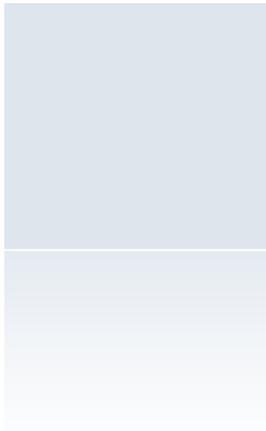




Callister Media Snapshot The Man Who Invented Vegemite



Callister Media undertook media and public relations for *The Man Who Invented Vegemite* (Murdoch Books 2012).

At a time when the literary world is suffering an unprecedented upheaval the book received an amazing reception.

From local, to state, to national to international media on the day of release the story was the second most read article in Fairfax media across Australia after the Emmy's. We were never going to beat that!

The story was also featured on the BBC online, radio and worldwide television news as a feature story.

The brief to provide a detailed five year media and marketing strategy that crosses a number of multimedia platforms from the release of the book to 90 years of Vegemite celebrations in 2013 is currently being delivered.



The Book

Today more than 22 million jars of Vegemite are sold each year, but when the salty black paste was first produced in 1923 the public wasn't interested. In fact, it took another fifteen years and a world war before we embraced it.

The Man Who Invented Vegemite spans the Gold Rush, the Depression and two world wars and it opens a fascinating window both on the evolution of modern Australia and the quiet achievements, and tragedies, of one man.

Jamie Callister sets out to learn more about the grandfather he never met and, along the way, discovers that extraordinary things can happen to (almost) ordinary people.

About the Author

Jamie Callister was educated at Melbourne Grammar. He attended La Trobe University where he gained a Bachelor of Arts Degree studying Politics, History and Sociology. He spent the next few years travelling and surfing in Australia, Indonesia and Europe before spending a year working as a Legal Clerk in London.

Returning to Australia he considered a career as a lawyer, before working as a Television Advertising Executive at Channel 10. After moving to Channel 7 and spending a number of years at Mount Coottha in Brisbane he made a career change and moved into the building and construction industry.

He relocated to Noosa Heads on the Sunshine Coast for a sea change a few years ago and began researching and writing his first book. He recently moved to the Gold Coast with his wife Libby a journalist and their three teenage children.

He has recently concluded a number of promotional visits and speaking engagements on the East Coast of Australia and has started preliminary research for his second book.

Speaking Engagements

Jamie Callister is available for speaking engagements in 2013 at the nation celebrates 90 years of Vegemite.

His topics

The Man Who Invented Vegemite: 90 years

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