

# HAVAS' ANITA ZANESCO REJOINS TRINITY P3 IN NEW BUSINESS DIRECTOR ROLE



By  
B&T MAGAZINE

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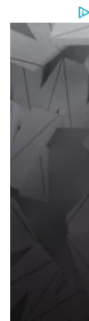


ANITA ZANESCO HAS REJOINED TRINITYP3 IN AUSTRALIA AFTER LEAVING HER ROLE AT HAVAS, WHERE SHE WAS HEAD OF NEW BUSINESS FOR TWO YEARS.

Prior to Havas, Zanesco was a senior consultant with Trinity P3 and returns to take on the role of business director where she will be working closely with Nathan Hodges, managing director and Lydia Feely, general manager, Australia and New Zealand.

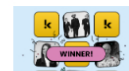
Hodges commented: "It is terrific to welcome Anita back to the team and I look forward to working with her on further developing the reach and breadth of the consulting offering".

ADVERTISING



Zanesco added: "After two years back on the agency side, driving new business development, I have a fresh appreciation of the challenges the industry is facing, not just in selecting the right marketing partner, but in integrating and communicating the broad agency offering to the market in a compelling and

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WIN UP TO \$5000 WITH KOMO'S CHRISTMAS MEMORY CHALLENGE

communicating the broad agency offering to the market in a compelling and distinctive way”.

Feely said: “Anita has always provided a strong agency perspective within the TrinityP3 consulting group based on her industry experience and this will be even more impactful in her business director role”. Zanesco’s appointment is effective February 1, 2022.

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ANITA ZANESCO

TRINITY P3

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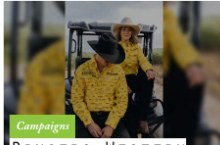


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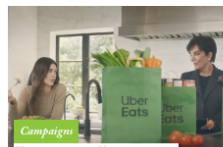
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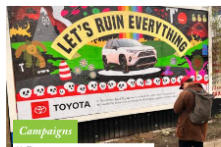
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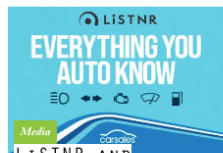
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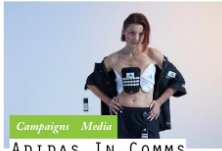
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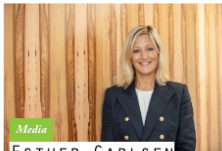
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HIRES

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**Media**  
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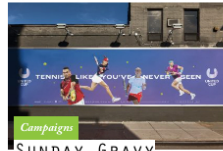
**Advertising**  
SUPER BOWL AD  
TRACKER:  
EVERYTHING WE  
KNOW ABOUT THE  
BIG GAME'S BIG  
ADS

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**Opinion**  
THE ROBOT  
WRITERS ARE  
TAKING OVER! HOW  
TO WIN IN AN AI-  
POWERED WEB

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**Campaigns**  
SUNDAY GRAVY  
UNVEILS "SEE THE  
GAME" FOR THE  
UNITED CUP

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TEAMS WITH  
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JOINS MA  
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BOARD

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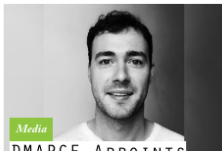
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R/GA PARTNERS  
WITH FIRST  
NATIONS SOCIAL  
ENTERPRISE ON  
INVASION DAY  
EVENT - 'BLAK  
POWERHOUSE'

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**Marketing**  
STARTUP DOVETAIL  
PINCHES FELLOW  
STARTUP ZOOMO'S  
HEAD OF  
MARKETING, TOM  
MANSFIELD

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**Media**  
DMARGE APPOINTS  
GABRIEL RITCHIE  
AS AGENCY SALES  
MANAGER

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**Campaigns**  
MACCA'S LAUNCHES  
SUMMER ROAD TRIP  
CAMPAIGN VIA  
GEMBA

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**Media**  
SHAMELESS  
PODCAST  
INTRODUCES PAID  
SUBSCRIPTION

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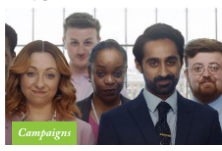
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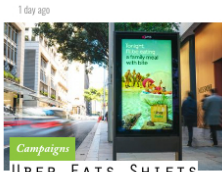
**Campaigns**



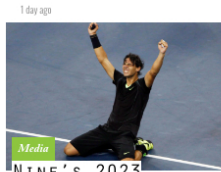
DOUBLEVERIFY  
GAINS MRC  
ACCREDITATION  
FOR ATTENTION  
MEASUREMENT  
SOLUTION

KIA UNVEILS  
ACTIVATION  
CELEBRATING ITS  
22 YEAR OZ OPEN  
PARTNERSHIP

MACCA'S DITCHES  
THE BURGERS,  
DIALOGUE &  
RESTAURANTS IN  
EYEBROW-RAISING  
NEW WORK



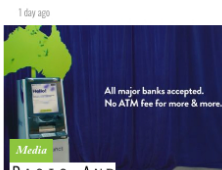
UBER EATS SHIFTS  
BRAND PLATFORM  
FROM "TONIGHT  
I'LL BE EATING"



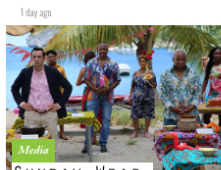
NINE'S 2023  
AUSTRALIAN OPEN  
STARTS TODAY



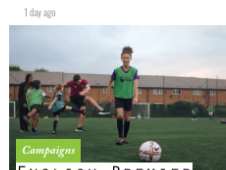
NEW YEAR, NEW  
REMINDER: GET  
YOUR YOUNG LIONS  
ENTRIES IN!



