

day&age appoints former OgilvyOne Head of Direct as Partner

Independent creative agency day&age has appointed Catherine Graham as a partner, heading up the agency's CRM, data and digital strategy.

Graham has widespread international experience in database marketing, digital CRM and customer experience marketing, having worked in both in the UK and Asia.

Graham has spent the last four years as Head of Direct Strategy & Consulting at OgilvyOne Melbourne, and was previously Head of Direct at M&C Saatchi Melbourne.

"To say I'm excited by the opportunities presented to us as advertisers today is an understatement. At day&age we use the past to guide us and the future to inspire us in order to deliver exceptional strategy and creative solutions built for today," Graham said.

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