

## TOP MEDIA AGENCIES IN SYMPHONY FOR NEW COST-SAVING SOFTWARE

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Leading media agencies Universal McCann, Starcom, Euro RSCG and Optimedia are the early buyers of new online advertising management software specifically designed to remove up to 80% of the online campaign administration overhead. The new software, developed by Australian company *Symphony Media*, addresses the key business challenge for agencies in managing online advertising - how to manage campaigns profitably.

In addition to the major agencies already using the new software, a further eleven media agencies are at various stages of trial and roll out and almost every recognised online publisher in Australia has now signed with *Symphony Media*.

"The complexity of online campaigns often makes online advertising unprofitable for media agencies," said Symphony Media CEO, Ian Lowe. "Eliminating administration overheads is key to making digital media more efficient for agencies as well as online publishers. Greater efficiency means greater profitability, further driving already strong growth in digital ad spend," explained Lowe.

Lowe says the *Symphony* software was the outcome of close collaboration with leading agencies and online publishers.

"Not only does *Symphony* constitute a first for the Australian market, but it has been made possible by an unprecedented level of industry co-operation. The extent of this collaboration constitutes industry wide recognition of the measurable commercial benefits to be gained from the efficiencies *Symphony* offers. Some of the industry's largest organisations have been involved right from the beginning, the willingness of all to work together has been exceptional" said Lowe.

Key industry bodies such as The Media Federation of Australia have also contributed, ensuring the interests of its media agency membership are represented.

Matt Houltham, Head of Interactive for **Optimedia** -one of Australia's largest media agencies - echoes the *Symphony* mantra.

" We are excited by the opportunity *Symphony* brings to online media planning and buying, it is a tool the industry has needed for sometime. *Symphony* delivers much needed efficiencies, and makes gathering information and buying a great deal easier. This will potentially stimulate more interest in the medium from media buyers", said Houltham.

Others agree. Ann Morrison, Media Director for **Euro RSCG Partnership** claims "Symphony allows media planner/buyers to focus on strategy development and media opportunities rather than the mechanics of implementation."

Head of Online for **Universal McCann** - Michael Lane - feels *Symphony* will improve the profile of online advertising within media agency organisations, and improve the agency experience of online.

"This tool has been designed around the needs of the media agency and the broader local industry. We use *Symphony* because it reduces administration time and integrates the multiple requirements of our media, creative and client partners" said Lane.