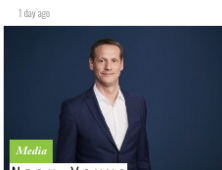
RASIC AND  
PARTNERS DEBUTS  
"OPEN FOR  
EVERYONE"  
CAMPAIGN FOR  
BANKING PLATFORM  
PRECINCT



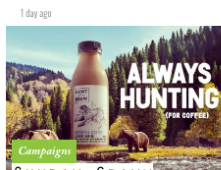
SUNDAY WRAP:  
ABC'S DEATH IN  
PARADISE COMES  
OUT AS WINNER ON  
SLOW NIGHT



ENGLISH PREMIER  
LEAGUE'S  
INCUMBENT  
CREATIVE PARTNER  
PULLS OUT OF  
REPITCH



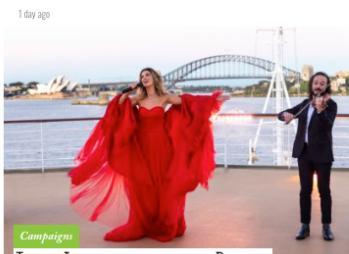
NICK YOUNG  
PROMOTED TO  
NINE'S  
COMMERCIAL  
DIRECTOR -  
DIGITAL



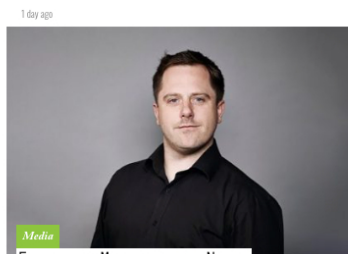
SUNDAY GRAVY  
BRINGS THE  
LAUGHS FOR ICED  
COFFEE BRAND  
HUNT AND BREW



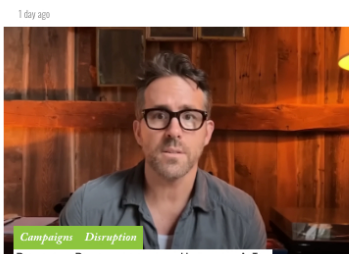
REPRISE BOOSTS  
LEADERSHIP TEAM  
WITH TWO NEW  
APPOINTMENTS



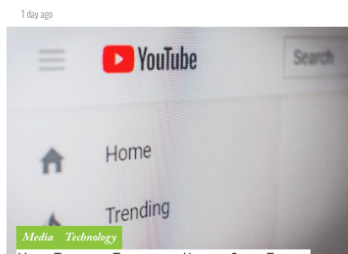
THE INCOMPARABLE DELTA  
GLAMS IT UP FOR CUNARD  
CRUISE LINES



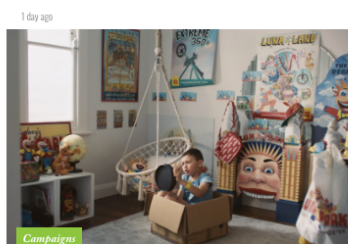
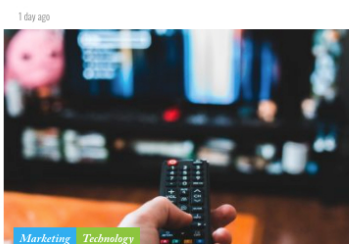
ESSENCEMEDIACOM NABS  
INITIATIVE'S MATT SCOTTON  
AS CHIEF PRODUCT &  
MARKETING OFFICER



RYAN REYNOLDS USES AI-  
GENERATED SCRIPT FOR MINT  
MOBILE AD

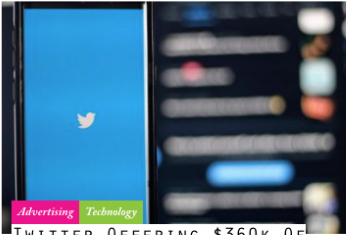


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AD-SUPPORTED TV CHANNELS



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TWITTER OFFERING \$360K OF FREE AD SPACE TO 100 ADVERTISERS

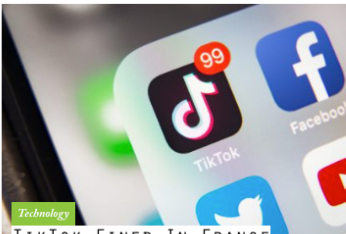
COMMON VENTURES FINDS LUNA PARK SYDNEY'S BIGGEST FAN FOR SUMMER CAMPAIGN

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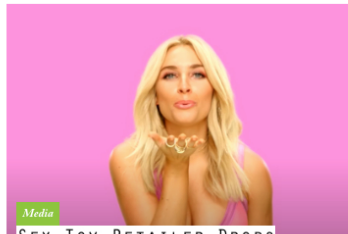
COMPARE THE MARKET LAUNCHES "MEERKAT MOTIVATIONALS" CAMPAIGN

