

# David Mattingly, salesman extraordinaire

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this, it may well be that through an Australian company expanding into the US Mattingly gets his chance. Still he muses: "I'd like to be the group account director handling the Macy's or Bloomingdale's account in America. That would do me."

Meanwhile, looking back on what has been an extraordinarily successful year, Mattingly cited only one disappointment. Losing ICL.

"It was the first time we lost an account because of conflict. In Melbourne we worked long and hard to win Data General then, of course, Sydney won ICL. DG believed conflict existed and this was a monumental disappointment to our people in Sydney. It was very,

very difficult for us to accept we would have to resign ICL."

According to Mattingly the issue of conflict is one that will cause agencies ever-increasing problems as the trend toward globalisation accelerates.

"I believe client attitudes to conflict are going to have to change because soon there simply won't be enough agencies to handle the conflicts that are going to arise," he warns.

On a brighter note, however, he ranks the Data General campaign as the most outstanding advertising produced by the agency this year.

"It set out to brand a company whose branding was previously confused and largely unknown. In the

phone book there are about 900 Datas and nigh on 1000 companies whose names start with General.

"The DG advertising, which spoke in acronyms — the language of the industry — has done more than anything else for any of our clients. It gave Data General a sense of visibility, presence, lifted staff morale and positioned them in the league of IBM and Apple. Before those ads they were nowhere."

And the most significant account win in 1988?

"The Miele account because we were very hard done by in losing Vulcan. Winning Miele was a great comeback. Also the RAAF because we were up against some very heavyweight competition and it was

our first Commonwealth Government business."

Winning the RAAF was also a personal highlight for Mattingly because, he enthuses, it at least gave him continued hope of one day riding in a jet fighter — something he has always wanted to do.

"I came very close on my 50th birthday when my colleagues unexpectedly sent me to Williamtown Air Force Base in the belief we were submitting for the RAAF. I thought I was going to be briefed when, in fact, I was really going to try and have a ride in a plane. Unfortunately, I couldn't fit!"

Now, some 15 months later, Mattingly really has submitted for and won the RAAF business. However,

he has yet to realize his dream of riding in a fighter.

"I am a petrol head, a fast freak and that remains one thing I would dearly love to do. There's no way on God's earth I will ever fit in a Formula 1 racing car. I know because I've tried! But I have to think that one day, somehow there will be room for me in an F-111."

Until then David Mattingly, agency executive of the year, has reluctantly resigned himself to continued travel between Adelaide, Perth, Darwin, Brisbane, Sydney, Auckland and, of course, the United States in conventional, less cramped (but nowhere near as fast) commercial aircraft.

— Mark Phillips.

Mattingly Holdings Board, from left, standing: Ed Doble (Dep. MD), David Courtney (MD Syd.), Richard Henly (New Bus. Dir. Syd.), Geoff Ingall (Gen. Mngr, Melb.), David Mattingly (Chairman), Ian Herdman (MD Melb.). Seated: Bronwyn Constance (Network Fin. Dir.), Michel Lawrence (CD Melb.).

