

# CHIT CHAT

**"We have a saying at Droga5, which is fuck Lion Nathan."**

Droga5 founder David Droga declares his loyalty to Foster's-owned VB at the Caxtons weekend.

**"This is either going to be a blaze of glory or just a blaze, but there'll be flames."**

CommBank marketing chief Mark Buckman relates to the Caxtons conference audience what the bank's CEO Ralph Norris said as the "Determined to be different" campaign was launched.

**"Now is not the time to be timid, but it's not the time to swing from chandeliers."**

Buckman tells the Caxtons crowd how a responsible brand should act in the current economic climate.

**"Not even the hint this time of Lara Bingle's famous bouncing breasts."**

News Limited columnist Andrew Bolt dismisses Tourism Australia's latest efforts.

**"We've received the blessing from the Godfather of the brand!"**

SBS director of television & online, Matt Campbell after *Top Gear Australia* was given the thumbs up by Jeremy Clarkson.

**"We wanted to take Subway on a journey but they weren't so keen to come along for the ride."**

CumminsNitro chief executive Michael Brannagh on the agency's split with the sandwich giant.

**"Can you talk to us about 'Rabbits the movie?'"**

News Limited director of sales Tony Kendall asks the first question to Telstra marketing boss Amanda Johnston following her Caxton speech.

**"Shut up."**

Rob Belgiovane, founder & executive creative director of Telstra's agency, yells response from the audience.

# Donna makes Hay while sun shines

Donna Hay is a perfect case study of how one person can build a global food empire without falling into the increasingly crowded realm of celebrity-chefdom.

Arguably Australia's best-known food writer and stylist, you'll find Donna Hay in magazines, cookbooks, homewares and online. She is about to launch her own Donna Hay general store in Sydney; she is designing a range of kitchenware with Royal Doulton; she relaunched her website this week; she just wrapped up development of a range of home-style cookies, brownies and cupcake mixes; and her 17th book, *No time to cook*, hits stores in November.

Oh, and she's looking at doing a TV show, which she shunned early in her career. "I could see the pitfalls that arise when there's celebrity involved. I didn't want it to be about me."

Hay's focus on building a strong brand rather than a celebrity image means she now feels comfortable taking the TV plunge. Should she launch a show, she says, she'll stick to being a "Foxtel girl here" in Australia, and "do something bigger overseas," to maintain some semblance of a private life. "There's a lot to learn so I'm going to learn everything about it before I dive in."

Hay has built a strong sense of what her brand is, and is not. "I said no to a stack of things," she says, sitting in her bustling – and aromatic – Surry Hills office. "I could've cashed in on a big load of cash... but I also might have looked at a three-year career."

"I've always been a bit of a brand boffin. It goes without saying that if you manage your brand well, you have a lot more longevity."

Hay's mantra, "special made simple," has been the key to her wide appeal, as has her protectiveness of what makes her brand unique. She maintains a fastidious approach to *Donna Hay Magazine*, which launched in 2001, capping the number of ads per issue and ensuring ad placements complement editorial. "We've had strict advertising rules from day one and that's what has kept advertisers interested in the magazine – because we don't sell out."

*No time to cook* is Hay's 17th book. The first 16 have sold over 3.3 million copies in nine languages around the world. "It's quite indulgent

I could see the pitfalls that arise when there's celebrity involved.



Donna Hay is looking to add to her 3.3 million book sales with her 18th book, *No time to cook*.

to work on a book," she says. "The magazine is more of a puzzle."

Hay genuinely lights up when she talks about her new projects, shifting forward in her seat; grabbing mock-ups; showing off the shelving for her first store, which opens in Sydney in February 2009. "I've always had a log of suppliers, small artisans that I buy products from when I'm travelling. There's a lot of exclusive product," she says of the shop that also stocks bespoke Donna Hay products including candles, lotions and organic dishwashing liquid. "It's not as though we want to take on David

Jones at its own game," Hay jokes, but she admits she'd like to add Brisbane and Melbourne stores "in the not too distant future".

"We are importing a lot of stuff for one shop, which [David Jones CEO] Mark McLInnes would tell me is insane," she laughs.

Hay is designing over 70 items – including crockery, kitchenware, glassware and even a children's tea set range – for Royal Doulton. The team recently visited Hay from the UK, and the trip was fruitful: "We locked ourselves in next door [Hay's workshop] for five days and five nights. I learnt so much. We drew nearly a thousand SKUs together," says Hay. "It felt like there was enough power and electricity in the room to have powered the grid!"

Asked what's next for Donna Hay, she says: "It's an evolution. Things just happen – they're buzzing around. You can't shut the doors." <

Nikki MacLennan

# Dymocks promotes specialty

Dymocks is set to launch its first major advertising activity in more than a decade to emphasise the 130-year-old chain's positioning as a specialty bookseller.

The campaign by Ideaworks kicks off this Sunday (2 November) and promotes Dymocks' "love of books".

Dymocks chief executive Don Grover said the campaign and rebrand budget ran "into the millions" and would feature a strong TV presence.

"We realised we needed to modernise our brand, and in doing so not lose any of its 130 years' history. When there's so much doom and gloom around, it's refreshing to take an iconic brand and invest in it," he said.

The TVCs will feature Dymocks' range of new "blockbuster" titles, to coincide with its Dymocks Christmas Gift Guide launch.

Despite the emergence in recent years of major book store chains like Borders in the

Australian market, Grover said Dymocks has recorded several years of double digit sales growth.

"It's in a very strong position. We found our focus is specialty book retailing and Borders isn't – they're a general business selling stationary and magazines," Grover claimed.

"We're finding customers appreciate the fact we're knowledgeable and carry a wide range of books, and that in the economic downturn, books are a haven for people, so our businesses are continuing to grow," he said.

The rebrand involves a redesigned company logo and store layout, and covers POS, signage, gift cards and online. Dymocks staff members will have updated uniforms by the New Year and stores will sell Dymocks' shopping bags. <

Heather Jennings



Dymocks' campaign publicises its staff's "love of books".