

MEDIA RELEASE



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truelocal.com.au searches out BMF

BMF has been appointed by News Digital Media to re-launch their online search directory brand, truelocal.com.au. The account was appointed to BMF without a pitch after several months of dialogue between client and agency.

Louise Brockbank, general manager of marketing and channel sales said that the appointment of BMF reflected truelocal.com.au's priority status at News Digital Media.

"Although truelocal.com.au is already Australia's fastest growing online business directory, we are aiming to become market leaders and so we selected what we believe to be the most talented and creative group of people to take the brand to the next level.

"With BMF, we look forward to deepening our engagement and connection with readers and advertisers. We are excited about the future of truelocal.com.au, a real challenger brand with huge potential."

Matt Melhuish, CEO of BMF said, "It is always a wonderful opportunity to work on a challenger brand and with a client team who are so passionate about their business and aspire to produce brilliant work. We are really looking forward to working on this exciting project.

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