

# Sharing creative outlook

## Ad man buys Badjelly

**W**HEN Roger Delaney was getting business cards printed showing him as the new owner of Badjelly Marketing, he reflected on what he loved most about his industry: the fact that it doesn't take itself too seriously.

So, instead of putting CEO, director or owner underneath his name, he put "the red one", in reference to the jelly babies that form an integral part of the Badjelly brand.

Mr Delaney moved to the Coast from Adelaide a few months ago with his family of three children and wife, former Australian netballer Jacqui.

Mr Delaney has some impressive sporting achievements to his name himself, including six premierships with the SANFL Port Adelaide side, a year playing for the old Fitzroy side and a stint as skills coach for the Port Power AFL team.

He also has 10 years in sales and marketing with Austereo, five years as general manager of Adelaide's LA Advertising and has worked with clients like Harvey Norman, Mitsubishi and Subway.

"I come from both sides of the fence in that I had senior positions with Austereo and also worked in a large agency in Adelaide," he said.

"When I bought the (Badjelly) business it was more about brand marketing, and I am adding the advertising and some more diversity with my background in media buying.

"Sometimes agencies just try and win clients over by trying to screw down the media, but all that does is annoys the media and they don't get any other promotional opportunities that might come up. And I know that from my time in media.

"I can also see it from the media side, they are looking at their profits too. Obviously I'm trying to negotiate the best rate I can, but I'm not here to kick them in the pants just because of a rate fight. At the end of the day,

it's about doing the right thing by everyone."

Mr Delaney said he had noticed a niche for his services in the few months he had been on the Coast, with the large number of small businesses that start up and then lose direction.

"I am looking at trying to help small businesses with their brand or websites as well as offering a consultancy where people can't afford to hire a marketing manager," he said.

"When I was in Adelaide with the agency, I struggled with the fact that all our clients got the same creative.

"If it didn't suit, it was about us more than them.

"So I've always wanted to be able to diversify into different creative designers and fit the creative person to the client, so I will be using freelancers locally and around Australia."

Mr Delaney said 15 years in the industry had reinforced the importance of understanding people, whether it was your specific customer demographic or anyone you have a business relationship with.

"Many years ago someone sat across the desk from me and I was asking them for a rate rise and I knew this person really well," he said. "And the guy said to me 'every time I put advertising on your station, it's coming out of my pocket'.

"And I realised then that every time someone spends money with me, it's not a business, it's a person, and it's coming out of their wallet."

Mr Delaney said while he didn't trade off his football fame, it did shape the person he is.

"It has taught me how to be a leader, be a team player and how to understand other people.

"And that's the key. I do all of my appointments face to face because the brand is me and people I deal with need to understand me as much as I need to understand them."

