

TARGET MEDIA CREATE NEW HEAD OF DIGITAL ROLE

May 2010: Target Media, the number one independent entertainment media agency, has named Mary Bond as its new head of digital.

Mary has been with the company since September 2007 when she joined as an account manager. In her new role she will be responsible for leading and positioning Target Digital, as a market leading digital operation heading up a team of 5 people.

The appointment comes as Target Media looks to expand its digital offering in response to the plethora of digital opportunities that are now available in advertising. The company anticipates that their digital activity for clients will grow by more than 15% this year alone.

The first new member of the digital team being led by Mary is Jack Bannerman, who joins Target Media as a Digital Account Manager from OMD where he has been working for two years on digital planning and buying account for Sony Pictures. At Target Media he will be focused on continuing his digital media planning work for accounts such as Icon Films and Revolver.

Mary, who will be recruiting to build the team further, will be charged with turning the digital department into a stand alone P&L centre without losing the integrated solution it offers within Target Media.

Prior to joining Target Media, Mary was UK marketing manager for Sony Computer Entertainment, where she was responsible for UK PlayStation brand activity as well as hardware launches such as PS2 slim, PSP and PS3 and software releases including Singstar, Buzz! and Gran Turismo.

Mary said: “I am thrilled to be asked to head up Target’s digital activity at such an exciting time for the company. We have always been market leading in digital, producing many media 1sts in the entertainment sector, and whilst I intend to maintain this quality of delivery, I will also be looking to expand our expertise into relevant youth and lifestyle sectors.”

Since joining Target Media Mary has worked as part of the games team providing the media strategy, planning and buying for video games publishers such as Bethesda, Konami, Codemasters and SEGA.

Rob Wilkerson of Target Media, said: “Mary is a real asset to the company and we are confident she will do a terrific job in her new role. The Digital arena is continuing to grow, and this has been reflected by our investment with Mary.”

It has been a busy year for Target Media so far, with new wins including the £3m planning account for Namco Bandai Partners, the video game distribution marketing and sales company, which was announced at the start of April.

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