

ANALOGFOLK APPOINTS ALEX NIBLETT

Digital creative agency AnalogFolk has today announced the appointment of Alex Niblett to the role of client partner.

In his position, Niblett will lead the HCF account and be responsible for managing and implementing strategy, UX design and development for the brand.

Niblett has more than 12 years' experience in the creative and digital industries and has extensive global knowledge having worked across the UK, Dubai and Australian markets.

He joins AnalogFolk most recently from DT where he was client partner leading Teachers Mutual Bank and the Optus account, quickly developing it to be the office's largest account. Prior to that, he was client executive and group account director at SapientNitro.

AnalogFolk managing director and partner Matt Robinson said Niblett will be a great asset to the AnalogFolk team, bringing a high level of strategic thinking and client management experience.

"Alex has a great mind and his thinking is very much in keeping with our creative approach at AnalogFolk.

"He has well-established relationships within the industry and will do a great job partnering with the award winning marketing team at HCF Australia, as they further accelerate their marketing transformation," said Robinson.

Niblett said he was excited to come on board with AnalogFolk and work on the HCF account.

"As an independent agency, AnalogFolk is agile in the true sense of the word and its approach is very collaborative, both internally and externally.

"I look forward to working as part of a dynamic team with a focus on simplicity and creative thinking to provide the most innovative solutions for our client," said Niblett.

Niblett has worked on a number of innovative campaigns throughout his career, including the world's first underwater hangout for Google Australia and he was awarded a Cannes Lion for his work at Elvis with Virgin Trains.

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About AnalogFolk

AnalogFolk an independent global creative agency. We've grown from one East London studio in 2008 to over 250 talented folk across offices in London, Sydney, New York, Portland and Hong Kong.

Our name was born from the truth that computers are digital. Yet humans are analog with needs, wants and desires. Our mission is to use digital to make the analog world better. The Australian office launched in 2011 and clients include HCF, Crownbet, Tourism Australia, Playstation, Jacobs Creek, Jameson, Pernod Ricard Winemakers and Nike.

For more information, please contact:

Andrea Kerekes, Access PR; andrea@accesspr.com.au; 0418 427 412/02 9292 7000

Laura Minns, Access PR; laura@accesspr.com.au; 0431 375 990/02 9292 7002