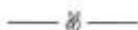


Fastline

June 17, 2010

THE ASB BANK PITCH IS NEARING its sharp end – the contenders are said to include Y&R and M&C Saatchi (both of whom have lost bank accounts recently), the incumbent (TBWA) and Droga5.

ASB gm brand & marketing Deborah Simpson told *Fastline* she expects to announce the bank's decision "in about two weeks".



AUSSIE MARKETING MANAGEMENT consultant TrinityP3 has set up shop in Wellington, and appointed St John Craner to run it. Trinity P3's mission is to help clients maximise the effectiveness of their agency relationships – specifically, agency remuneration, agency search & selection, and pitch management.

TrinityP3's Sydney-based md Darren Woolley, who met clients and agencies in Auckland recently, is critical of current pitch practices which he describes as "creative beauty pageants" that are "flawed, expensive and disruptive".

"But we're not here to beat up agencies," says Craner, who's worked clientside for Contact Energy, Westpac, and NZ Post; as well as ad agencies (Y&R and McCann Erickson).

"We aim to promote fair and sustainable relationships between clients and their agencies, based on the currency of appropriate value and industry benchmarks," he told *Fastline*.

The (sydney) magazine Sophisticated Traveller Good Weekend Sport & Style Sunday Life! ...

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"TrinityP3 is doing some truly innovative and effective work in Australia, UK, Hong Kong and Singapore, so this is a great opportunity to share this knowledge with the NZ market."

TrinityP3 rents space from Origin Design at Level 1, 10 Cambridge Terrace, Wellington 6011, ph 04 801 6644. The website is www.trinityp3.com, and Craner can be reached at 021 515 650 or stjohn@trinityp3.com.



TOMORROW (FRIDAY 18 JUNE) IS the deadline for entries to the \$10,000 Newspaper Ad of the Year (and the \$1000 Prego lunch for Newspaper Client of the Year). Full details at www.nabs.co.nz. Enquiries to kirsty@nabs.co.nz.



JML COMMUNICATIONS, THE NZ affiliate for Hill & Knowlton, has won the PR business to work on the Wellington leg of the 8th Velux 5 Oceans solo around-the-world yacht race.

This is the third time the race has featured a NZ leg (previous stops were Tauranga in 2002 and Auckland in 1998). This leg is from Cape Town, and after leaving Wellington, the sailors head out across the Great Southern Ocean and around Cape Horn to Brazil. The race starts in La Rochelle, France, on October 17.

"This was an open pitch in each market," says JML's Duchesne Alder. "But H&K felt the needs of Velux required a multi-market agency to best deliver their objectives for the campaign – so we submitted a global proposal.

"We were never told which agencies we were competing against."



SALT DESIGN, THE AUCKLAND studio set up by graphic designers Michael Chalberg & Stephen Hurdley 10 years ago, has rebranded as Salt Interactive.

"Since 2000, we've been creating interactive marketing campaigns and engaging websites for a long list of top clients – and that gradually has become the core of our business," says Hurdley. "The name is changing but our formula for great creative is still hard work, more hard work, and even more hard work."



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