

## News Desk

## In My Experience

IN ASSOCIATION WITH



SPECIALISTS IN THE RECRUITMENT OF SALES AND MARKETING PROFESSIONALS AT ALL LEVELS ACROSS ALL INDUSTRIES



The last 18 months have been the biggest of my life, not just learning about a new category and new brands but also in getting to grips with a new country and new culture as well as new family, new friends, new home. The only thing that has remained the same was the car I came over on the ferry in.

The last eight months have been fun, immersing myself in the dairy industry. The first lesson of leadership – get your hands dirty. I've learnt about calving patterns and lactose levels, fed new born calves and even watched the miracle of birth.

We're all dealing with a tough economy at the moment and milk is no exception. I'm trying to do what no-one else has done, move milk from commodity to brand. The key is being single-minded in the identity we're projecting (one of my mantras is "the narrower the something a brand stands for the stronger it becomes") whilst seeing everything as a potential canvas.

Another piece of advice - engage consumers indirectly. We're doing some exciting things with the speciality coffee industry, including backing the new world Barista Champion even before he won the Irish qualifying round. Because as we all know, "Great Coffee needs Great Milk"

I believe brands are like people, they should have an identity on the outside and a personality on the inside. People don't just buy the most successful brands, they befriend them. I also believe brands are the currency of the 21st century. Don't believe me? Take two 10 euro notes, add a different brand to each and ask people which is worth more!

I also know Walt Disney was right, forget about "thinking outside the box"... there is no box!

Jon Burton is group brand manager – Glanbia Beverages

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## Top NI design graduate awarded

Christopher Martin, graduate of the University of Ulster's art college has been awarded the Walker Communications Prize for Outstanding Achievement. Martin received the award due to the high quality of his portfolio.

Peter Higgins, creative director at Walker Communications, said, "We feel it is important to recognise and support local graduates like Christopher who have shown huge potential through their visual communications course. His portfolio is intelligent and creative."

The competition prize was the cost of an advertising billboard in Belfast and production of a 48-sheet poster of the winners to be displayed



for two weeks. It also included £500 and a week's work experience at Walker Communications.

Pictured are creative director at Walker Communications, Peter Higgins with Christopher Martin (left).

## RTÉ Publishing and Berkley Recruitment offer job searches

RTÉ.ie and Berkley Recruitment Group have come together to launch a service that allows people to access details of 'live job vacancies' on mobile (m.rte.ie), aertel teletext, and online at rte.ie. The vacancies advertised are in the in the IT, pharmaceutical and sales sectors in Ireland.

Steve Greenwood, director of Berkley Recruitment Group said, "We are allowing people to find jobs through three distinct vehicles: 1) via RTE.ie's aertel stream, 2) via RTE's mobile phone data stream and 3) via Aertel's Teletext service."

## First Irish TV campaign for Curry's

The electrical retailer Curry's has started a new TV campaign, designed by Dublin agency Rothco. It's the first time Curry's parent company DSG has used Irish creative and execution (previously all content was UK driven). The tone and direction of the work reflects this. Five different TV ads were produced.

Declan Ronayne, managing director of DSG Retail Ireland (which operates as Currys and PC World ) said, "We wanted to achieve a distinctive tone of voice for Curry's and cut through all the other clutter that currently typifies advertising for general electrical retailing."

## What informs me ...

Every day I take the time to go for a walk and meditation before I go to work.

**And on Sundays you'll always find me somewhere along the coast taking a walk.**

The first thing I do when I reach my desk is say hello to anyone around the office and check the latest sales figures.

**And the last thing I do before I head home is do my "to do" list for the next day.**

The last good show I saw on TV was *CSI Las Vegas*.

**But it was not as good as *Sex and the City* which is my favourite show of all time.**

"Juno" was the last good movie I saw.

**I'll always at least flick**

**through – I am a googler not a browser!**

At the moment I am reading *Awareness*, Anthony deMello. Which is as good as *The Prophet* by Kahil Kibran, my favourite.

**That ad for Flora Pro.activ, now that's a fine piece of work.**

Soundtrack from Juno or Rocky are currently playing on my iPod/Walkman.

**This year I'll be holidaying in Italy.**

Good service, nice atmosphere and reasonable price is my idea of a great restaurant. May I recommend the Venezia in Ranelagh

**Keoghs is my idea of a decent pub.**

Mine's a vodka and Diet Coke



by the way.

**Gyms in your office building, now that's what I call a great idea.**

Heaven on Earth is a walk on the beach on a sunny day with the love of your life!

**Hell on Earth is waiting in an airport and being delayed on a flight home!**

Arise sir Elvis!

Begone! Talk of recession!

Muireann McCormack is marketing manager at Flora, Unilever