

## Woolworths Marketing announcements

**Monday, 24 March 2014:** Woolworths supermarkets has announced the appointment of Tony Phillips as Chief Marketing Officer.

Tony has enjoyed a successful career in the Australian advertising industry. He was the founder and Managing Director of AdTown. He was also Managing Director of George Patterson Melbourne handling clients like Carlton United and National Australia Bank.

Tony joins Woolworths from Coles where he has spent the previous seven years in the roles of General Manager Marketing Communications, General Manager Sponsorships and Events and General Manager Category Marketing.

The Chief Marketing Officer role is a new operational role at Woolworths and is part of a restructure of the Marketing division.

Jess Gill has been appointed to a new strategic role of Director, Customer Experience.

Jess will be leading the development of Woolworths' brand strategy, format development including store design & layout, online customer experience and embedding deeper customer insights throughout our business.

Tony will build on the foundation laid by Jess and will further enhance our leading position on price, fresh food and inspiring a healthier Australia while strengthening the capability of the marketing team.

Additionally, Woolworths is seeking to expand its agency roster and as such has added Leo Burnett.

Managing Director of Australian Supermarkets and Petrol, Tjeerd Jegen, said, "We're very excited to be adding one of Australia's premier creative agencies to our roster and I believe this addition will help us stay ahead of the pack in what is a very competitive market.

"I'd like to sincerely thank Droga5 for their work over the past two years. The successful More Savings Every Day campaigns have shown they were the right choice and now we move into a new era. The addition of Leo Burnett will be a great fit for Woolworths.

"With a new marketing team of Tony and Jess, combined with a new creative agency in the roster in Leo Burnett, I know we will further strengthen our position as Australia's leading supermarket," he said.

CEO of Leo Burnett Australia Todd Sampson said, "Tjeerd, Jess and Tony have huge ambitions for Woolworths and it's now our job to help bring them to life. I can't wait to get started."

For further information please contact the **Woolworths Press Office** on 02 8885 1033.