

Iconic outdoor agency Rock Posters appoints seasoned entertainment marketer Marcus Seal as General Manager

Since 1986 Rock Posters has been at the forefront of the street poster/outdoor advertising industry. An independently-held Australian company, Rock Posters has increasingly grown through innovation to become the largest national street poster network in Australia.

To sustain this growth and maintain their leadership position, the company has appointed Marcus Seal as General Manager. Marcus is a veteran in the world of entertainment having held senior management and marketing positions in some of Australia's most highly-regarded companies in Sydney and Melbourne. Most recently he was Head of Marketing at The M Agency, a specialist agency in the music, entertainment and lifestyle domain. Prior to this he was Head of Commercial Marketing with the world's largest live entertainment company, Live Nation.

He has worked at Sony Music as Director of International Marketing and CEO of independent, Shock Entertainment. His number of board positions throughout his career include ARIA, Australian Home Entertainment Distributors Association, international digital rights agency MERLIN and the Australian Independent Record Labels Association.

He also gained experience at the City of Melbourne heading up the Communications team, which gave him invaluable insights in to what makes the most liveable city in the world tick.

John D'Aquino, Founder & CEO of Rock Posters, said of Marcus' appointment: "I am thrilled to have Marcus on board as our new General Manager after working with him over many of the company's 34 years. I love the fact he has experienced the world of rock and roll and has also worked extensively with big, international brand partnerships in entertainment as well as government, specifically his tenure at the City of Melbourne. Having a few agency years under his belt made him a great fit for Rock Posters. I am confident Marcus and the Rock Posters team Australia-wide will be doing great things together in years to come."

Marcus added, "Quite simply I've always used Rock Posters because they make a big impact and start a conversation quickly. They are the only media I have consistently consumed throughout my working life and I love that they can be cost-effectively used creatively by brands, events, festivals, concerts etc. While Rock Posters has a strong history as leaders in music, comedy and the arts, they also have a strong grounding in fashion (wearables/tech), automotive, alcohol brands, political party messaging at all tiers of government, musical theatre, skateboarding/ action sports, gaming – and that's just what I've seen in a week", Marcus added.

Contacts

Joy Clark & Associates
0415266228
mailto:joyclark@ozemail.com.au