



HCF APPOINTS BMF AS NEW LEAD CREATIVE AGENCY FOLLOWING A COMPETITIVE PITCH PROCESS

AUGUST 26 2025, 4:56 PM | BY RICKI GREEN | No Comments



HCF, Australia's largest not-for-profit private health fund, has appointed BMF as its new lead creative agency following a competitive pitch process.

BMF will work closely with Spark Foundry, which manages media for HCF, and collaborate with other partners in HCF's agency village to continue building the fund's brand and communications strategy.

The appointment follows HCF's departure from Clemenger BBDO, driven by consolidation within the Clemenger Group and an ensuing client conflict.

The review, managed by TrinityP3, began with 12 agencies under consideration before a shortlist of four finalists progressed through two rounds of presentations. BMF was successful after a final round involving HCF's executive leadership.

"After a robust review process, we are excited to appoint BMF and look forward to working with them in further strengthening our position as Australia's largest not-for-profit private health insurer," says Martin Whelan, HCF General Manager Marketing. "We have an already strong campaign platform and through the new partnership with BMF we are excited to see how it can further develop."

The new partnership reflects HCF's focus on strengthening its brand presence and leveraging creative effectiveness to engage members and the wider community.

"We are excited to be appointed to work with HCF," says Stephen McArdle, BMF Chief Executive Officer. "This is an opportunity to shape and lift the profile of one of Australia's great brands. We can't wait to get started."

The appointment is effective immediately.

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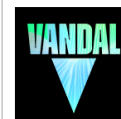
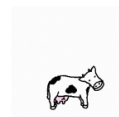
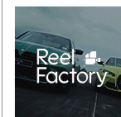
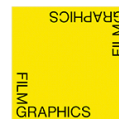


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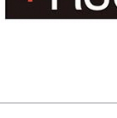
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