



## MEDIA RELEASE

### **Avid Collective appoints two senior leaders to growing team**

**25 March 2020**

Digital media network Avid Collective today announced the appointment of two new senior leaders to the company's team.

**Georgia Faure**, an experienced digital strategist, joins the team as Head of Digital, while **Batoul Peters**, who was previously Global Director of Innovation & Partnerships at Global Traffic Network and Head of Strategy & Partnerships at Mamamia, has come on-board as Client Solutions Director.

The two appointments follow the rapid growth of Avid Collective, which recently rebranded from Where To Media, reflecting the company's desire to unite its multiple digital brands under the one network.

Avid Collective Managing Director and Co-Founder, Luke Spano, said the appointments demonstrated Avid Collective's commitment to attracting highly skilled leaders and its focus on growth.

"Both Georgia and Batoul bring a depth of experience to our business. They each have valuable skills in both the digital and commercial aspects of media and will be key to growing our business," he said.

"Georgia has worked across several global clients, in industries from network television, to advertising and marketing agencies, and most recently client side. She's the perfect fit to head up our digital team. Batoul brings with her a wealth of experience as a strategic and creative commercial leader and she is committed to branded storytelling in the digital world, a great fit to lead our client solutions division.

"We acknowledge that the rapidly changing circumstances due to COVID-19 means the industry is operating in a difficult climate, however, we believe that expanding our team sets us up well for the increasing amount of time consumers will spend online in the coming months."

Peters has 15 years' experience in the media and digital sectors. She has worked with Commercial Radio Australia, Macquarie Media and Seven West Media in strategy roles, before moving to Mamamia where she was Head of Strategy & Partnerships. From there she joined Global Traffic Network as Global Director, Innovation & Partnerships and then General Manager of its podcasting and premium content division, Global Story Network.

Faure has forged a career in digital media, focused on social media strategy and building relationships between brands and consumers in the digital space. She worked with the Nine Network, before moving to Ogilvy Australia as Social Media Manager and holding a similar role at global marketing agency VML (now VMLY&R). More recently, Faure has worked client side with Lion as a Digital Brand Manager.

Faure will be responsible for the entire portfolio of media brands under the Avid Collective banner and will also manage the execution for all branded content campaigns. In an equally crucial role, Peters will be focused on developing client partnerships as well as the branded content strategies to best engage the growing Avid audience, currently sitting at over 6 million Australians across seven media brands.

Avid Collective recently announced its rebrand following the significant growth of the business which began as Where To Media.

The Avid Collective network now consists of digital brands that focus on local experiences, travel, home inspiration, shopping, sustainability, wellness and pop culture. The new media brands include 'Add To Cart Australia', 'For The Home Australia', 'Where To Travel', 'Thriving Planet AU', 'Best Life Australia' and 'Culture Feed AU'.

Avid Collective currently works with some of Australia's biggest brands across a variety of industries, including retail giant eBay, Pernod Ricard-owned alcohol brand Kahlua and iconic Australian tourist attraction site BridgeClimb.

Additional appointments to the company's digital and commercial teams are set to be announced in coming weeks.

## **Ends**

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## **About Avid Collective**

Avid Collective is an audience-led branded content solution, that represents a network of seven owned digital media brands. Avid's network communicates to digital audiences via a unique, short-form video format called 'video articles'. The video articles, when sponsored, directly integrate brands into the content format. The group publishes more than 1,500 video articles per month through its network of websites and social pages, reaching more than six million Australians.

Across the network of brands: Where To focuses on local experiences, Where To Travel on travel experiences, For The Home Australia on home inspiration, Add To Cart on shopping, Thriving Planet AU on sustainability, Best Life Australia on wellness and Culture Feed AU on pop culture. More information at: [avidcollective.com.au](http://avidcollective.com.au)