

IN BRIEF

Vogue.com.au relaunches
News Magazines' *Vogue* Australia has relaunched its website to include additional features for advertisers, in the wake of its 50th anniversary. The sites' new Lookbook feature, which allows users to organise their favourite fashion into galleries to share with friends online, can now also be used by brands, with advertisers being able to create own sponsored Lookbooks as advertorials to promote new products. The site is also offering more targeted advertising campaigns and is allowing brands to buy the entire beauty or fashion sections to reach users when they are making purchasing decisions.

Best Job Brit starts today
Tourism Queensland's Best Job in the World successful candidate Ben Southall will leave for Hamilton Island today to start work as care-

taker of the Islands of the Great Barrier Reef. The 34 year-old Briton will spend his first day on the job flying up to Hamilton Island and settling in to his new home - a three bedroom luxury ocean-front villa called Blue Pearl. Last week CumminsBrisbane won a record-breaking three Grand Prix at Cannes for its "Best Job" campaign.

SBS wins Sirens Round 1
An ad for SBS, called "Madison Avenue Cookware" has won the overall and single categories for round one of the 2010 Siren Awards. Written by Nigel Clark and Adrian Ely from agency, US Sydney, the ad is a teaser to promote TV show, *Mad Men*. Winner of the campaign category was an ad for Noodle Box called "Lighten Up" by Lifelounge in Melbourne, and the craft category was won for by an ad for Air New Zealand called "Big Shout Out", from Sound Reservoir in Sydney.

Haystac wins eBay
Haystac's Sydney office been appointed to manage media relations for eBay Australia & New Zealand. Haystac Sydney will implement proactive media relations campaigns as well as managing reactive media relations for eBay. Haystac previously worked on a project campaign for eBay.

News.com.au goes on Ovi
News Digital Media's news.com.au will be the launch news provider on Nokia's new Ovi Store. The Ovi is Nokia's one-stop-shop for new mobile content and applications. On compatible handsets, Nokia mobile users will now be able to download the news.com.au mobile application from Nokia's Ovi Store for free straight onto their phone. Nokia Interactive's Australian sales partner, The Hyperfactory, will be representing the advertising space on the news.com.au mobile application.

PRs to get support
The NSW Secretariat of The Public Relations Institute of Australia (PRIA) has launched a support program to assist PR staff who have been made redundant or who are finding it difficult to gain employment as a result of the global economic downturn. The program, believed to be the first undertaken in Australia by a professional association to assist its membership, will be officially launched on July 21 in Sydney. Employers are being encouraged to include a PRIA membership in redundancy packages to enable staff members to take part in the program.

Bench picks up Synnex
Bench PR has won a new client, IT distributor, Synnex. The PR program will involve raising the profile of Synnex and its chief executive Kee Ong, through customer stories and comment pieces on the trends in the IT distribution industry.

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