

TMG'S CHANNELZERO AWARDED SPEEDO ACCOUNT

Channelzero combines forces with One9ninety, DAE and Narratrs to win global campaign to celebrate Speedo's 90th Birthday in Australia

LONDON, Monday 29 January – TMG's Australian agency, Channelzero today announces that it has been appointed by iconic swimwear brand Speedo to develop a global campaign to celebrate Speedo's 90th Birthday in Australia and across the globe. Channelzero won the contract in a competitive pitch to provide all creative and content across key communication channels – digital, retail and PR – for all markets.

The TMG agencies combined forces to offer Speedo a genuine full-service response to its brief. Channelzero worked with One9ninety to gather the social and digital insights needed. DAE was engaged to ensure the campaign translates across key Chinese markets. And Narratrs social media micro influencer platform was presented as a key part of the media mix.

Mikey Taylor, CEO of Channelzero said:

"This is a brilliant win for the agency and reflects the great chemistry that we have with Speedo. It's also a testament to TMG's entrepreneurial model that we are able to combine agency skills so nimbly for our client's benefit, without any politics or red tape.

"With Weet-Bix and now Speedo, we are now lead creative for arguably the two most quintessentially Aussie brands. We are ready for other iconic brands to step up their game too!"

Speedo joins an enviable client list which includes Sanitarium, Rio Tinto, Sydney Water, Nestle Professional and News Ltd.

TMG is a progressive marketing network that provides a fresh alternative for global brands that want to see more bang for their buck. With offices in America, Europe, Asia and Australasia, TMG's collaborative network of agencies provide a holistic service to deliver highly effective results.

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About Channelzero

<http://www.channelzero.com.au/>

The Marketing Group plc ("TMG") in brief

TMG is building a global full-service marketing network that respects the individual cultures of each agency that joins. By providing a supportive platform for growth, and an agile management approach, TMG aims to provide a fresh alternative to the big holding companies: Independent Spirit - Global scale. Each company within the group provides specialist marketing services brought together, within complementary communities of practice, to form an international network that can address a global market. The central team supports its subsidiaries through a lean and nimble structure that can respond quickly to change and provide highly effective solutions for clients. The Marketing Group is listed on Nasdaq First North, Stockholm. www.tmg-plc.com. Mangold Fondkommission AB, +46 8-5030 15 50, is the company's Certified Adviser and liquidity provider.

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