☎ 0411 126 176

Photo available upon request

Prepared by Sententia Group Public Relations (<http://www.sgpr.com.au>) Ph: (03) 9391 6505

About P3

P3 is a consulting company with a national network of more than 30 industry professionals that helps people to achieve commercial purpose through creative process. P3 works with some of Australia's largest advertisers to help them gain maximum value from their marketing expenditure. Leveraging their extensive knowledge of the marketing and advertising industry, P3 provides benchmarking, training and auditing services that assist marketing professionals to make more informed decisions about their investment across a broad range of marketing communications including agency remuneration, television and print production, bid authentication, media buying, PR, interactive advertising and Direct Marketing. P3's client base includes more than 40 of Australia's Top 100 Advertisers.



suite 201, 63 stead street south melbourne victoria 3205
t. 613 9682 6800 f. 613 9682 7855

Stephen Wright

Stephen Wright is one of the media industry's leading thinkers about media effectiveness and new media.

He began his career in Media at Saatchi & Saatchi London in 1983 before emigrating to Australia in 1990 to join The Campaign Palace.

Stephen was a founding member of Australia's first 'high end' media operation The Media Palace, before departing in 1996 to take the position of National Media Director at the newly formed M&C Saatchi, Sydney.

In 1998 he set up Pinnacle Media offering media planning and buying services and 'high end' consultancy advice to media owners.

Stephen was tempted back into the mainstream as Media Director of Saatchi & Saatchi in 2000 before returning to consultancy in 2002.

For 18 months during 2003/4 Stephen was employed as a full time consultant at Fairfax in the role of Director of Advertising Communications.

Stephen is one of the market's leading media thinkers and for the past 3 years has lectured in Media at the University of Technology, Sydney.