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PETER FIELD:

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Pitch Wrap - Spotlight walks from PHD, EssenceMediacom grabs Google

By Ashley Regan | 19 January 2024 0 Comments

AdNews wraps up the biggest pitch news and wins from the last fortnight and a few that slipped in before Christmas.

Google consolidates its \$40M media account with EssenceMediacom

Google has appointed GroupM's EssenceMediacom its local above-the-line media account, following a closed pitch process with incumbent PHD.



Credit: Anthony Da Cruz

The agency has been working with Google in different parts of the world since 2007.

Spotlight \$90M media pitch near to close

The pitch for the \$90 million media account of Spotlight Group, one of Australia's largest private companies, has been decided but not yet formally closed, AdNews revealed.

Incumbent PHD, which has held the business since 2020, confirmed to AdNews it had lost the account to Nunn Media.

whiteGREY secures Newcastle Airport creative account

Creative technology agency whiteGREY has been appointed creative agency of record for Newcastle Airport.

The agency is tasked with building a brand proposition and creative platform that positions Newcastle Airport for sustained growth following the start of construction on a transformative terminal upgrade and expansion in 2023.

MLC account goes to 72andSunny

MLC's account has gone to creative agency 72andSunny in a pitch led by consultancy Trinity P3.

"It's an exciting time in MLC's 130 year journey as they look to transform," says Ross Berthinussen, CEO, 72andSunny ANZ.

CHEP Network partners with Heide Museum of Modern Art

CHEP Network has been appointed Heide Museum of Modern Art's agency partner across media, data and marketing effectiveness.

The partnership will see CHP Media take strategic leadership of Heide's data and media requirements, including planning and buying media across owned, earned and paid channels in a bid to showcase its acclaimed modern and contemporary art collection to new audiences.

Magnite wins Tennis Australia for programmatic advertising

Tennis Australia has selected sell-side company Magnite for programmatic advertising, using Demand Manager to monetise display and mobile inventory.

The website of the Australian Open and mobile app provide diverse content year round to 9.5 million users.

Reunion wins Rest Super creative pitch

Profit-to-member superannuation fund Rest has engaged independent creative agency Reunion to simplify and enhance the experience for its nearly two million members.

BMF is the incumbent.

Awaken wins Opal HealthCare pitch

Independent full-service media agency Awaken has secured the media account for aged care services provider Opal HealthCare, following a competitive pitch process.

Awaken will manage media activity for the organisation to drive occupancy and promote Opal

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HealthCare's residential and respite aged care services.


VML Commerce wins Brown-Forman shopper marketing pitch






Liquor producer Brown-Forman has appointed VML Commerce as integrated below-the-line agency of record in Australia, after a competitive pitch process that concluded in November.

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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- 7:34 PM Top signing! Bob on [Nine's Jonathan Fox joins Mutnux](#)
- 5:46 PM I was Bob's personal assistant for a few years at Saatchi & Saatchi. Such a kind and wonderful human... Peta Dawkins on [Australia's Bob Isherwood honoured in New York](#)
- 1:19 PM Surprised not to see AAMI on this list. Surely they're number 11. Jimbo on [The most prolific advertisers in Australia - February 2024](#)



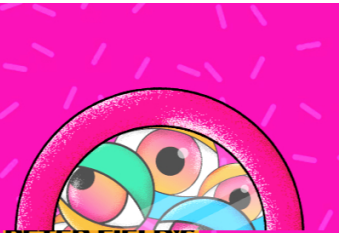
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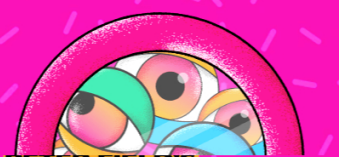
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