



# Marketforce

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## **iiNet appoints West Australian agency**

West Australian advertising agency, Marketforce, will join iiNet as its new marketing and communications partner.

The appointment comes after an extensive competitive pitch process involving four local WA agencies who all took part in a strategic and creative presentation to the iiNet marketing and Executive teams.

iiNet's CEO, Michael Malone, said it was important that the Internet Service Provider maintained its support of local agencies.

"We always intended to appoint a local agency. We're big on supporting other West Australian businesses and Marketforce put up a strong case for why we should partner with them," Mr Malone said.

According to Wendy Walker, iiNet's Chief Marketing Officer, Marketforce's emphasis and focus on the customer journey closely aligns to how iiNet does business.

"At iiNet, the customer is central to everything we do and Marketforce really demonstrated an understanding and appreciation of that," Ms Walker said.

"Their expertise in relationship marketing really shone through during the pitch process and we look forward to the experience they will bring in that discipline.

"The fact that they're an award winning agency with over 37 years local experience is an added bonus and I'm delighted to welcome them to the iiNet family."

Marketforce Creative Director, Pat Lennox, is excited about the opportunity to work with one of Australia's most dynamic brands.

"Naturally we're thrilled at the prospect of working with the iiNet team," Mr Lennox said.

"It's rare you get the opportunity to partner with a brand as dynamic and exciting as iiNet, and we simply can't wait to get started.

In the ISP category, iiNet stands out as both a true innovator and a champion of customer service; attributes we certainly believe in passionately here at Marketforce."

Marketforce will join award winning agency, BWM, on the iiNet roster. It's a collaboration that Lennox is looking forward to.

Lennox is also excited by the prospect of working with the iiNet marketing team and Walker's considerable marketing experience is also a major plus.



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“It’s extremely exciting to work with a marketer of Wendy’s calibre. She brings a wealth of brand experience to iiNet, and that’s invaluable to us moving forward. It’s not every day you have the opportunity to work with such a seasoned marketer, and we certainly intend to make the most of it,” Mr Lennox said.

**For further information, please contact:**

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**About iiNet**

iiNet is Australia’s second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2,000 inquisitive staff across four countries and support over 1.7 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We’re a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we’ve developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn’t changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.