

AGENCY NEWS | OCEANIA

Lion Names Thinkerbell Creative Partner

Thinkerbell has been working with the group for two years.

BY HAROLD HENRY - SEP 1, 2021



Beverage company Lion has announced the appointment of Thinkerbell as creative partner following a comprehensive agency review. The process was headed up by Trinity P3.

The industry giant owns Speights, Steinlager, Lion Red, Lion Brown, Panhead, Little Creatures, Waikato Draught, Black Ice, Rheineck and Lion Ice brands.

"Australian culture is evolving, and the beer category needs to better understand and reflect those changes. To connect with the next generation of drinkers we need to redefine the role our brands play in their lives, and we believe Thinkerbell is the right partner to have along with us on that journey," said brand director Anubha Sahasrabudde.



Thinkerbell has been working with the group for two years.

"By reaching consumers where we can have most impact, we can realise our brand growth objectives and drive better conversion and ROI. We're now working to establish in-house expertise across creative strategy, media, digital, partnerships and connections planning to help unlock this potential," added Ed Stening, Lion's connections director.

"The pairing of this new model with Thinkerbell's deep consumer understanding and creativity will power our ambition to challenge existing cultural norms around beer advertising."



Lion's move to a single creative partner is a significant move away from the previous model, under which a number of agencies were engaged across

THE LATEST



AUSTRALIA
Convo Ink Launches Smart Content Marketing Engine



CHINA
Colmo's New AC Unit is Darwin's Greatest Discovery



BBDO SPOTLIGHT
Brigid Alkema Joins the BBDO Creative Board



SOUTHEAST ASIA
Food News Wins Southeast Asia Creative Account for True Aussie Beef & Lamb



INTERVIEWS

APAC

Q&A: Deepika Nikhilender – Senior Vice President at Xaxis Asia Pacific

DENTSU SPOTLIGHT

Q&A: Prakash Kamdar – Creative industry will (or must) be the lighthouse for solutions and partnerships that champion meaningful progress

INTERVIEWS

Q&A: Christie Cooper – Creative Director at DDB New Zealand

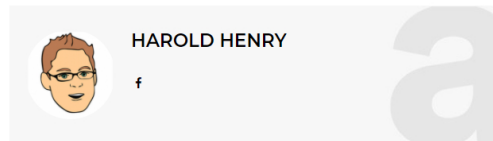
DENTSU SPOTLIGHT

Q&A: Merlee Jayme – "My right brain is calling me back"

their brand portfolio.

"We are absolutely thrilled to be working with Lion across all of their brands in both a creative and earned capacity. Although this account will be split across both our South and North offices, this win is testimony to the exceptional leadership of Katy Dally (GM Sydney)," said CEO Margie Reid.

"Lion has a genuine belief that investing in and harnessing the power of creativity drives commercial outcomes. We are looking forward to pushing creative boundaries and supercharging their brand portfolio over the coming years. We can't wait to make more Measured Magic together."



READ MORE



AUSTRALIA
Convo Ink Launches Smart Content Marketing Engine



CHINA
Colmo's New AC Unit is Darwin's Greatest Discovery



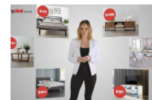
BBDO SPOTLIGHT
Brigid Alkema Joins the BBDO Creative Board



SOUTHEAST ASIA
Food News Wins Southeast Asia Creative Account for True Aussie Beef & Lamb



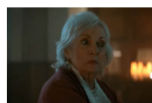
AUSTRALIA
HR Fintech Startup Paytime Awards Performance Media and Digital Marketing Account to Agnes Media



AUSTRALIA
72andSunny Awarded MyDeal.com.au Creative Account



DENTSU SPOTLIGHT
Rohit Suri Appointed Chief HR Officer, South Asia at Dentsu



AUSTRALIA
Actor Pharma Brings Back the Fart Joke to Relaunch Prunelax



FCB SPOTLIGHT
FCB Cogito Promotes Vidyadhar Wabgaonkar to CEO



Les Timar Set to Take Over at Clemenger Group



Les Timar

Les Timar has been selected to take over the reins at Clemenger Group starting on January 1st. Robert Morgan, who has led the organization for 23

years, will step aside from the CEO role while maintaining his position as chairman.

"Les is a strong leader with impeccable management credentials to lead our Group forward. He is a people person, is passionate about doing the best for his clients, and is highly respected by employees, clients and in the business community at large," said Morgan.

Timar currently serves as CEO of GRACosway, one of the group's companies. 27 years ago, he was a co-founder of GRA and led the company through its merger with Cosway.

"Clemenger Group has an outstanding legacy of creativity and innovation over 75 years and my clear mandate is to continue Robert's record of strong leadership and sustained growth," added Timar.



HAROLD HENRY



DDB Group Melbourne Names Psembi Kinstan as Executive Creative Director and Matt Pearce as Head of Planning



Image via DDB