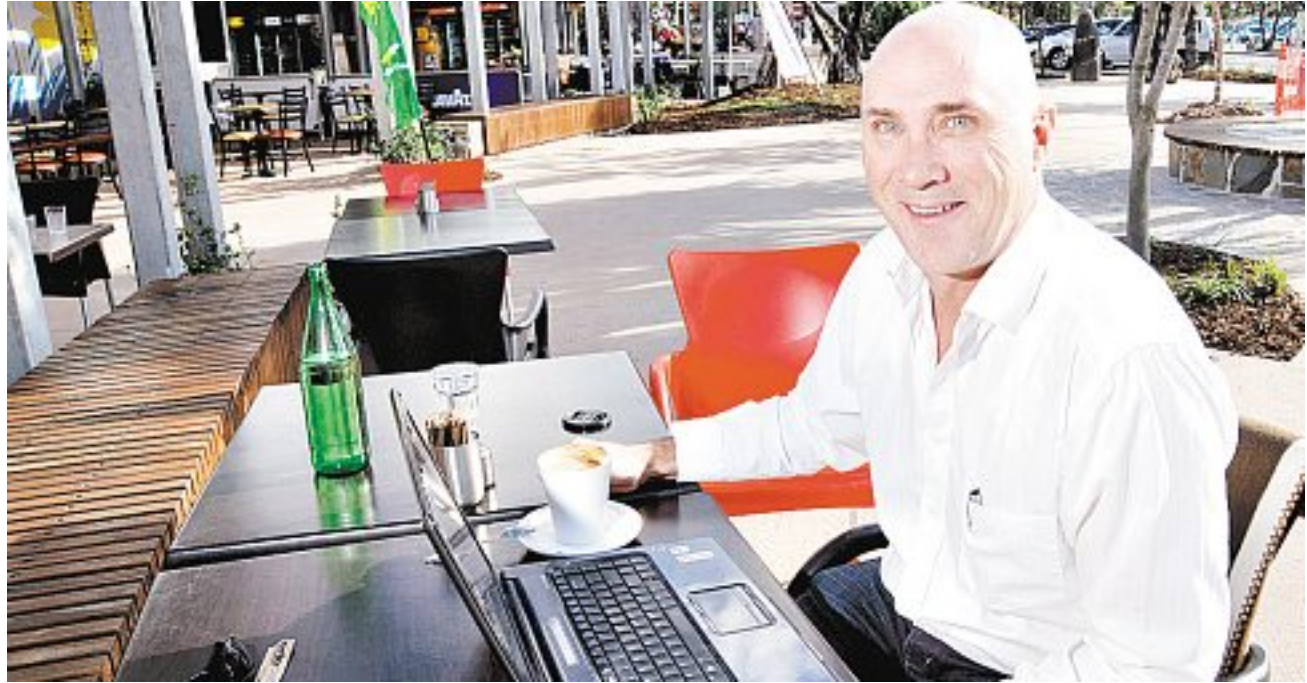
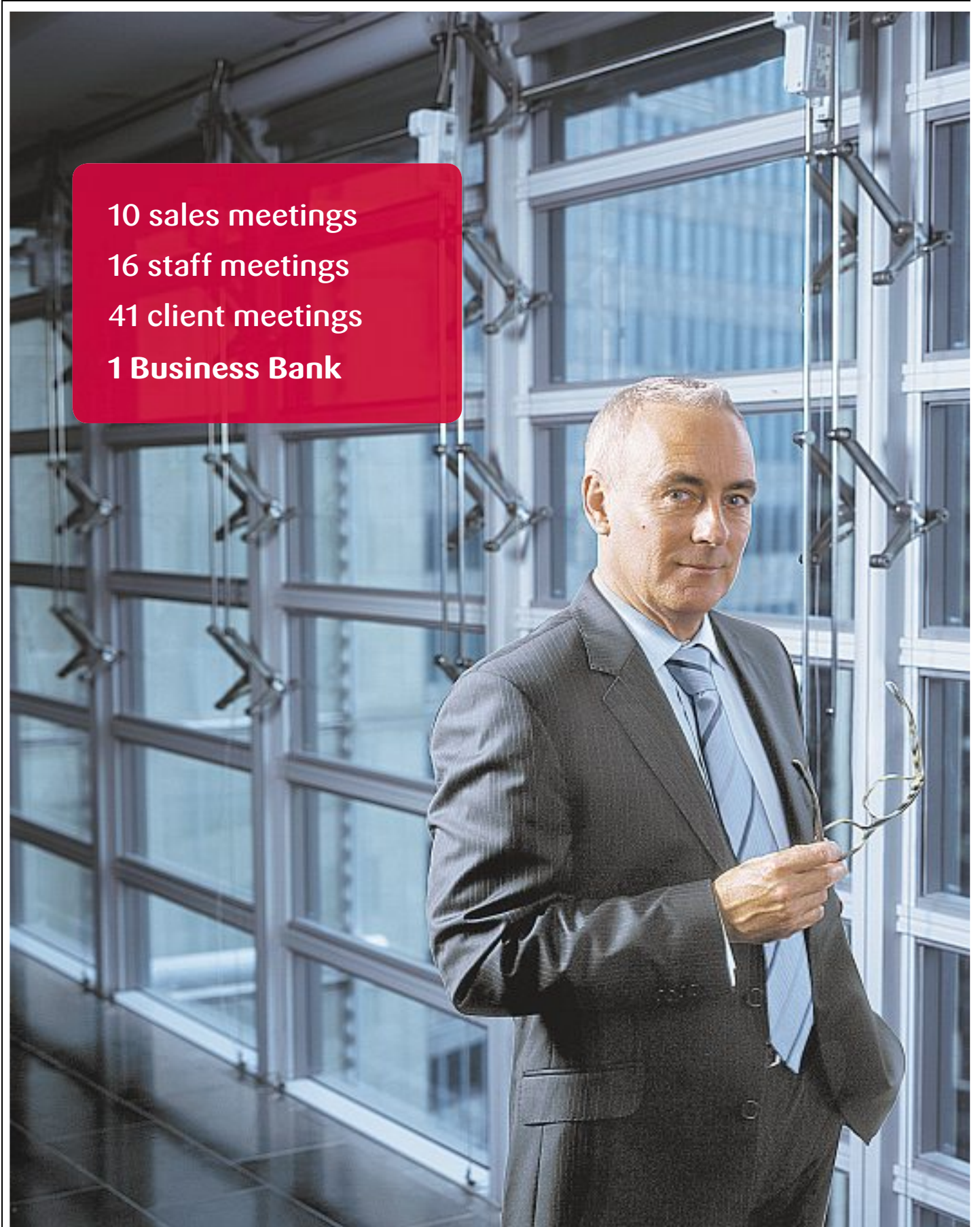


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**JUST LIKE HOME:** Badjelly Marketing owner Roger Delaney has settled into Sunshine Coast life.



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