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Howatson+Company wins Vodafone

By AdNews | 23 July 2025

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Vodafone has named Howatson+Company as its creative agency of record, following a competitive pitch managed by Trinity P3 and TPG Telecom's procurement team.

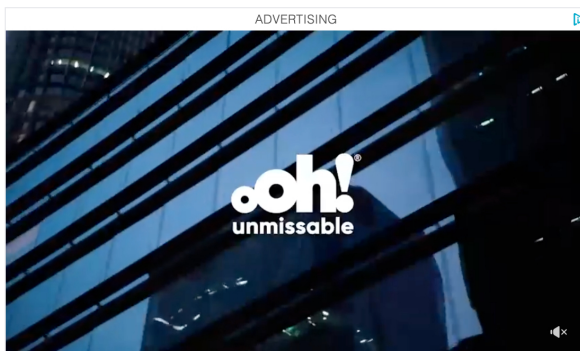
The appointment is effective immediately.

"This appointment means a lot to us. Personally, Vodafone was my first carrier," said Howatson+Company founder and CEO, Chris Howatson.

"Professionally, Vodafone is one of the top 100 most valuable global brands and is on a growth gradient here in Australia. It's a privilege to partner with Bec, Lisa Cronin and their teams."



Credit: Vodafone



TPG Telecom chief marketing officer Bec Darley said Howatson+Company stood out with its pitch.

"Howatson+Company impressed us with their bold thinking, cultural alignment and creative firepower," she said.

"Vodafone is a brand that thrives on challenging conventions, and we're excited to partner with Chris and the H+Co team to push boundaries.

It was also announced in June that incumbent, Saatchi & Saatchi, had chosen not to re-pitch.

"I would like to thank Saatchi & Saatchi for their commitment and creativity over recent years," Darley said.

Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at adnews@yaffa.com.au

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