

For more information or additional images please contact:

Fergus Campbell, ABC Media
2 Exmoor Street, London W10 6BD
Tel: +44 (0)20 8962 2372 Mob: + 44 (0)771 3360421
Email: fergus@abc-media.co.uk



For Immediate Release:

Dynamic new Digital Retail media agency swells with arrival of ex-Mindshare CEO and Inventabrand Chairman

5 July 2006, London: **abc media** today announce the arrival of two new Board members; Simon Rees, formerly Chief Executive of Mindshare, and Paul Monk, current Chairman of Inventabrand.

Bringing decades of media experience, Rees and Monk will help steer the growth of **abc media** as it continues to extend its network of digital retail estates. They join existing Chairman of **abc media**, Peter Jacobs, ex-Chief Executive of Bupa.

Rees comments; "I am delighted to be joining **abc media** at such an exciting time – we are striding towards our goal of delivering compliant, seamless and integrated campaigns for a multitude of tier-one brands. We intend to cement our position as the UK's leading Digital sales and communication company within the retail environment."

Monk comments; "I am proud to be joining **abc media**. Our media networks are engaging, educating and exciting consumers right at the point of purchase. As a result, the opportunities for retail media are enormous and I look forward to helping my colleagues establish a valued platform for the delivery of digital media – through a hybrid of sales, content and support."

abc media provides advertisers with access to millions of consumers via digital networks and traditional Point of Sale (POS) solutions at retail outlets. **abc media's** Board will help the sales teams – including Direct, Agency, Commerce and Sampling – to combine the old with the new, to allow advertisers a unique opportunity to engage the consumer with effective brand messaging using leading A.V. digital technologies, as well as conventional POS advertising models.

The Agency sales team has also been strengthened by the arrival of Tony Mellor, formerly Head of Sales at Capital Radio Group. Mellor joins the team led by Sara Haynes, Director of Agency Sales at **abc media**.

Recent weeks also see the arrival of Fergus Campbell, who arrives from the Newspaper Marketing Agency. Campbell has been brought in as the Marketing Manager to bolster the drive to promote **abc media's** networks to advertisers and their agencies.

Jon Southcombe, **abc media** Managing Director, comments; "We are thrilled to announce the arrival of Simon and Paul as Board members. Their recognition of – and investment of time in – the power of in-store media as a meaningful way of influencing consumer brand choices at the point of purchase, is invaluable. Their experience and business acumen will undoubtedly be central in driving the growth of both our network estate growth and roster of clients."

"Our continuing executive expansion, with Tony and now Fergus joining us, is also fantastic news as it will help us better demonstrate to agencies, clients and the wider industry, the benefits of Digital Retail media. We are looking forward to growing further still and have an ambition of being regarded in the marketplace as the premium agency for all types of retail media and in-store marketing initiatives."

For more information please contact: Fergus Campbell (020 8962 2372) or Jon Southcombe (020 8962 2300).

ENDS

Notes to the Editor:

About *abc media*

- *abc media* is a Digital Retail media agency.
- *abc media* provides advertisers with access to millions of consumers via digital networks and traditional Point of Sale (POS) solutions at retail outlets. These networks consist of digital screens, in-store radio, shelf barkers and sampling.
- *abc media* is the exclusive advertising sales agency for a number of leading national retailers. These include; all leading Co-operatives societies, Sainsbury's Convenience, Moto, Wilkinson, Spar, Londis, Mills, Texaco, PC World and Virgin Megastores.
- *abc media's* full service solution includes a media sales function, content delivery, project management and campaign analysis.
- *abc media* has worked with companies including; Camelot, Coca-Cola, Diageo, GSK, Kellogg, Masterfoods, Nestlé, News Group Newspapers, Scottish Courage, Unilever and Walkers, among others.
- For more information see: www.abc-media.co.uk

What's driving **Digital Retail media**?

- Media fragmentation and changing consumer habits means that influencing consumer brand decisions is more complex and costly than ever.
- Digital Retail media combines traditional Point of Sale techniques with developments in digital screen technology, providing brands with a new, unique, flexible and accountable advertising channel.
- The benefit to advertisers, of being able to drive an uplift in sales by targeting consumers at the point of purchase through engaging content, is fuelling the growth of digital retail media as an ever-increasing part of the advertising mix.