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CareerOne Appoints Clemenger BBDO Sydney

CareerOne.com.au marketing director, John Giro, today announced that the company has appointed a new advertising agency for creative - Clemenger BBDO Sydney.

The pitch was conducted over the last three months and involved a tight list of agencies including the incumbent, George Patterson Y&R Sydney.

Mr Giro said "Things have changed a great deal at CareerOne over the past six months and we are now reaping the rewards of having both News Limited and Monster Worldwide as parent companies.

"Our service to recruiters and job hunters – already significantly improved – will set the standard in Australia over the coming months and years.

"To this end, we decided to review our creative resourcing. We were highly impressed by all the pitches and thank the companies that worked so hard on them, but it was Clemenger BBDO that best answered our brief.

"It was clear during the pitching process that Clemenger's approach and enthusiasm for the project made them the ideal partners for CareerOne. We look forward to a long and successful relationship with Andy Pontin and the team."

Mr Giro thanked George Patterson Y&R, saying "GPY&R has played a key role in CareerOne's extraordinary growth over the past three years. Their strong campaigns have helped us attract record levels of traffic and we thank them for their hard work and commitment."

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About CareerOne.com.au:

CareerOne.com.au, one of Australia's leading digital employment brands, is a 50/50 joint venture between News Limited and Monster Worldwide.

CareerOne.com.au successfully integrates the print and online strengths of News Limited newspapers, News Digital Media and Monster.com, creating a leading recruitment service with national and international reach.

With jobs listed on-site and an unrivalled collection of career advice, articles, and resources, CareerOne.com.au provides first-class information and support tools for people looking for jobs wherever they are at in their career

CareerOne also provides advertisers a cost effective range of flexible advertising opportunities, including job listings, display and location based advertising and sponsorship of e-newsletters and job alerts.