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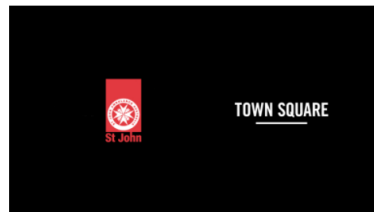
St John Ambulance Victoria appoints Town Square after competitive pitch

July 21, 2021 9:10
by [ANNA MACDONALD](#)



Following a competitive pitch run by TrinityP3, St John Ambulance Victoria have appointed independent creative agency Town Square as its advertising partner of record.

Mumbrella understands that there was not an incumbent creative agency.



Town Square has been appointed by St John Ambulance Victoria

Emma Klinakis, marketing and community manager of St John Ambulance Victoria said: "For some time now we have recognised that St John needs the help of a strong agency partner. After a thorough pitch process, we are delighted to appoint Town Square to this role."

Alison Ray, general manager at Town Square, said: "It's not often that an agency gets to work with a client that can make the difference between life and death. From day one, there has been an energy in the agency around this pitch because we are all enormous believers in the crucial role that St John Ambulance Victoria plays in our community. We are truly excited to play our part in supporting the great work that St John does to save lives and to build resilient communities."

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Town Square's other clients include [Armaguard](#), [The Big Issue](#), and [Qatar Airways](#).

In 2014, [St John Ambulance Western Australia](#) released a campaign by [The Brand Agency](#).

GOT A TIP?

Anna Macdonald

Anna Macdonald (she/her) is the editorial assistant at Mumbrella. She started in October 2019 as the researcher for Mumbrella Pro. Anna graduated from the Australian National University in 2018 with a Bachelor of Arts and a Bachelor of Law (Hons).

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Havas Media senior talent drive continues with new head of client strategy and planning

July 21, 2021 8:17
by CALUM JASPAN



Havas Media Melbourne has appointed Alastair Baker to head of client strategy and planning, in what is a newly created role.

In the new position, Baker's central responsibility will be "championing the development of innovative work that will drive client growth".

Baker has over a decade's worth of experience in the local and UK market, starting his career at MEC in London in 2009, and most recently moving to Australia to take up the role of client leader at iProspect in 2019, where he led the BMW account.



Baker with the Havas colours

Havas Media Melbourne GM, Naomi Johnston said: "We are really excited to bring Alastair's client leadership and professionalism to the Havas Melbourne family. His experience in driving digital acceleration through smart strategy and a skillset aligned to deliver radical growth will be great assets to the Havas stable of clients. Not only that, Alastair represents the progressive cultural values that make Havas Melbourne distinctly different and an agency clients want to work with."

On his appointment, Baker said: "I'm thrilled to have joined such a progressive and dynamic agency. Havas has fantastic clients and I look forward to developing exciting solutions alongside them to deliver growth."

Over the course of his career, Baker has also held roles at Dentsu X and Vizeum in London.



CEO, Hyland with CMO, Coady

This past year has seen Havas Media Group continue a senior talent drive, which has seen [Francis Coady](#) named as its chief marketing officer, as well as [Virginia Hyland](#) being named CEO two months after the acquisition of her own agency in August 2020. Former Ikon and IPG Mediabrands executive [Dan Johns](#) took on a newly created role of managing partner at [Havas Media](#) in March.

In addition, [Alex Wollacott](#) was named as performance director in a newly-created role, [Michaela Aguilar](#)'s role was expanded to head of customer experience and analytics, [Danni Dimitri](#) was promoted head of strategy, Sydney in March.

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Calum Jaspan

Calum Jaspan is a reporter at Mumbrella. Calum recently graduated from Goldsmiths, University of London, with an MA in Media and Communications, following a Bachelor of Arts at the University of Melbourne. He has previously worked as a Researcher and Production Assistant for online sustainability platform RE:TV in London, along with internships at the Evening Standard and the ABC London bureau.



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