



Subscribe to AdNews
PRINT + DIGITAL HERE

AdNews



[Home](#) **News** [Opinions](#) [Campaigns](#) [Events](#) [Podcasts](#) [Cartoon](#)

Optus confirms new agency roster

By [Paige Murphy](#) | 20 August 2019

[0 Comments](#)



Optus has confirmed its new agency roster following a tender process which sees M&C Sport and Entertainment, UM, Amobee, TBWA/Sydney, Emotive, Big Red, Re and Yes Agency all working on the telco's full-time roster.



It is also working with Bear Meets Eagle on Fire for core projects. [72andSunny](#) was dropped from the roster just a year after being added.

This latest shake up comes following Optus announcing it would [review its pitch process](#) following feedback from agencies.

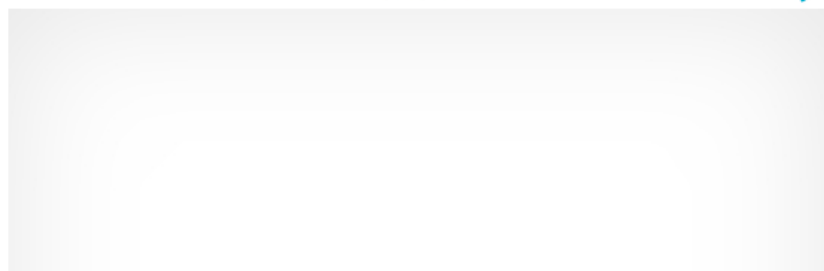
No partner involved in the tender process was requested to carry out any strategic, creative or execution work without payment.

All briefs given resulted in work either in market or soon to launch in market.

This follows a full review of the market, a benchmarking exercise and financial tender with Trinity P3.

Mel Hopkins, head of marketing at Optus, says the new way and format the telco is working with agency partners has given her "great hope" for much-needed change in the Australian agency landscape.

ADVERTISING



Source: GfK Media Research, Survey #6 2019

nova
Australia's #1
Metro Network



AdNews Newsletter

[Subscribe](#)



AdNews Magazine

[Subscribe](#)



Editor's Picks

"We are very excited to announce to the industry the news of a core team that we have been working with over the past few months on a number of projects or via existing relationships," Hopkins says.

"We believe that we have a unique combination of agency partners that together have forged a strong relationship with each other based on mutual respect.

"We believe working together on real live briefs, with real budgets, real deadlines and paying real agency fees enables both parties to work openly to determine whether the right dynamic is present to enter into a roster arrangement."

Last year Optus' [halved the number of agencies](#) it working with. We Are Social, Octogan, With Collective and AKQA - the agencies named in [Optus' 2016 roster reveal](#) - were all dropped.

The roster consolidation followed the formation of Optus' in-house agency, [Yes Agency](#), which was launched in 2017 with M&C Saatchi's brand consultancy Re.

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

Sign up to the [AdNews newsletter](#), like us on [Facebook](#) or follow us on [Twitter](#) for breaking stories and campaigns throughout the day.

Related Stories

- Optus Sport reveals subscriber numbers, becomes exclusive home of EPL
- EPL and UEFA deals give Optus Sport a 50% customer lift
- Optus restructures marketing team, appoints Vodafone's Matt Williams

0 Comments

AdNews

Login

Recommend 2

Tweet

Share

Sort by Newest



Start the discussion...

LOG IN WITH



OR SIGN UP WITH DISQUS

Name

Be the first to comment.

Subscribe

Add Disqus to your site

Disqus' Privacy Policy

DISQUS

- Long Read: The new era of influencer marketing
- A hungry adspend canary is carefully pecking at green shoots
- An advertising executive brought a support clown to his redundancy meeting

REACH
MORE
PEOPLE.
A BILLION
MORE.

theTradeDesk
MEDIA FOR HUMANKIND

The
AdNews
Annual 2019

book now

CLICK HERE

2019
AMA
THE AUSTRALIAN
MAGAZINE
AWARDS

AdNews Social



Latest Comments

12:59 PM Good luck 10 Masterchef will never be the same again, no matter who u put in to replace Matt ,George...
Mowa on [Ten reveals the names of its new MasterChef judges](#)

- 10:03 AM** MasterChef is already long in the tooth, this will go down like a lead balloon.
Stompin on [Ten reveals the names of its new MasterChef judges](#)
- 8:40 AM** Any new content announced for Ten All Access?
Charbel on [New MasterChef judges revealed, as Ten beds in 'consistent content' strategy](#)
- 11:48 AM** So everyone talks about what it is going to do.... Next year. What's point?
Mystic on [OzTAM, Regional TAM and Nielsen launch Televisionary Measurement](#)
- 9:58 AM** In 1981, when I was an AFA trainee at USP Needham Melb, Paul was the self titled 'Director of Checki...
Julian Martin on [Paul Davey](#)
-