sue.kallas@smvgroup.com.au

**The position**

* Entry level
* Driven and technologically aware
* Passion for all things digital
* Work closely with digital planner in developing digital strategies, implementation plans and reporting framework
* Monitoring campaigns to ensure correct delivery, optimization and campaign delivery
* Experience working in agency environment
* Positive and friendly approach to working relationships
* Stamina for fast pace agency environment

**Opportunities**

* Encourages to continually develop skills
* Industry renowned program – Employee development program: theoretical world of strategy and the analytical world of activation at the associate, supervisor and associate director position
* Coursework / Seminars / Symposiums / Workshops / Discussions / Learning forums

**The company**

* Purpose / Goal – experiences matter / enhance lives and build brands
* Values
	+ Shaping the future
	+ Embracing change
	+ Emphasising people and experiences
	+ Utilising technology
* People
	+ Transformation / Dynamic
	+ Relentless / Fearless
	+ Tribal
	+ Streetwise / Switched on
	+ Direct / Honest
	+ Curious / Spontaneous / Creative
	+ Empathetic / Communal
* Harnessing transformation spurred by digital, content and analytics and rooted deep in human understanding through insights, big ideas and business building results
* The market’s premier human experience experts – capable of growing ideas and creating any path to make them real experiences
* Service offerings
	+ Experience Strategy & Planning
	+ Digital-Led, Cross-Channel Strategy
	+ Content Creation
	+ Data & Analytics
	+ Investment & Activation
	+ Research & Human Experience Centers for Real-Time Insights from around the Globe
	+ Multicultural Marketing
* The problem: too many ideas… but which one to pick?

**“Shag” Tree**

This campaign created a moral panic in, generated a media frenzy and became the most talked about campaign in Sweden at the time. What was all the fuzz about? For the National HIV council we created a web application called the “SHAG” TREE, it generates a tree out of your Facebook friends and their friends to illustrate how many you potentially had sex with.  We managed to create a critical mass of word of mouth that generated a 90% reach in the target group. As an effect it changed the attitude towards condom usage of young Swedes by 27%.

**ESPN NFL Draft**

Flashback to April 2011. With a labor stoppage looming, NFL fans were facing the prospect of not getting their football fix for a very long time and there was one last moment for fans to invest in their favorite teams — The NFL Draft. Sick of the he said/he said fights between owners and players, fans were about to change from active to passive when it comes to football news, leaving ESPN behind. Instead of fans pulling in ESPN, we needed to start pushing it out to them.

As fans jumped on Facebook and Twitter to opine on drafted players, ESPN helped fuel the conversation. Stories and ads targeting friends of friends and followers of ESPN’s existing Facebook and Twitter accounts directly connected them with the Worldwide Leader in Sports and gave them the information that they wanted. Newly updated reports and real-time draft updates found prime real estate on Twitter on the days of the draft and complemented it with facts and information directly from the experts at ESPN.

Over the course of the campaign, ESPN’s Twitter feed was gaining over seven followers every minute and achieved a response rate 67% above Facebook’s benchmark. The cost of gaining those followers came in at 50 percent less than average on Facebook and 37 percent on Twitter. Even though the NFL came back in time for the season, ESPN now has a social following that they are constantly connected with.