

## **Nigel Malone | CV**

### **Background**

With 20+ years in the marketing, design and advertising industries, Nigel brings significant experience and insight to the table. Business acumen, a strong set of ethics, and a high value on culture, define Nigel's calm, yet assertive, 'by example' leadership style. Widely published and multi-award-winning, both off his own bat and with the companies he has collaborated, Nigel always saves his best success stories for his clients.

### **Specialities**

Leadership, management and mentorship, brand and business strategy, business development, integrated campaigning, client service, writing, presenting, digital.

### **Values**

Compassionate – caring, nurturing, respectful, ethical  
Creative – insightful, original, intuitive, innovative  
Diverse – multidisciplinary, collaborative, cultural  
Determined – pro-active, solution-driven, relentless  
Efficient – strategic, streamlined, sustainable, compelling  
Fun – in the moment, balanced, open, warm  
Professional – intelligent, articulate, leader and mentor

### **Employment History: June 2009 – Present | Independent Consultant**

#### ***Strategy report for Macquarie Bank: global brand advertising spend, channel, media and digital recommendations.***

Commissioned by Moon Group. I assisted their client Macquarie Bank to determine Macquarie's annual global advertising spend, regional splits (America's, Europe, Asia), channels and media recommendations. Involved analysis of global competitor spends, industry benchmarks, financial and emerging market trends and opportunities, Macquarie's acquisition and expansion plans, and effectiveness of previous campaigns. The final recommendation report also included extensive and detailed study of opportunities in the digital environment including smart phone and iPad apps and their relevance for Macquarie's C-suite target audience. It also considered performance and message development for [Macquarie's global brand campaign microsite](#)

#### ***Vodafone's tier-one sponsorship of Channel 10's 'the biggest loser 2010'***

Working closely with the Integration and Sponsorship Marcomms teams of Vodafone (Vodafone Hutchison Australia) I planned and managed Vodafone's tier-one sponsorship of Channel TEN's 'the biggest loser 2010'. This 3 month, fully integrated campaign included creation of TV spots, sponsors spots, 3 x in-show integrations and significant digital and mobile content components. The sponsorship proved mutually successful with audiences peaking at 1.8 million viewers giving TEN its best overnight audience of the year; and Vodafone reaching 100% of new customer acquisition targets for the period.

*My involvement included:*

- Custodianship of Vodafone brand throughout all engagements with Channel 10 and Fremantle Media
- Negotiations regarding \$1 million+ media contract with Channel 10 in collaboration with media agency Ikon.
- Working with Channel TEN and Fremantle Media executives to devise in-show integration of Vodafone assets and ambassadors into 'loser challenges'. These included a ['pit-stop' challenge with championship-winning V8 SuperCar driver Craig Lowndes and Team Vodafone](#), [a surf lesson with 7-time surfing world champion and Vodafone ambassador Layne Beachley](#), and [an outback training session with the 'Commando' and indigenous kids from Vodafone Foundation Partner, the Red Dust Role Models](#).
- Mobile content deal with Fremantle Media (producers of 'the biggest loser') to utilise 'biggest loser' content on Vodafone customer mobile phones. This mobile content, promoted as ['Catch-up TV'](#), included latest episodes, gossip from the house and 'loser contestants' and never-before-seen footage, all streamed to Vodafone customer mobiles.
- Concept and implementation of two online viewer competitions (win [a surf lesson with Layne Beachley](#), or a ['hot-lap with Craig Lowndes'](#)) on both [thebiggestloser.com.au](#) and [vodafone.com.au](#) websites. This presence on both sites included online forms for competition entries channeling into a single database for ease of judging.
- Establishment of Biggest loser Australia [Twitter account](#)
- Negotiation and co-ordination of Vodafone's sponsorship of 'image gallery' sections of the ['biggest loser' website](#)

### **3 mobile's 'Summer of Cricket' & McGrath Foundation partnership**

Strategic and communication planning for leading Australian telecommunication company 3 mobile, specifically formulating the campaign plan for the 2009/2010 'Summer of Cricket' (part of 3 mobile's tier one sponsorship of the Australian Cricket Team), and fundraising partnership with McGrath Foundation centred around the Sydney 'Pink Test Match'. This campaign involved the full spectrum of campaign elements from at-match signage, to television advertising, Channel 9 telecast sponsorship, and a diversity of digital channel and in-store activity. Notably, from the fundraising perspective of the campaign over \$100,000 was raised for the McGrath Foundation breast care nurse program.

