

Citrus hand-picks overseas talent

JAMES LIVESLEY

Melbourne-based digital creative agency Citrus has appointed Peter Gurrie to the new position of strategic director, as part of its push into strategic planning.

Gurrie had worked at Euro RSCG 4D in Toronto, and is one of the first in a number of hires the agency is intending to make in the next two years, with plans to grow from 30 staff to 70.

The agency has also made two senior hires – studio director Pauline McMillan who has come from the UK's Agency.com, as well as account manager Kimberly Scoble, from Digitas in the UK.

In Toronto Gurrie headed account planning for the Diageo global brands, Bell

Mobility and Home Hardware Canada.

“Part of our evolution over the last 12 months has been to look at our engagement model with clients, who are increasingly seeking a true digital partner,” Citrus chief executive Peter Noble told *B&T*.

“Our recent hires in Peter and Pauline, who hail from the progressive UK digital marketplace, are quite deliberate in that they’ve come from quite advanced agency structures,” Noble said.

“Our new model will enable us to deepen our involvement with clients and optimise our breadth of relationship marketing and ecommerce expertise.”

Noble cited a recent example of work for Borders involving the launch of the latest *Harry Potter* book as the engagement

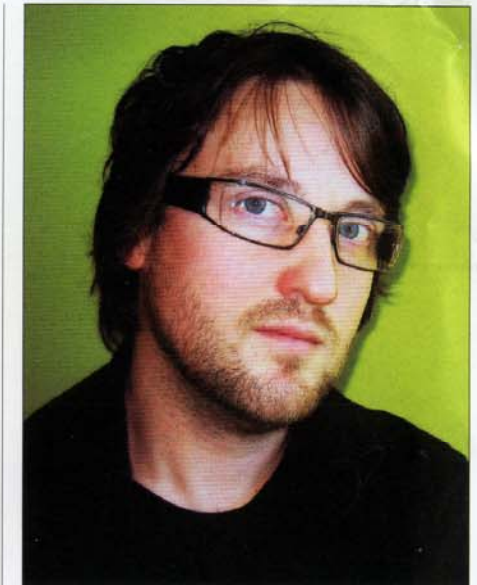
model the company now wants to follow.

A purpose-designed site for the book gave users the opportunity to pre-order it, play games, contribute content, and take part in polls.

To back this up a competition saw seven winners chosen randomly over 12 weeks to be at the *Harry Potter* book launch at Melbourne's Federation Square, where seven chests were opened on the day with one person winning \$25,000 in gold.

The *Harry Potter* online experience created by Citrus was responsible for generating 15% of total pre-order sales, which exceeded most online sales.

Other Citrus clients include STA Travel, Sofitel Melbourne, Victoria Racing Club and Wittner.



Gurrie: Newly-appointed strategic director at Citrus.