

DON'T YOU KNOW WHO

Audience



AdNews Newsletter



Search AdNews

Transparent data Audience of trusted brands

REACH AUDIENCES MAKING BIG LIFESTYLE DECISIONS

Opinions

Campaigns

Events

Current Issue Content Hub

Howatson+Company wins Vodafone

By AdNews | 23 July 2025

0 Comments O

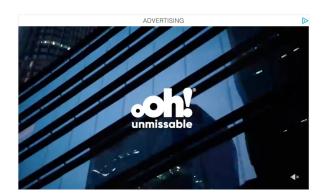
Vodafone has named Howatson+Company as its creative agency of record, following a competitive pitch managed by Trinity P3 and TPG Telecom's procurement team.

The appointment is effective immediately.

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



"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



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

"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



AdNews Newsletter

The AdNews enewsletter, brings you the latest advertising and media news direct to your inbox! r and get the weekly newsletter free!



AdNews Magazine



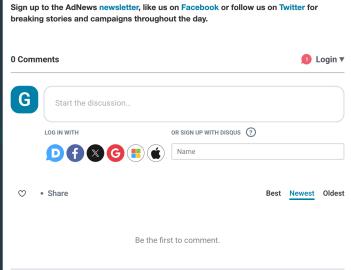
@

Editor's Picks

- AdNews Agency Of The Year Awards 2024: Winners revealed
- Mark Green inducted into the Advertising Hall of Fame
- Early signs of improved TV advertising spend









DISQUS





1:09 PM Congrats and great job from the team at Lachlan Martin - It&... Lachlan on Rocket Agency wins Coates

10:11 AM Fascinating, Shayna. We see this trend impacting the home care and aged care space heavily, where au... Gill on Al-powered search is rewriting the rules âÄď What does it mean for the creative and media industry?

10:12 AM Nice one Brad, really well expressed. The use of authenticity without a perspective has felt rife. Andrew Siwka on Authenticity in the age of Al

11:49 AM Totally agreed Ori! The future is an augmentation of Human Instinct,

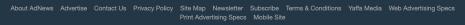




carsales

Algorithmic (and explainable) r... Alfie on Al isnâÄôt taking media jobs, itâÄôs changing them

9:13 AM As usual, the same old, same old no wonder government campaigns are so woeful and ineffective. Peter on Department of Finance seeks advertising suppliers under revamped campaign model



We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.



