Putting brands alongside the conversations that matter for over 30 years

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Pub plug

Publicis Groupe is plugging all of the agencies in the group into Adobe's marketing cloud. The drive, said Publicis, will accelerate the group's goal to make combined digital and emerging market revenue 75% of its multi-billion dollar business by 2018.

Chromecast power

Onyala is now powering premium content for Presto on Chromecast devices, "enabling customers to boost revenue streams through increased device and audience reach" it says here.

Matt factor...

Out-of-home media provider, TorchMedia, has strengthened its team with the appointment of Matt Fisher as agency account manager.

...Max power

Meanwhile, another out-of-home firm, QMS, reckons it has the largest and newst digital sign format in Brisbane. Virtually unmissable.

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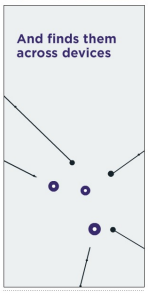

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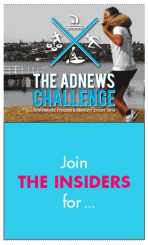

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