

SEARCH >>>

GO

SEARCH ARCHIVES,
JOBS, AGENCIES, ETC..

AdNews

Australia's top selling advertising, marketing and media magazine

November 11, 2005 | 5:33 PM AEST

LOGIN:

Email

Password

LOGIN

Currently a magazine subscriber? Set up your website access [here](#)

Forgotten your password? [Click here](#)

To become a registered user [click here](#).

HOME

AD AGENCIES

ADNEWS ARCHIVES

CAMPAIGNS

Diary

Awards

Jobs

Promotional Products

ADVERTISEMENT ▾

Effective
advertising
powerful results.

Australian
PropertyInvestor

EMAIL UPDATE

REGISTER

Register to receive your
email updates from

LATEST NEWS

Merchant moves on as P3 expands

MELBOURNE: After four years helping advertisers spend money more wisely, industry pioneer Dennis Merchant is again moving on.

Agency consultant P3 has acquired Merchant's company, Media Benchmarks, from Merchant for an undisclosed sum.

Merchant retired from media buying in 1999 and set up Media Benchmarks in 2001 with former Merchant & Partners (now Initiative Media) general manager Mark Chesterfield as well as former Procter & Gamble communications head Paul Nix, DM specialist Mel Gottlieb, agency finance expert John Rudd and researcher Dr Terry Bead.

Merchant will no longer work on the business but Chesterfield will consult, said P3 founding partner Darren Woolley.

P3's media consultancy, P3 Media, was a joint venture between P3 and Media Benchmarks and had operated since mid-2003. Woolley said the acquisition would give P3 valuable intellectual property, methodology and processes developed by Merchant in the past few years.

"The opportunity of bringing Media Benchmarks more completely into the business of P3 means that we have further strengthened our market leading position in helping organisations gain maximum value through their marketing expenditure," Woolley said.

Merchant said it is essential that advertisers have access to advice that is "independent, unbiased and communications-channel neutral".

"Our services and those of P3 fit nicely together to provide experience-based benchmarking and analysis systems that can help minimise wastage, allow access to greater market potential, optimise budget allocations, explore all media options and improve ROI," he said.

Story by:

- 11 November 2005

HOT JOBS

Account Director \$75-85K

Mainstream, large advertising agency has a forthco...

ACCOUNT DIRECTOR (VIET) Salary around \$100K equiv.

XX [CLICK HERE FOR MORE JOBS](#)
XX

QUICK POLL ▾

QUESTION:

A local branch of the Interactive Advertising Bureau has launched in Australia as ad revenue online continues to climb. But do you fully understand all that the internet has to offer advertisers?

- Absolutely
 Probably
 Sort of
 Inter-what?

VOTE

NEW CAMPAIGNS

