

# ABOUT MILLMAINE

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**millmaine**  
ENTERTAINMENT MARKETING

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## ABOUT MILLMAINE

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## MARKET POSITION

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Millmaine is Australia's foremost full-service advertising agency specialising in entertainment.

Millmaine commenced trading in 1985 and has a client list covering just about every genre within the sector including dance, theatre, opera, orchestras, comedy, musical theatre, sport, circus, cinema, festivals, venues, visual arts, exhibitions and touring artists from classical to rock & roll.

# OWNERSHIP

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## **GEOFF GODKIN**

Geoff commenced his advertising career in 1968 with Ogilvy & Mather as a media planner/buyer and progressed to become Media Director.

He established one of the first independent media buying companies in Australia in 1977 and founded Millmaine in Melbourne in 1985.

## **PETER SIMPSON**

Peter started working in mainstream advertising in Perth as a designer/illustrator in 1977.

During the 1980s, Peter established Entertainment Graphics, which grew to become one of Sydney's leading entertainment advertising agencies and merged with Millmaine in 2001.

# STRUCTURE

**Geoff Godkin**  
Chairman

**Peter Simpson**  
Chief Executive

**Lisa Ferguson**  
Client Service Director  
/Campaign Manager

**Gabrielle Manning**  
Campaign Director  
/Campaign Manager

**Simon Godkin**  
Commercial Director  
/Campaign Manager

**Steve Hope**  
Finance Director

## CAMPAIGN MANAGEMENT

<b>SUSANNAH GODDARD</b>	Campaign Manager
<b>WINTER RAMIREZ</b>	Campaign Manager
<b>ZARAH HARDMAN</b>	Campaign Manager
<b>ANNA GODKIN</b>	Campaign Manager
<b>CLARE DUNNE</b>	Campaign Manager
<b>ANNE GERDES</b>	Admin Assistant
<b>HANNAH ROWLEY</b>	Admin Assistant

## CREATIVE SERVICES

<b>GERARD ROWAN</b>	Creative Director
<b>RICHARD COOPER</b>	Graphic Designer
<b>JENNIFER BARTON</b>	Graphic Designer/ Studio Manager Sydney
<b>ANDREW HABGOOD</b>	Graphic Designer
<b>JESSICA HARDY</b>	Graphic Designer
<b>STUART EADIE</b>	Graphic Designer

# SERVICES

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- **CAMPAIGN STRATEGY**

Millmaine has the experience and resources to advise on and plan all aspects of marketing in the entertainment industry.

## IDENTIFY PROJECT GOALS

We work closely with our clients to identify objectives in:

- Ticket sales
- Audience development
- Brand and customer loyalty.

Our aim is to maximize the return from the client's marketing and advertising dollars via a strategic approach, while maintaining the flexibility to respond rapidly to the market.

# SERVICES

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- **CAMPAIGN STRATEGY**

## IDENTIFY THE TARGET AUDIENCE

1. Seek information from the client regarding perceived target audience
2. Seek external information re target audience:
  - a. similar recent shows ticket agencies
  - b. sales records from CDs, DVDs
3. Further analyse audience data at various measures such as:
  - a. age range
  - b. male/female skew
  - c. financial profile
  - d. postcode/areas

# SERVICES

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- **CAMPAIGN STRATEGY**

## IDENTIFY THE MEDIA CONSUMED BY THE TARGET AUDIENCE

Use information gathered to determine overall media mix.

## DEVELOP STRATEGIC APPROACH

1. Work closely with client to develop potential partnership/promotional opportunities.
2. Liaise with client/publicist to determine how best to leverage publicity opportunities.
3. Determine appropriate advertising plan for each territory (often broken into phases based on launch, maintenance and “run home”).
4. Implement plan with continual monitoring against performance objectives.
5. Implement variations of plan based on market performance.

# SERVICES

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- **MEDIA PLANNING & BUYING**

Millmaine is the largest single buyer of live entertainment media in Australia and brings unrivalled specialist expertise to media negotiations.

## FOUR PILLARS OF PLANNING & BUYING

All media campaigns are planned and reviewed taking into account:

1. Environment
2. Target audience delivery
3. Cost
4. Contribution to Ticket sales

# SERVICES

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- **MEDIA PLANNING & BUYING**

## MEDIA CONTRACTING & BUYING IMPLEMENTATION

Millmaine contracts and buys all its own media direct with the various media sales departments. Superior buying performance is the result of keen negotiating as well as the importance Millmaine places on cultivating close and trusting relationships with all media: Television, Newspapers, Digital, Radio, Out-of-home and more.

Millmaine continues to embrace the changing media landscape by developing close relationships with emerging media platforms such as social media and smart phone apps, so that we can ensure our clients maximise the opportunities becoming available.

# SERVICES

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- **MEDIA PLANNING & BUYING**

## MEDIA PARTNERSHIPS/SPONSORSHIPS

Millmaine treats the negotiation and implementation of media partnerships/sponsorships in exactly the same way as 'paid for' media.

The only difference is the method of payment.

Each agreement needs to be evaluated against the 'Four Pillars of Planning & Buying'.

# SERVICES

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- **MEDIA PLANNING & BUYING**

## OMD

OMD is part of the international Omnicom Media Group of advertising companies and is the world's most awarded media network. It has an annual media buying turnover of more than \$1 billion in Australia.

Millmaine retains OMD to provide the following services:

1. **MEDIA ACCREDITATION**
2. **DEBTOR INSURANCE**
3. **BCC SYSTEM** (media booking/accounting system)
4. **DIGITAL SERVICES**
5. **RESEARCH**

# SERVICES

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- **DESIGN & PRODUCTION**

Both Sydney and Melbourne offices boast fully equipped design studios and a creative team that is the most experienced in Australia in designing for entertainment product.

All work is undertaken with reference to key marketing objectives:

- Appeal to the target market
- Solutions that work in print, television, radio, outdoor and online

The creative team can develop original marketing collateral from initial concept through to final art or tailor existing designs to the local market.

# SERVICES

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- **DESIGN & PRODUCTION**

We create design that appeals, inspires, excites and sells supported by:

- a production system that ensures your material is delivered on time
- well-established relationships with suppliers such as:
  - TV and Sound Production Houses
  - Photographers
  - Printers
  - Distribution companies (including rich email and mobile distribution)
  - Digital programmers

These relationships enable us to economically manage your job from start to finish.

## CONTACT US

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### SYDNEY

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