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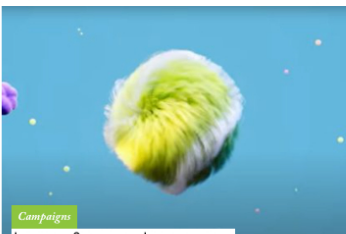
TIKTOK FINED IN FRANCE OVER MANIPULATING USERS INTO ACCEPTING COOKIES

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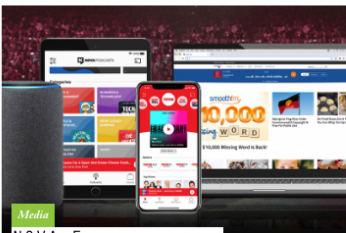
LIFE-SPACE LAUNCHES 'CONNECTION AT PLAY' CAMPAIGN WITH AUSTRALIAN OPEN VIA WUNDERMAN THOMPSON

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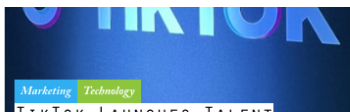
APPLE REPORTEDLY WORKING ON TOUCHSCREEN MACS

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## TIKTOK LAUNCHES TALENT MANAGER PORTAL TO GIVE BRANDS CREATOR OVERSIGHT

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Media

## YOUTH-FOCUSED PEDESTRIAN GROUP NAMES SARAH MICHAEL AS PUBLISHER



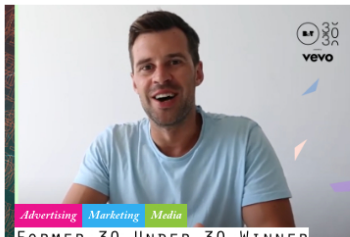
## NINE UNVEILS SPONSORS FOR 2023 AUSTRALIAN OPEN

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Campaigns Media

## 'NEW TO MELBOURNE' MARKETING CAMPAIGN NOVA 100'S BEN, LIAM & BELLE LAUNCHES SUNDAY



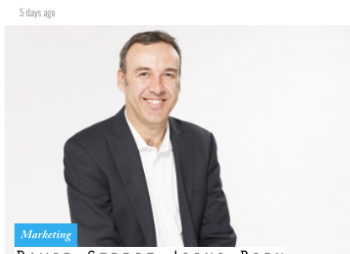
Advertising Marketing Media

## FORMER 30 UNDER 30 WINNER GARY ELPHICK DISCUSSES HIS RISE FROM AD GUY TO CEO



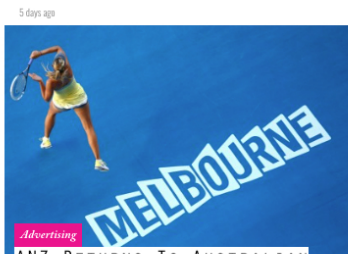
Disruption

## THERE'S LESS THAN A MONTH TO SUBMIT YOUR WOMEN LEADING TECH ENTRY!



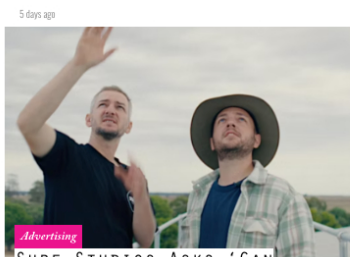
Marketing

## DAVID GERRIE JOINS BORN CREATORS AS CEO



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## ANZ RETURNS TO AUSTRALIAN OPEN BUT CUTS CHILDREN'S TENNIS PROGRAM FUNDING TO FOCUS ON CLIENT HOSPITALITY



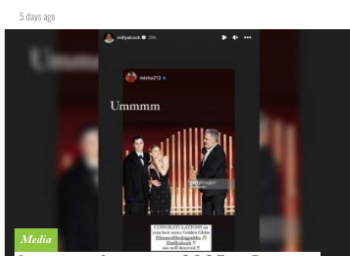
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## SURE STUDIOS ASKS 'CAN DRINKING BEER SAVE THE PLANET?'



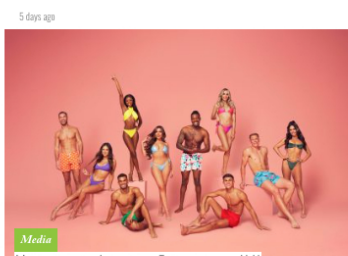
Campaigns

## VICTORIA BITTER AND TRADIE LAUNCH 13-PIECE WORKWEAR LINE



Media

## GOLDEN GLOBES 2023: DISNEY WINS BIG, MILLY ALCOCK GETS PISSSED

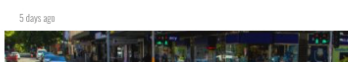


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