



MOVEMBER APPOINTS ADLAND STRATEGIST JASON OLIVE AS AUSTRALIAN MARKETING DIRECTOR

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Global men's health charity the Movember Foundation has appointed Jason Olive – former Communications Strategy Director for Adland heavy-hitter Clemenger BBDO – to lead the organisation's local marketing and communication efforts.

Olive, who has extensive experience in media and creative agencies in both Australia and the UK, will take responsibility for delivering Movember's year-round global marketing and comms strategy in the newly created position of Australian Marketing Director from July.

"I've always admired the innovative work that Movember does – an organisation that is truly committed to change the face of men's health," said Mr Olive. "The leading cause of men dying between 15 and 44 is suicide, so it's an issue that needs to stay firmly on the agenda in Australia.

"I'm looking forward to joining such a smart and passionate group of marketers, helping create and embed strong synergies between the power of great creative and intelligent use of media."

As well as leading Movember Australia's marketing and communications team, the role will task Olive with strengthening and driving brand awareness for the men's health charity year-round, engaging new and returning fundraisers and affecting behaviour change amongst Aussie men.

Movember's Chief Marketing Officer Juliette Smith said: "We're really excited for Jason to join the team at Movember Australia. Not only will he bring a wealth of strategic knowledge to the local team, but he also brings broad digital experience alongside an excellent track record of delivering game-changing campaigns and results for brands.

"Movember Australia was extremely successful last year, engaging more than 85,000 Mo Bro's and Sistas who raised in excess of \$25 million for men's health. This has left us in the enviable position to be able to build and develop our local marketing team, which in turn will help us to reach more men than ever before."

He has effectively partnered with tech and media giants including Amazon, Facebook, Google and Tinder, and worked with iconic brands such as Mars, DrinkWise, Wesfarmers, Coles and Treasury Wine Estates while in previous roles at Clemenger BBDO, Mediabrand and specialist digital content agency Kamber.

This year the Movember Foundation is celebrating its 16th year in Australia. With a singular goal to stop men dying too young, the foundation supports the following causes: prostate cancer, testicular cancer, mental health and suicide prevention. Since 2003, the support of more than 5 million participants has funded over 1,200 innovative projects across more than 20 countries. To donate or learn more, please visit movember.com

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