

9 December 2010

## **Facilitate Digital sign Starcom New Zealand and Zenith Optimedia**

Facilitate Digital, a leading global provider of agency based digital marketing solutions, announced today that it has signed contracts with Starcom New Zealand and Zenith Optimedia. Facilitate For Agencies (FFA) will be used as the ad-serving platform for both Starcom New Zealand and Zenith Optimedia.

Facilitate Digital New Zealand General Manager Eddy Whatt says "I am delighted to confirm that we have entered into partnership with Starcom New Zealand and Zenith Optimedia. Their combined client base is extremely impressive. I look forward to seeing both Starcom and Zenith Optimedia utilise our market leading technology and service to further enhance their digital offering and expertise for many years to come".

Starcom New Zealand and Zenith Optimedia Digital Director Richard Thompson said "We need to know we are supporting our clients with best of breed technology and expertise. Our market review concluded Facilitate Digital's combined technology and service offering to be superior for the NZ market today, and so we look forward to a long and fruitful partnership with Facilitate Digital".

Eddy Whatt continued "We are the only ad-serving provider who has actively invested in local staff and resource to meet the needs of the New Zealand market. This investment means that we offer our local clients both best in breed technology and outstanding levels of service. As a result, in a difficult advertising environment, 2009 has been hugely successful for us. In addition to signing Starcom New Zealand and Zenith Optimedia we now also count Electric Art Advertising, Frontier Media, Wag The Dog, Ixian and Media Counsel on our client roster to add to other market leading agencies such as DraftFCB, Ogilvy, OMD and others. With this impressive list of long term clients, there is little doubt that Facilitate Digital is the dominant player in its field in the New Zealand marketplace, a position that we look forward to building on further in 2010.

For further information please contact Eddy Whatt directly by phone 09 374 1445 or by email [eddy.whatt@facilitatedigital.com](mailto:eddy.whatt@facilitatedigital.com)

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