



Mumbrella announces regular columnists: Alison Tilling, Darren Woolley, Melissa Hopkins, Ben **Shepherd and Diana Di Cecco**

February 24, 2021 6:50



Mumbrella will run a series of regular columns from industry leaders across a variety of sectors.



VMLY &R chief strategy officer Alison Tilling, Optus CMO Melissa Hopkins, 8-Star Energy CMO Diana Di Cecco, Thinkerbell general manager Ben Shepherd and Trinity P3 founder and global CEO Darren Woolley will all submit regular pieces on different industry interest areas.

Tilling will focus on taking a tricky, misunderstood or boring-sounding concept that actually matters in the industry and explore it in-full.

Woolley will look at modern marketing dilemmas, how to overcome them, and if they are even real dilemmas in the first place, while Shepherd will apply the 80/20 rule (the idea that 80% of value is achieved with the first 20% of effort) to marketing challenges and opportunities.

Meanwhile, Hopkins and Di Cecco will both provide a CMO perspective on some of the biggest industry issues on a rotating basis.

Columns will run fortnightly with the exception of Hopkins and Di Cecco who will each provide one on a monthly basis.

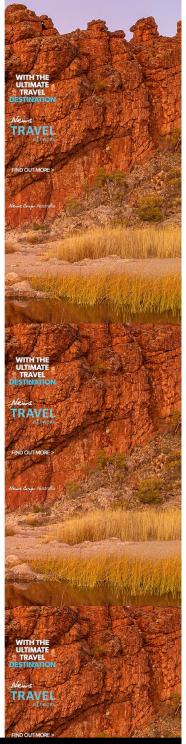
The first column runs today with Shepherd's take on TikTok, while Woolley's first column focusing on the fake dilemmas that plague marketing, featuring a cartoon by Dennis Flad, will drop tomorrow.

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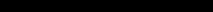








in Share

























racebook nours after the tech giant backflips on news sharing

February 23, 2021 6:33 by DAMIAN FRANCIS



Seven West Media has announced it has signed a letter of intent to provide news content to Facebook. The announcement comes just hours after Facebook revealed it would allow the sharing of news content on its platform after the Australian government agreed to make amendments to the news media bargaining code.



Stokes labelled the partnership "significant

Seven was also the first of the major media to \underline{sign} a letter of intent with Google to join its News Showcase.

Seven West Media Chairman Kerry Stokes said: "The establishment of this new partnership with Facebook is a significant move for our business and reflects the value of our original news content across our successful metropolitan and regional broadcast, digital and print properties.

"On 15 February we announced a LOU for a partnership with Google, to provide news content to the Google Showcase product.

"Together, the two announcements are a strong recognition of the quality and credibility of our leading news brands and entertainment, and will enable us to continue to build our digital platform," he said.

"These partnerships would not have been possible without the leadership and vision of Prime Minister Scott Morrison, the Chair of the Australian Competition and Consumer Commission, Rod Sims, Treasurer Josh Frydenberg and Communications Minister Paul Fletcher, and we thank them."



Easton: "We have always been committed to supporting journalism"

Will Easton, managing director of Facebook Australia and New Zealand, said, "We are pleased to confirm our investment through a Letter of Intent with our partners from Seven West Media. This agreement brings the premium news content Seven produces from its newsrooms across Australia to Facebook. We have always been committed to supporting journalism and our agreement today continues our work with the news community in Australia."

Just last Thursday, Facebook announced it would restrict the sharing of Australian news content on its platform, with all news links removed as well as the content from the Facebook pages of Australian publishers.

Google has already announced a number of deals with Australian media reportedly worth around \$30m in some cases including with Seven, Nine, News Corp and Junkee.

GOT A TIP?

Damian Francis

Damian is the head of content at Mumbrella, overseeing all content and editorial within the business. He has worked as a journalist and communications consultant across a number of industries for over 15 years. He has been with Mumbrella for more than three years, initially running event content. Damian was previously print editor of AdNews.

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Outbrain launches content referral network