

SWITZER FLICKS SWITCH ON NEW COMPANY

■ **DIRECT RESPONSE TELEVISION ALLROUNDER** Rozz Switzer is taking her specialty to a new level, setting up shop to provide talent and production services. The new business – *DRTV Talent* – will assist companies looking at promoting or branding their products and services through television segments.

For more than 10 years, Switzer has been a familiar face on Australian TV and is now hosting spots where she introduces other presenters who try to sell the products on air.

"Over that time I have managed to get enough contacts on the client side and talent side," Switzer told *Mediaweek*. "I'm getting people who are trained in the area of sales on TV – which is called direct response TV," she said.

Switzer hosts advertorials on *Mornings With Kerri-Anne* and presents and produces free-to-air advertorials and infomercials for *TVSN (Television Shopping Network)*, where she also has a branding segment called *What's New*.

Over the years she has also appeared on *Good Morning Australia* with Bert Newton, *Monday To Friday*, *Bright Ideas* and *Infobreak*.

"As far as advertising is concerned, direct response TV is probably the most effective way

of making sales," she said.

"It's a direct pitch to a target audience of home shoppers and success is easily measured by an immediate response from viewers after a four-minute presentation, in the form of a decision to buy."

According to Switzer, the type of companies that utilise direct response TV range from top end corporates like Telstra, to smaller companies selling single products, often health and fitness related. "I've presented and sold over 150,000 *Airofits*, a plethora of beauty, phone/internet packages and healthcare to name just a few," she said.

Switzer said there was a certain set of skills that a presenter needed to have in order for a segment to be successful.

"It comes down to the person that represents the company – which is essentially what I'll be sourcing in my new business," she said.

"It's about having someone that is warm, believable, friendly, knowledgeable, and understandable."

DRTV Talent commenced operation this week when the company's website – www.drtvtalent.com.au – went online.

TVMAP FIRST TO GET OZTAM'S NEW GOLD STANDARD

■ **HOYTS HAS UNVEILED** a new logo that the company's new general manager of marketing, Nicole Pizanis, said is reminiscent of the old Hoyts' neon signage.

The new logo also makes way for a new positioning line of "There's no substitute", replacing the old "If it's hot, it's Hoyts".

The new positioning line has a double entendre – there's no substitute for the moviegoing experience that Hoyts offers, along with digital sound, big screens and atmosphere, and it has no substitute as an entertainment alternative.

hoys.com.au

 ■ THERE'S NO SUBSTITUTE

■ **BROADCAST MAP** is a New Zealand-based software company that sells their TVmap software to agencies and broadcasters, which they use to calculate reach and frequency from the elemental TV ratings data that OzTAM supplies to the industry.

Just last week Broadcast Map managing director Stuart Lewis announced that they have been the first to be given accreditation by OzTAM for the new Gold Standard which becomes mandatory from September 30, 2005.

"Other software vendors risk dropping off the radar once their existing Gold Standard accreditations expire in a month's time," said Lewis. "We would like to reassure OzTAM subscribers that TVmap does not require any unusual hardware or software and can be

■ **AT A PRESS CONFERENCE** held in Sydney on Tuesday, the new chairman of Young & Rubicam Brands, Hamish McLennan, announced the WPP acquisition of the 70% of The Communications Group (TCG) that they didn't own. Also fronting the media were TCG chairman Alex Hamill and CEO Ian Smith.

TCG businesses in Australia include George Patterson Partners, Zenith Media, PPR and Media Puzzle.

Young & Rubicam Brands will become the

■ **THE RETAIL SECTOR** remained the number one advertiser on radio in the first six months of 2005. Retailers spent \$72.2 million on metropolitan commercial radio advertising over that period – down 1% on the same period in 2004 – with Harvey Norman, Woolworths and Coles the largest advertisers.

The top ten advertising categories with the largest spend for the first six months of 2005

installed at short notice if anyone has a requirement for using elemental data from 1 October. We already have the reputation for having an extraordinarily flexible and user-friendly interface with the data and welcome the opportunity to discuss options for further customisation and integration with clients.

"For us, the timing has been perfect as we are about to go to market with our patent pending Visual Optimiser concept. We believe the TVmap Visual Optimiser will offer productivity improvements in the order of 300% to 1000%, reach based cost effectiveness improvements of 20-30% over traditional methods, and will be the most practical, dynamic and visual optimiser available on the Australian market for 2006."

holding company for the various TCG businesses, with Zenith Media becoming part of Group M, WPP's media network. The agency brand will be known as George PattersonY&R.

Among the beneficiaries of the sale will be around 70 staff shareholders who held 15% of the business. TCG's 70% stake was bought for around \$50m two years ago and this week fetched \$80m.

Hamill, Smith and TCG COO, Mark Baylis will all leave the new business in the near future.

were retail \$72.2m (-1%); entertainment and leisure \$26.9m (-7%); motor vehicles \$24.1m (up 8%); finance \$18.1m (-1%); media \$16.2m (-3%); services \$13.5m (up 15%); government \$9.6m (up 25%); real estate \$9.15m (-9%); insurance \$8.5m (up 68%) and food \$7.4m (up 9%). Sectors with big increases were alcoholic beverages (up 5%), recruitment (up 56%); communications (up 33%) and pet care (up 74%).