

A NEW FORK COMING FOR PORK

Shift, Australian Pork's advertising agency, has decided to resign the account.

Peter Haydon, General Manager of Marketing, Australian Pork, said: "The three year relationship with The Brand Shop (now Shift) has been very successful and in fact the latest two TV ads are some of the best performing creatives APL has records for. Our organisations' goals began to diverge and it was better to part amicably than try to fit round pegs in square holes."

The STW-owned Shift (previously The Brand Shop) made the decision to resign the account as its evolution into a brand strategy and communications company continues.

Iain Good, Managing Director, Shift said: "Our team has immensely enjoyed working with Australian Pork and we wish them all the very best for the future."

A creative pitch for the business is already well underway with a new agency expected to be appointed soon.

For further information, please contact Peter Haydon, General Manager - Marketing at APL, on (02) 6270 8847.

ENDS

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