

# ABOUT US

## Andrew Dummett

Founder & Director

The average person changes their careers 5 to 7 times during their working life. But for me, the marketing and advertising industry is in my blood. For over thirty years, I have immersed myself in the hustle, the creativity, the fluidity and the challenges facing this industry.

It hasn't always been smooth sailing, but there's an immense sense of accomplishment when I make a real difference for businesses. In this industry, like no other, the successful joining of creativity and strategy can deliver unbelievable results.

As a high schooler, I must have had an inkling of this – why else would I spend my well-earned annual holidays working at McCann Erickson, instead of partying with the rest of my cohort?

My passion for graphic design and advertising continued through university, but along the way, I also developed a knack for relationships and deal making.

One of my earliest success stories came when I was at the Greater Union Theatre Group coordinating and producing national campaigns for movie releases. I developed a contra deal with the Bowater-Scott Group, opening the way for movies to be promoted via placements within products throughout Australian supermarkets. This concept has since been adopted nationally and overseas.

After those early years in the movie industry, I dived into the advertising industry head first, working at a series of advertising agencies, gaining valuable in-depth knowledge and contacts in the process.

In 1986, eager to start making waves for my very own clients, I launched the Adshop marketing communications consultancy. I leveraged my creative, print production and media placement expertise to deliver real results for a variety of clients, including Paddy Pallin Clothing, Paklite Luggage, Birkenhead Point Shopping Centre, Traffic Authority of NSW, Blackmores, Poolrite Pool Equipment, Livecorp, Meat & Livestock Association and the Australian Pork Corporation.

In the mid-2000s, I started working with some of the biggest names in the industrial automation sector, including Tyco Flow Control, Pentair, Schneider-Electric, and Endress+Hauser instrumentation. It was this work that culminated in my appointment as Secretary of Profibus Association of Australia in 2010-2017.

In this position, I find myself continuing with my lifelong passion – the application of my skills in public relations and marketing communications to make a real positive impact on an entire industry.

Today I work with a wide network of experienced colleagues offering a wide range of service including advertising, graphic design, online promotion and public relations services.

Please call me to learn more about how Adshop can help you attain the results your business deserves.

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