



## 72ANDSUNNY APPOINTED AS NEW CREATIVE AGENCY FOR MLC FOLLOWING A COMPETITIVE PITCH

JANUARY 19 2024, 8:48 AM | BY LYNCHY | No Comments



72andSunny has been appointed as the new creative agency for MLC following a competitive pitch process led by Trinity P3. 72andSunny will be partnering with MLC, part of the Insignia Financial Group, to develop a new strategic and creative direction for the MLC brand.

Says Kari Arnison, General Manager, Marketing Strategy and Execution, Consumer Markets: "72andSunny's clear understanding of our business needs combined with their cultural nous made it apparent that they were the right partner for us. Every step of the pitch process with 72andSunny felt collaborative and enjoyable, and we look forward to repositioning the MLC brand with them as new members of our wider team."

Adds Ross Berthinussen, CEO 72andSunny ANZ: "It's an exciting time in MLC's 130 year journey as they look to transform. We can't wait to partner with them to redefine the MLC brand for a new generation of Australians."

f 🐦 in

### LEAVE A COMMENT:

Name or pseudonym (required)

Email (optional)

Website (optional)

Save my name, email, and website in this browser for the next time I comment.

Comment \*

POST COMMENT



### GET THE CB DAILY BULLETIN

Register for Free and receive the Campaign Brief Daily Bulletin. Type your email address in the space below.

email address

SUBSCRIBE FREE NOW

### GOLD SPONSORS





*Campaign Brief*



[HOME](#) | [ABOUT](#) | [CONTACT US](#) | [SUBSCRIBE EMAIL](#) | [SUBSCRIBE MAGAZINE](#) | [PORTFOLIO & REEL](#)

COPYRIGHT © 2024 CAMPAIGN BRIEF