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BCM continues to grow with pineapples

Growcom have appointed BCM as the lead agency chosen to boost consumer demand for Australian pineapples nationally.

This win comes hot on the heels of the agency picking up the Real Estate Institute of Queensland and Adelaide Solar Cities business, as well as a new campaign for the Department of Education, Training & The Arts.

BCM Partner Kevin Moreland said the agency has enjoyed great growth this year, adding that the agency's Account Management, Direct Marketing and Creative resource had been increased in recent months to deal with the increased workload.

Moreland pointed to 8 newly created positions across the agency.

Recent BCM hires include Nick Ikonomou as Creative Director; Andy Iles and Tim Demel as Senior Art Directors, Michele Prescott, Tracy Straughan, Serena Dyson and Sarah Ferguson in Account Management, and Rebecca Johnson as Data and Direct Strategist.

Moreland said that whilst Johnson was new to the Australian market, she had excellent credentials in Direct Marketing, having worked for US based agencies on McDonalds and HSBC. Prior to joining BCM, Johnson worked as Director of Direct and Database Marketing for the American Bankers Association.

Moreland paid tribute to the quality and calibre of all of the recent appointments, saying that "it was a testament to the strength of the agency that even in times of a skills shortage, the agency was able to keep and attract top quality people."