*Campaign highlights included:*

- Development of 'Pink Zinc' Crème as a fundraising tool (gold coin donation) at Test Matches
- Establishment and promotion of donation shortcode – txt 'PINK' to 131363 and donate \$3 to McGrath Foundation, promoted on big screen at match and during Channel 9 telecast
- [Men of Cricket Calendar](#), featuring Shane Watson (all proceeds to McGrath Foundation, on sale at match and in 3 mobile stores. See the [hype reel on youtube](#).)
- Men of Cricket Calendar Facebook teaser campaign (guess the Cricketer from the body part competition) to McGrath Foundation 75,000 Facebook fan base
- 3<sup>rd</sup> Umpire sponsorship, Tea Break (Tea with 3) sponsorship
- [iPhone CricketTV app](#) developed in conjunction with Cricket Australia
- [Live streaming CricketTV](#) delivered to Planet 3 (portal)
- [Dedicated cricket section](#) on three.com.au including team and player profiles, fixtures, behind-the-scenes rich media content on making of 'Men of Cricket Calendar'
- Establishment of Channel 9 Commentary team with [twitter accounts](#) and promoted (3's 'free twitter on handset' offer) during commentary of ODI and twenty20 components of cricket summer

### **Author of 10-part series on Marketing Strategy & Insight, Anthill Online**

Received over 10,000 page views on a [10-part series of articles on strategic and communication planning](#) published by Anthill Online, and [voted #1 'most influential post'](#) by Anthill Editorial team.

### **Employment History: April 2007 – June 2009 | Group Account Director at Frost Design**

- Full P&L, revenue target accountability for Frost's Advertising Division, reporting to CEO, overseeing all aspects including client service, new business pitching, strategic planning, brand and tactical campaigning, digital channels, research and testing, team management including recruitment and reviews.
- Full accountability for Frost's largest and most profitable client, Tourism Northern Territory. Played lead role in securing brand component of account in 2004 (as consultant), full advertising component in 2005 against Euro RSG, and reappointment in 2008 in a three-way pitch against Whybin TBWA and Cummins Nitro. Total value of business approx \$1.5 million in creative services fees per year and management with media partner MPG of \$5 million in media spend.
- Initial Brand component involved ground-up redevelopment of NT brand (case study available)
- "Advertising awareness for Tourism NT's 'big NT' campaign eclipsed the previous highest (pre-September 11) peak to become the most successful campaign in this respect ever."  
Roy Morgan Research
- Oversaw Northern Territory Tourism website [www.travelnt.com](#) strategy and development for 3+ years. Undertook complete redesign and rebuild of website (300+ pages) including: usability and statistical review of old site, competitive review across global travel category, strategic development for new site, site architecture and functionality brief, wireframing, CMS tender and procurement, team management, creation of [rich-media](#) and [flash content](#), English and other (5) [international language sites](#), transition from old to new site.
- First implementation of [google maps/mashup](#) in tourism category and first dedicated youtube channel in tourism category
- Interactive, [rich-media site for Baz Luhrmans' 'Australia' the movie](#)
- Syndicated core site content across a variety of social media sites including Trip Advisor, Wikipedia, [WikiTravel](#) to maximize NT content cloud.
- Lead role in securing and managing Federal Government Parks Australia account and ground-up rebranding of World Heritage-listed [Kakadu National Park](#) for an international audience.
- Lead strategic role on Qantas account and roll-out of internal communication campaign to 18,000+ employees, pertaining to the newly opened \$10 million [Qantas Centre of Service Excellence](#).
- Key roles in numerous new business wins including: General Pants, Pinctada Resorts, myspace, Tyro EFTPOS
- Served as Frost Environmental Champion and turned Frost Design 'Carbon Neutral', the first Creative Agency in Australia to do so.

