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72andSunny wins MyDeal account

By Maha Obeid | 7 September 2021

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72andSunny has won the MyDeal.com.au account following a competitive pitch run by TrinityP3 and consultant Lydia Feely.

Launched in 2011, MyDeal is one of the fastest-growing ecommerce retail platforms in Australia.

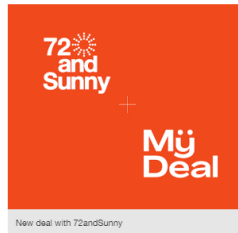
The collaboration will start immediately with work developed in the pitch, which includes a brand platform, brand design system, launch campaign and ongoing social and digital content.

MyDeal CMO Ryan Gracie says the partnership will bring the brand to life.

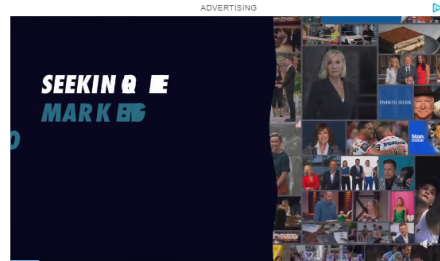
"It became clear very early on in the briefing process that differentiation wasn't the outcome we needed, distinctiveness was, and 72andSunny have delivered that in spades," Gracie says.

"This high-calibre team pitched a creative idea we just couldn't go past, a platform that will make MyDeal stand out from the crowd, that builds a truly unique personality and connects with Australians.

"MyDeal is growing fast and we need an agency that can match this ambition. 72andSunny gets where we're coming from and knows how to get us to where we want to go. I'm excited about bringing the brand to life with this team."



New deal with 72andSunny



The online marketplace has more than 300,000 products and 2,000 lifestyle departments.

72andSunny Sydney president Ross Berthinussen says the collaboration will help supercharge MyDeal.

"We had an awesome connection with the MyDeal team that led to fun, culturally-impactful creative work. We're stoked to join them on the next stage of their journey and help supercharge the MyDeal brand and business," Berthinussen says.

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