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VML and WPP Media win UWA pitch

By AdNews | 1 September 2025

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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 Trinity P3.



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 audiences in fresh and meaningful ways was exhilarating.

"The instant chemistry between the teams and a shared ambition to elevate the work to new 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.

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