



### McDonald's marketing director Samantha McLeod exits the business



by Amy Shapiro  
Posted on 3 July 2024



McLeod joined McDonald's in September 2023.

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McDonald's Australia's director of marketing, **Samantha McLeod**, has announced her departure from the **fast food giant** after ten months in the position.

McLeod took to LinkedIn to announce her exit, inferring she exits with no immediate plans as she is "open to opportunities."

"Talk about going out on a high," her post read.

"After being a part of winning a silver Lion in Brand Experience for our Big Mac Campaign #orginialmouthful. I would like to thank McDonalds Australia for the opportunity to work for one of the world's most famous super brands. I am grateful for the opportunity, the experience, the learnings and the relationships.

"Now looking forward to the next chapter in my career and I am open to opportunities."

McLeod joined McDonald's Australia in September from her previous role as general manager of brand, digital, and design at Coles, based out of Melbourne. Before that, she was the business lead for BBH in London.

In April, McDonald's launched its **Original Mouthful campaign** through its **creative agency** of record, DDB, as a nostalgic homage to the legendary Big Mac, reviving the classic chant: "Two all-beef patties, Special Sauce, lettuce, cheese, pickles, onions on a sesame seed bun."

At the time, McLeod described the campaign as "McDonald's 'feel good marketing' at its best."

McDonald's is one of the largest accounts for DDB. In May, it was announced that Porsche Cars Australia had put its **creative account up for pitch**, with DDB Melbourne as the incumbent, having first won the account in 2015 in a pitch supported by **Trinity P3**.

In April, DDB Sydney's chief strategy officer, **Fran Clayton**, **left the agency** after almost ten years to become AUNZ CSO at Ogilvy.

Mediaweek has reached out to McLeod, DDB, and McDonald's for comment.

**See also: McDonald's and DDB Sydney revive 1987 Big Mac promo, 'passing the baton of the chant between generations'**

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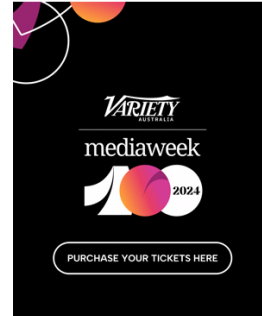
Top Image: **Samantha McLeod**

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MW By Mediaweek  
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Bids for Paramount, Paramount BET assets, Google Sandbox, Fox Corp launches Tubi, Imagine Entertainment, Mastermind marks 500, 'The Dispatcher' adaptation, Eddie Murphy returns.

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### Business of Media

#### Ten wavers on turning off broadcast across swathe of WA

The Albanese government has thrown a last-minute lifeline to keep **Network Ten** on air for 500,000 people in Western Australia, after a joint venture between Seven West Media and WIN Corporation came within days of turning off the signal, reports Nine Publishing's **Sam Buckingham-Jones**.

In May, Seven and WIN announced they would shut down a loss-making broadcast signal airing in Mildura, in north-western Victoria. The company, Mildura Digital Television, broadcast the Ten signal to an area the size of Belgium – an audience of about 70,000 people – and was “unable to justify” the expense.

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#### Australia gives internet firms 6 months to draft online child-safety rules

Australia is giving the internet industry six months to come up with an enforceable code detailing how it will stop children seeing pornography and other inappropriate material online or face having a code imposed on it, a regulator said on Tuesday, reports *Reuters*.

The eSafety Commissioner said it wrote to members of the online industry demanding a plan by Oct. 3 setting out how they plan to protect minors from seeing high-impact material before they are ready, also including themes of suicide and eating disorders.

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#### Barry Diller explores bid to take control of Paramount

The billionaire **Barry Diller** is exploring a bid to take control of Paramount, the parent company of CBS, MTV and Nickelodeon, according to four people with knowledge of the matter, according to *The New York Times*' **Lauren Hirsch** and **Benjamin Mullin**.

Diller's digital-media conglomerate, IAC, has signed nondisclosure agreements with National Amusements, Paramount's controlling shareholder, the people said. Nondisclosure agreements are a key step in deal making, allowing both sides to exchange confidential information.

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#### Paramount renews talks to sell BET assets

After several stops and starts, Paramount Global appears to be renewing its effort to sell off its BET Media Group assets, reports *The Hollywood Reporter*'s **Erik Hayden**.

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The Snari Redstone-controlled media company is in talks with CC Capital chief **Chinn Liu**, whose private equity firm is backing BET president **Scott Mills** in a bid for the BET assets, Bloomberg reported on Tuesday. A rep for Paramount declined to comment and CC Capital did not reply for comment.

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### Google Sandbox rollout could cost publishers 60% of online advertising revenue

Privacy Sandbox, Google's upcoming replacement for third-party cookies, will reduce publishers' revenue from programmatically-sold online ads by 60%, according to new research from advertising platform Criteo, reports *Press Gazette's* **Jim Edwards**.

Meanwhile, trade group the IAB Tech Lab has warned Sandbox would "throttle" smaller news publishers and restrict the media industry's growth.

A spokesperson for Google said it was too early to judge the system.

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### Rupert Murdoch's Fox Corp launches Netflix rival Tubi in UK

Rupert Murdoch's Fox Corporation has launched its ad-supported streaming service, Tubi, in the UK, reports *The Guardian's* **Jamie Grierson**.

The platform will compete with services such as Netflix, Disney+, ITVX and Channel 4's streaming platform as well as BBC iPlayer.

Fox says the service will launch with more than 20,000 films and TV episodes on-demand, featuring content from Disney, Lionsgate, NBCUniversal and Sony Pictures Entertainment, in addition to its own originals.

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### Ron Howard and Brian Grazer's Imagine Entertainment Seeks Buyer

Imagine Entertainment, the Hollywood production company known for the Oscar-winning film *A Beautiful Mind* and hits such as *The Da Vinci Code*, is exploring a sale, reports *The Wall Street Journal's* **Sarah Krouse** and **Jessica Toonkel**.

The company, led by director **Ron Howard** and producer **Brian Grazer**, is working with an investment bank to help find a buyer after receiving some inbound interest from a potential suitor, according to people familiar with the matter.

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### Television

#### 'The Bear' Season 3 hits 5.4 million views in four days, Hulu's biggest scripted TV premiere ever

The Season 3 premiere of *The Bear* reached 5.4 million views in its first four days of streaming, according to Disney, reports *Variety Australia's* **Selome Hailu**.

That marks not only the best performance ever for an FX premiere on Hulu, but the most-watched season premiere for any scripted series on Hulu. With unscripted series included, *The Bear* Season 3 is Hulu's third-biggest season premiere of all time. (Note: a view is calculated by dividing the total time a title was watched by its runtime.)

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### Mastermind marks 500th episode

*Mastermind* celebrates its 500th episode for SBS on Thursday, reports *TV Tonight's* **David Knox**.

*Mastermind* was first shown in the UK in 1972 and an Australian version first screened on ABC from 1978 to 1984 hosted by **Huw Evans**.

SBS revived the series in 2019, produced by BBC Studios Productions Australia, and hosted

