

BEcause Australia Strengthens Team with Three New Recruits

Sydney Office Expands Following Sustained Growth



Info Sydney, Australia | Published on: June 23, 2014

Summary **Brand experience agency BEcause Australia has strengthened its team with three new appointments, following the recent growth of the business.**

Details Brand experience agency BEcause Australia has strengthened its team with three new appointments, following the recent growth of the business.

Gareth Brock joins BEcause as Client Development Director, whilst Stephanie Babin has joined as Account Manager. Nartira Carlson also adds to the team as Senior Activation Manager for Staff Republic @ BEcause, the agency's in-house field staffing division.

Gareth is an accomplished & award winning senior leader and brings over 15 years experience to the BEcause team spanning a range of categories including liquor, consumer electronics, pharmaceutical, FMCG, and not for profit. Prior to joining BEcause, Gareth was Senior Account Director at shopper marketing agency Evocatif. Before that, Gareth founded and directed boutique below the line agency iCRE8.

Gareth Brock, Client Development Director at BEcause, said:

“I’m very proud to be joining the BEcause team at such an important phase of the business growth. My experience in a variety of channels help me shape campaigns that not only drive consumer and shopper engagement but also get retailer buy-in to ensure success. This will definitely be an asset to BEcause.”

Stephanie Babin joins BEcause from a PR background in North America, working mainly in the technology sector for agency Hill + Knowlton, before touring Australia with Cavalia, the largest touring show in the world.

Nartira Carlson will be supporting BEcause’s ongoing campaigns and new business development at the Staff Republic. Before joining BEcause, Nartira worked at Traffik Marketing and Onepartners in house promotional staffing divisions.

Meredith Cranmer, Managing Partner of BEcause, comments:

“These new recruits join us at a very exciting time for BEcause. Our business is experiencing phenomenal growth and our priority is to recruit the very best talent to meet the needs of our clients”.

BEcause Brand Experience Australia is a leading, live brand experience

BEcause Brand Experience

Berkshire House
39-51 High Street
Ascot
SL5 7HY
+44 (0)20 3371 3337

BEcause Australia
Suite 501
104 Commonwealth Street
Surry Hills, Sydney
NSW, 2010
+61 2 8202 7504

SPOKESPEOPLE

Stephanie Babin

BEcause Australia
stephanie.babin@becauseaus.c
om.au
+61 2 8202 7515
 BEcause_Aus

agency based in Sydney. With offices in the UK and Russia and over 20 years' experience as a global group, BEcause creates engaging brand conversations and live experiences, designed to change behaviours and get people talking. The agency operates in a range of sectors such as food and drink, retail, energy, transport, utilities, Government and technology. Australia clients include Woolworths, Danone, Casella Wines, Sanofi and NRMA amongst others.

Quotes

” *“I’m very proud to be joining the BEcause team at such an important phase of the business growth. My experience in a variety of channels help me shape campaigns that not only drive consumer and shopper engagement but also get retailer buy-in to ensure success. This will definitely be an asset to BEcause.”*

— Gareth Brock, Client Development Director at BEcause Australia

” *“These new recruits join us at a very exciting time for BEcause. Our business is experiencing phenomenal growth and our priority is to recruit the very best talent to meet the needs of our clients.”*

— Meredith Cranmer, Managing Partner at BEcause Australia

Images





About BEcause Brand Experience

BEcause is an integrated brand experience agency, with offices in the UK, Australia and Russia. The agency uses trial and dialogue to shape the way people experience brands, services and information. Its experiential marketing work ranges from sampling drives and roadshows to fully immersive events – all amplified via relevant media channels. Clients include FMCG brands, blue-chip corporates and Government departments. With almost 20 award winning years of experience behind it, BEcause knows what it takes to get brands tried, trusted and talked about.

