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### Pitch Wrap: My Muscle Chef, St John Ambulance, GJ Gardner Homes

By AdNews | 22 July 2021

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It's hard to keep track of the account wins and losses across the industry. To help you keep on top of who has what, here's a wrap of the pitches from the week.

#### My Muscle Chef

My Muscle Chef has appointed TBWA/Sydney as its new strategic and creative agency partner. My Muscle Chef is one of the fastest growing companies in the Australian ready meal, snacks and drinks market. TBWA will help the company to develop a "distinctive" new brand platform to support its continued growth and differentiation beyond its current meal products.



G.J. Gardner, Town Square

#### Maven Dental Group

OMD has been appointed media agency to Maven Dental Group following a closed review. Maven Dental is one of the largest dental support organisations in Australia with 105 general and specialist dental practices. OMD Brisbane will be responsible for all media strategy, planning and buying, particularly focused on local area marketing strategies. OMD will also provide additional specialist services including, but not limited to, research, PR, events and activations, working alongside Maven's existing digital agency partner.

#### St John Ambulance Victoria

St John Ambulance Victoria has appointed Town Square as its advertising partner to help reposition its brand, following a competitive pitch process run by TrinityP3. The appointment takes effect this month. St John has determined that a new brand campaign is required to give new generations of Victorians a clearer picture of the role the organisation plays in their community. Town Square was chosen by the organisation for its clear "passion" for purpose, strategic thinking and creative approach.

#### GJ Gardner Homes

GJ Gardner Homes has appointed BCM Group as its Australian creative and above the line media agency. As part of its remit, BCM Group will lead brand creative, media planning and buying with an aim to drive better efficiencies across multi-channel media campaigns. As part of the agency's creative scope, BCM Group will create a new positioning and brand campaign to differentiate the brand, in what has become an extremely competitive category.

#### Care Australia

Martech consultancy Blended Digital has added Care Australia to its growing client portfolio. Care Australia is a not-for-profit, secular humanitarian aid agency assisting in disaster relief efforts, and addressing the causes of global poverty in developing countries with particular support for women and girls. Blended Digital will work with Care Australia at both a strategic and operational level, to maximise donor and supporter value through effective deployment of digital marketing automation platforms, customer segmentation and target modeling, and development of user journeys to deliver outstanding UX.

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](mailto:adnews@yaffa.com.au)

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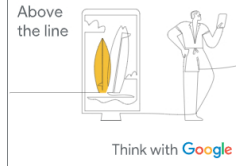
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