

TVC DIRECTORY	ADVERTISE	JOB	RANKINGS	BESTADSONTV.COM	PORTFOLIO & REEL	FILTERS	ARCHIVE
---------------	-----------	-----	----------	-----------------	------------------	---------	---------



WA-BASED HEALTH INSURER HBF REVIEWS AGENCY PARTNERS IN PITCH VIA TRINITY P3

SEPTEMBER 15 2020, 12:40 PM | BY MARTIN TREVASKIS | [No Comments](#)



HBF is undertaking a review of its creative and media agencies, with a pitch being conducted via Trinity P3.

One of WA's most prestigious and sought-after accounts, it left the state when [cummins+partners was appointed in 2017](#).

A planned expansion the east coast stalled but has been re-booted recently with a [major new \(and very different\) campaign via Leo Burnett Melbourne](#).

Cummins has retained responsibility for HBF's Western Australian campaigns, which reflect its longer established and market dominating position there.

Besides those two agencies, HBF has worked with CHE Proximity as well as Perth agencies Meerkats (now Wunderman Thompson Perth) for an internal project, &Partners for tactical work and Gettin' Hectic for experiential activations locally.

The review also includes media, with OMD the incumbent. The media was also pitched in 2017 but took a year to decide, with OMD being [\(re\)appointed in 2018](#).

f 🐦 in

LEAVE A COMMENT:

Name or pseudonym (required)

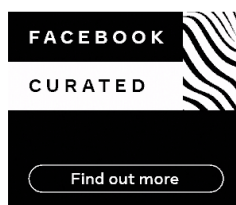
Email (optional)

Website (optional)

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

Comment *

POST COMMENT

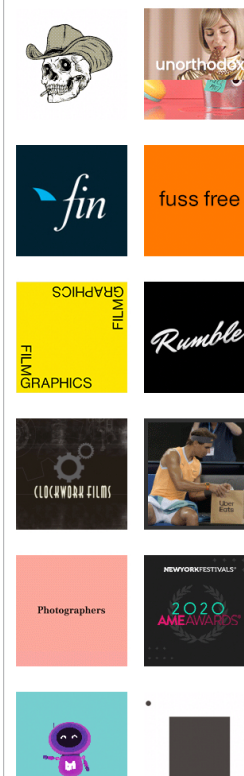


GET THE CB DAILY BULLETIN

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

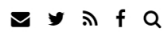
SUBSCRIBE FREE NOW

GOLD SPONSORS





Campaign Brief



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

COPYRIGHT © 2020 CAMPAIGN BRIEF