Brightmail appoints Max Australia as its Public Relations Consultancy for Australia

Brightmail, the anti-spam software company, has appointed Max Australia as its public relations consultancy for Australia, effective immediately. Max Australia will work with Brightmail to establish the company in the Australian market, helping to build its position in the increasingly dynamic environment around spam email.The appointment follows a competitive PR review with four agencies pitching for the business. Brightmail selected Max Australia for its experienced team, creative approach to launching the brand locally, and strategic thinking surrounding spam policy and debate.The extensive research done by Max Australia during the pitch process solidified my decision, said Jacquii Donovan, Marketing Director, Asia Pacific for Brightmail. Not only do they know the IT industry inside and out, but they showed strategic insight into the current spam legislation and debate.With the recent spam legislation and Brightmails statistics showing that spam accounts for 58 per cent of all email sent over the Internet, spam is an extremely topical issue that affects us all, said Donovan. We wanted an agency with the insight needed to solidify Brightmails leadership position and a creative approach to set it apart in what has become an increasingly competitive market.The account will be managed by Fiona Martin, Account Director at Max Australia. Working with Brightmails marketing team, Max will focus on establishing Brightmails position in the local debate surrounding spam, and providing information on the companys capabilities and offerings to key audiences. Whilst Brightmail has been fighting spam for five years, it is just entering the Australian marketplace and thus has a unique communications challenge, said Fiona Martin, Account Director for Max Australia. Were planning to extend its leadership to the local market based on the fact that Brightmail currently filters 15 per cent of the worlds Internet email traffic and is in a unique position to not only track the volume and profiles of spam messages, but to expose the techniques that spammers use to launch attacks. Effective immediately, all media enquirys relating to Brightmail will be handled directly by Max Australia on 02 9954 3492. About Max Australia Max Australia is a public relations and marketing communications consultancy established in 2002 to meet the communications challenges of a broad range of local and international companies. As the sister company of specialist IT&T consultancy Spectrum Communications, Max is Australian-owned by principals Naomi Beames and Wendy Docherty. With their experience of more than twenty years in leading the communications activities for high-profile IT&T clients, Max brings a high level of expertise to the technology, healthcare and corporate sectors. Max Australia is based in North Sydney.About BrightmailBrightmail, the anti-spam market leader, delivers anti-spam technology that makes messaging environments secure and manageable. PC Magazines EDITORS CHOICE for best enterprise anti-spam software, Brightmail Anti-Spam protects the email networks of businesses, government agencies, and service providers, blocking unsolicited bulk email, or spam, while assuring that legitimate mail is reliably delivered. Brightmail protects over 1,500 of the worlds leading enterprises, including Avaya, eBay, Bechtel, Booz Allen Hamilton, Cisco, Cypress Semiconductors, Deutsche Bank, Eastman, John Hancock, Lucent Technologies, Microsoft, Motorola, SAS and Terra Lycos. Brightmail also provides spam protection for the leading Internet service providers, including AT&T WorldNet, EarthLink, iPrimus, MSN, TelstraClear, Verizon Online and Xtra. Brightmail now protects more than 300 million service provider customers, and 5 million enterprise email users worldwide. Headquartered in San Francisco, California, Brightmail is a private, profitable company backed by world-class investors and partners. For more information, visit www.brightmail.com.

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