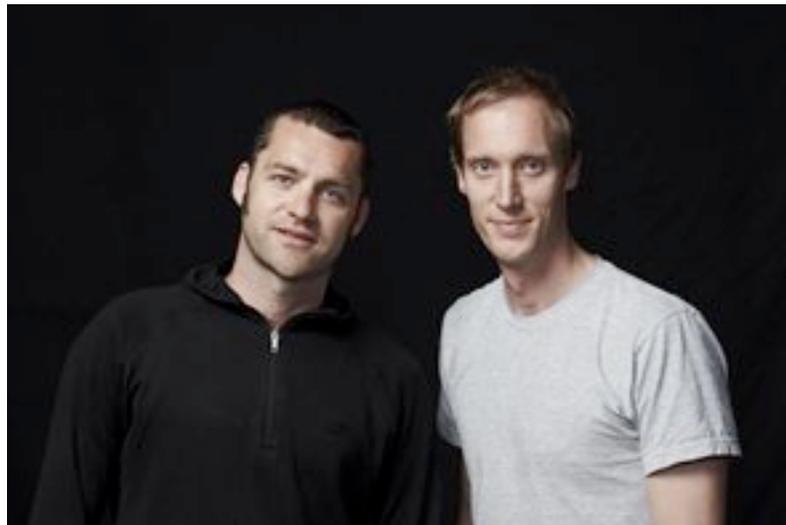


NEW PARTNER FOR THE HALLWAY AS ACCOUNTS ADDED

The Hallway has won two major accounts and added a new partner to its ranks after former Lavender creative director Simon Lee bought into the Sydney-based agency, B&T Today can reveal.

Lee (pictured left) joins The Hallway founder Jules Hall (right), as the agency beefs up its creative credentials and eyes future growth.

The pair first met while working on the Wesptac business when Hall was at former digital agency NetX and Lee was at Lavender.



Lee, who left Lavender at the end of 2009 and has worked at McCann Erickson and Publicis in Paris, has also directed a 90-minute documentary film following a Sydney-based management consultant who attempts to take on the gruelling Dakar rally, which is set for release next year.

The agency has picked up several new accounts in recent months, including a brief from Fairfax Media's Australian Financial Review to help boost its subscription numbers. It has also taken Frucor Beverages' formulated sports water drink Mizone from Clemenger BBDO without a pitch, with a campaign launch set for January.

Explaining why Lee has joined as business partner, Hall said: "We have been working with a network of creatives, but as we have matured we need that skill set and strategic thinking in house, which is what Simon is the specialist at.

"We have spent nearly three years building the business and getting the nuts and bolts sorted. A lot of agencies grow too quickly and the wheels fall off, but the time is now right for us to make a move."

Lee said while The Hallway would continue to be strong in digital, its label as a digital agency was no longer appropriate. “About 50% of what we do is digital and 50% is other stuff,” he said. “If you have to label what we do it would be something along the lines of integrated interactivity – engage and get people to interact with the brands.”

The Hallway plans to grow from its current 12 staff to 30 over the next few years.

Other Hallway clients include Pernod brands including Jameson whisky and travel website Zuji.