





AdNews Newsletter







GETTING YOUR BRAND CLOSEST TO CUSTOMERS

cartology

Opinions Campaigns Events Current Issue Content Hub

VML and WPP Media win UWA pitch

By AdNews | 1 September 2025

+ (3 × in 6 ▼ ▼ ≥ 8

0 Comments 🔾

The University of Western Australia has appointed VML Perth as its creative agency and WPP Media as its media agency following a competitive tender supported by

WAL × **₩PPMedia**

UWA's chief marketing officer Haylee Felton thanked incumbent The Brand Agency for its strong contribution and long-standing partnership.

Felton said VML Perth and WPP Media stood out for exceptional quality of thinking, creative energy, spirit of collaboration - local WA teams powered by global expertise.

"We were highly impressed by the calibre of work and the passion the teams brought to every interaction," she said.

"There was an instant alignment of values, and we anticipate a strong and collaborative partnership with a one-team mindset."

VML CCO Paul Nagy said UWA's ambition to push creative boundaries and connect with its es in fresh and meaningful ways was exhilarating

heights has set us up for a strong long-term partnership," Nagy said.

WPP Media's Peter Vogel said partnering with UWA alongside VML, allowed them to bring media, data and technology expertise together with bold creative ideas to amplify their story of academic excellence and innovation, reaching new students and shaping future leaders.

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.

0 Comments













OR SIGN UP WITH DISQUS (?)

Best Newest Oldest

Be the first to comment.

DISQUS



weekly newsletter free!

The AdNews enewsletter, brings

you the latest advertising and media news direct to your inbox!

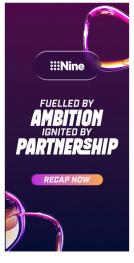
Become a member and get the

AdNews Magazine



Editor's Picks

- AdNews Agency Of The Year Awards judges want 'disruptive, honest and
- Guilty Al agrees to pay for the books its
- Slop till you drop: How Al junk is hijacking ad dollars









AdNews (L!VE) Brisbane 1pm-6pm **Wed, 19 Nov 2025** State Library QLD

AdNews Social X F





Latest Comments

1:09 PM Congrats and great job from the team at Lachian Martin - It&...

Lachian Martin on Rocket Agency wins Coates

10:11 AM Fascinating, Shayna. We see this l Pascinating, Snayna. We see this trend impacting the home care and aged care space heavily, where au... Gill on Al-powered search is rewriting the rules åÄd 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, Algorithmic (and explainable) r... Alfie on Al isnāÄôt taking media jobs, itaãos 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

About AdNews Advertise Contact Us Privacy Policy Site Map Newsletter Terms & Conditions Yaffa Media Web Advertising Specs Print Advertising Specs





