



## Media Release

Friday 4 September

### **GESB APPOINTS NEW MARKETING COMMUNICATIONS AGENCY**

GESB, the largest WA-based super provider, has appointed The Brand Agency as its new marketing communications agency.

The appointment, which is effective immediately, was made following a comprehensive competitive tender process.

GESB General Manager Marketing and Strategy Collene Hansen said The Brand Agency would bring fresh ideas and creativity to GESB's communications.

"Helping our members make sense of their super is critical during times of economic uncertainty and regulatory change," she said.

"The Brand Agency is well known for its creative approach and effectiveness in building strong connections with brands."

Ms Hansen said research showed that use of advertising and a variety of marketing channels was a very effective way to reach GESB's 310,000 members – around 25% of Western Australia's workforce.

The Brand Agency Managing Director Steve Harris said he believed there was huge potential to drive even stronger engagement between GESB and its members.

"It's one of the most prestigious client accounts in WA and its diverse activities through all marketing disciplines represent a great opportunity for us to partner with them," he said.

“GESB has a great strategy and we’re excited about bringing our skill set and experience to their business.”

GESB has worked closely with its previous agency, Marketforce, since 2004.

Ms Hansen said Marketforce had provided terrific support to GESB over the previous five years building a strong connection with its members and positioning it well for the future.

“Together we have won a number of marketing awards, most recently the prestigious Association of Superannuation Funds of Australia’s Integrated Marketing Campaign of the Year 2009,” she said.

“It’s not an easy decision to change agency, but we anticipate The Brand Agency will be able to build on our strong brand footprint. We welcome them on board as part of our continued drive to engage our members.”

Appointment of The Brand Agency is for 2 years.

## **Ends**

### **Notes to editors:**

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### **About GESB**

GESB manages the largest superannuation fund based in Western Australia. It manages superannuation on behalf of 25% of Western Australia’s workforce and with a 70 year track record, GESB has unrivalled experience in superannuation in Western Australia.

It is a member focused organisation that manages the superannuation of current and former WA Public Sector employees and their partners.

GESB’s primary purpose is to improve the long-term financial well-being of its members. It offers competitive superannuation and retirement products, financial advice and outstanding customer service combined with low fees.

For further information visit [www.gesb.com.au](http://www.gesb.com.au)