

5 minutes

With Olly Van Arts, general manager of Napier-based AdPlus



Louise Lawton \\ Who are you, what do you do?

Olly Van Arts \\ I'm GM of adplus communications, an indie ad agency based in Napier, Hawke's Bay. I've been on a mission the last few years to continually evolve Adplus in this competitive and always changing ad landscape. During this time we've completely re-engineered the agency, expanding our offering to allow for the full communications mix. This has meant plucking a few specialist people from around the country, as well as up-skilling existing staff to proactively deliver over and above the norm. Given our geographic location and client base, we found an opportunity to expand services working with key strategic partners, as a result we've diversified our work to include more - from strategy to new media, such as social marketing.

What I think's cool about Adplus is the mindset. We have the agency attitude of not standing still, and a workplace culture described as 'GO MAD'.

In this we all bring a little individual flair, while 'making a difference' across our clients, our work, and our peers.

LL \\ After working in agency land in both Auckland and Napier - is there any comparison?

OVA \\ Well, other than the fact Napier has a huge amount of sunshine and a crazy provincial pride, it's pretty similar really. We experience the same agency quirks, same budget restraints, same big ideas and clients hesitant to take the ride as the rest of the industry does.

I've been fortunate enough to have had very good experiences and worked with some great people in both Auckland and Napier.

You could sum up Adplus and Napier as a way of life. We're a bunch of passionate ad people, who understand our clients' brands and businesses in depth, and strive to create big, effective ideas, that are mostly ego-free!

LL \\ Are the majority of your clients local?

OVA \\ What's interesting is that our client mix has completely changed over the last few years. Previously about 60% of our business came from local clients. As we've re-engineered the agency, expanding our services and upping our skills, this has attracted larger national clients, making up around 70% of current turnover.

Part of our growth is down to our understanding of the rural sector, here we have achieved great success. Heartland New Zealand is something we know well, and have many

clients who contribute to the back-bone of the New Zealand economy. Farmlands, FMG, John Deere, Fort Dodge, and Hatuma Lime to name just a few. These are successful rural brands that deliver specialist products and services to the rural sector through effective marketing approaches. Outside of the rural sector we have many great clients ranging from tourism to retail. We love the diversity and challenge this brings.

LL \\ You are growing your digital presence - is this due to client demand?

OVA \\ We've recently formed a digital team at Adplus, primarily to keep our offering fresh with new media advancements and meet consumer demand. What's interesting about digital is how quickly it advances in both technology and consumer control. Advertisers and marketers are in a position of needing to keep up with consumers in a faster and more precise environment. Of late we've seen micro-sites, social strategies and text dialogue increase - while we hold a good portion of traditional work, we're excited about the digital opportunity ahead. We've got some great talent in the digital team and we're currently working on some cool projects. Check out some of Adplus' latest work at: www.adplus.co.nz

Louise Lawton is a consultant at Portfolio Recruitment, an Auckland-based recruitment agency that specialises in the advertising and design industry. See portfoliorecruit.co.nz or contact Louise@portfoliorecruit.co.nz