### Employment History: 2005 – 2007 | Senior Strategic Brand Planner, Lead Writer, at Frost Design

My role was to solve any number of business and brand challenges for Frost clients. This usually began with listening, asking questions and independent research to ensure a full understanding of their business, the category, competitors and landscape in which they currently or intended to operate in. I then aimed to find the business focus, identify core values, brand architecture, competitive positioning, ideal audiences, key messaging and optimum channels of communication. Following this I would develop a written brief that brought together the attitudes and interests of both client and consumer; and provide Frost's multi-disciplinary creatives with a platform of insight and inspiration from which to seed their thinking. With copywriting as a core competency, I would regularly drive and guide messaging for both client and agency communications, including the development of company and products names. So effectively, on any particular day I might be synthesizing research into a creative brief, considering brand architecture, conducting a workshop or brainstorming session, presenting strategy to a client, or pitching credentials to a prospective client. Client experience during this period included:

- [Alphabet Foundation](#)
- [Barefoot College](#)
- [Deutsche Bank Asia Pacific](#)
- [General Pants](#)
- [Parks Australia, Kakadu National Park](#)
- [Qantas](#)
- [SA Water](#)
- [Sydney Opera House](#)
- [Tyro](#)
- [Amazon Conservation Association](#)
- [Borneo Orangutang Survival](#)
- [Frasers Property \(Trio Camperdown\)](#)
- [MySpace](#)
- [Pinctada Resorts](#)
- [Queen Victoria Building](#)
- [Sydney Dance Company](#)
- [Tourism Northern Territory](#)
- [Wool Innovation](#)

"Nigel's ability to cut through the clutter, find insight, inspire the team, and deliver for the client, are qualities that will be missed by all of us at Frost. I wish him all the best in the next phase of his career."

Vince Frost, CEO Frost Design

### Employment History: 2003 – 2005 | Director of Marketing & Online at Exponential Markets

Working with an entrepreneur to develop an online matching system connecting angel investors with inventors seeking private equity to commercialise their ideas. A B2B solution, it does not engage either investor or inventor; but instead connects their respective financial advisors, to ensure confidentiality for investor and best-practice throughout the investment process. Over \$2 million of capital was raised to fund the marketplace technology development, patent the invention and protect the intellectual property globally. The prototype was successfully developed and intellectual property sold to a global commodity trading technology firm, for full commercialisation.

"Nigel is a charismatic team leader, a hands-on conceptual thinker and inspiring strategist. He has significant experience and expertise in digital media, web technology, e-marketing and design. Working with Nigel, you immediately realise he has acute attention to detail and an extremely capable manager; one focused to deliver results on time at high standards. Aside from his commercial acumen, he has an engaging personality and an amazing zest for life. I truly hope to have the opportunity to work with Nigel again." David Masters, Executive Director / CEO, Exponential Markets

### Employment History: 1991 – 2002 | Owner, Managing Director at Advertising Designers Group (ADG)

ADG was a boutique creative agency with a focus for social change, environmental communications, progressive brands and corporate social responsibility. ADG held particular expertise in the area of climate change communications through its work with the Sustainable Energy Development Authority (SEDA) in the development of the [Live Energy Smart](#) and [Work Energy Smart](#) brands, and the marketing of [Greenpower](#) to both residential and [business](#) audiences. In June 2000, the Green Power Program was awarded the Australian Greenhouse Office Award for Innovation and Excellence in Marketing and the Prime Minister's Environment Award. The Powerhouse Museum has included the advertising in its poster collection. Other ADG clients included:

- [Amnesty International](#)
- [Australian Ethical Investment](#)
- [Cantor CO2e](#)
- [Greenpeace Australia](#)
- [Hire a Hubby](#)
- [Pacific Solar](#)
- [Plantmaster Products](#)
- [Red Cross Australia](#)
- [South Pacific Whale Sanctuary](#)
- [WWF](#)