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Thinkerbell wins Repco Australia



By **Chris Pash** | 1 April 2021

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Thinkerbell has been appointed creative agency partner for Repco Australia and New Zealand following a competitive pitch process run by consultancy TrinityP3.

The agency will be responsible for strategy and creative ideation across brand, retail and trade activations.

Thinkerbell's appointment aligns with the commencement of Repco's five-year partnership with Supercars and sponsorship of the Bathurst Repco 1000 in October 2021.



Amy Frangos, executive general manager strategy and marketing of GPC (Genuine Parts Company) Asia Pacific: "The journey Thinkerbell took us on was brilliant. They got to the heart of our challenge and have found an excellent way to bring to life Repco's experience and passion."

Kym Sutherland, marketing manager of Repco: "The team at Thinkerbell really amazed us through the whole pitch. They showed the true passion and enthusiasm we were looking for in a creative partner and we can't wait to bring the Repco brand to life with them."

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Margie Reid, CEO of Thinkerbell: "Repco's passion for motorsport and the automotive industry was infectious during the pitch process. They've been on a process of transformation recently, and we look forward to working together with them to further enliven the brand with a big dose of Measured Magic."

Jim Ingram, chief creative tinker of Thinkerbell: "Vroom. Vroom. Start your engines."

The appointment starts today, April 1.

Initiative Melbourne last year won the Repco media planning and buying portfolio following a competitive pitch.

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*emmal™ conducted by Ipsos, 12 months ending Dec 2020. Fused Nielsen Digital Panel calibrated to Digital Content Ratings, Dec 2020. All ppl 14+.

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