



MEDIA RELEASE

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Kaleidoscope Marketing Communications Bolsters up the Team

Following a spate of new business wins and increased client activity, leading brand activation agency Kaleidoscope Marketing Communications (Kaleidoscope) has recently made a key staff appointment. Stepping into the role of Group Account Director and heading up Kaleidoscope's Melbourne office is Karen Godfrey.

Joining Kaleidoscope with over fifteen years experience in strategic marketing and integrated communications, Karen has an extensive understanding of both above and below the line marketing disciplines. During her years working in Australia and in the UK, Karen has worked with leading brands and retail outlets including Mattel, Devondale, Yoplait, Latina and Sainsbury's (UK).

"We are excited to welcome Karen to the Melbourne team and Kaleidoscope family. Her expertise and passion for the industry will help provide our great Melbourne clients with ever more results-centric thinking and activations," said Kylie Green, CEO at Kaleidoscope.

In her role as Group Account Director, Karen will be managing Kaleidoscope's Melbourne clients.

Kaleidoscope has offices in Melbourne, Sydney and Brisbane.

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For further information or to arrange an interview opportunity, please contact:

Katy Denis

Kaleidoscope Marketing Communications PR Manager

M: 0414 388 879

E: kt@ktgcreative.com.au

About Kaleidoscope Marketing Communications (Kaleidoscope)

Kaleidoscope is a leader in Brand Activation. With a team of passionate thought leaders, Kaleidoscope uses its global experience and resources to develop brand and business building campaigns. Focusing on creating behavioural change among its client partners' customers, Kaleidoscope's best-in-class core offerings include Shopper Marketing, Brand Experience Marketing, Loyalty Marketing and Coalition Marketing.

With offices in Sydney, Brisbane and Melbourne, Kaleidoscope's client partners include Panasonic, Emirates, Nivea, Parmalat and Lavazza.

Kaleidoscope is a company within The Photon Group.

Website - kaleidoscope-mktg.com.au / Blog - alanriva.wordpress.com / Twitter - [kaleidoscope1](https://twitter.com/kaleidoscope1)