

News gets The Works

News Corp Australia chief marketing officer Tony Phillips has named The Works as the company's primary creative agency for direct marketing.

The Sydney-based agency will support a nationwide brand campaign across metro and digital mastheads planned for the 2018 financial year.

The emphasis on direct marketing is part of Mr Phillips plan to strengthen the digital and print relationship with readers, which includes more investment in mobile, subscription packages and digital products.

The agency replaces Archibald/ Williams, which signed with News in 2014. The media agency will retain its contract with The Australian.

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