



## LION APPOINTS THINKERBELL AS SOLE CREATIVE AGENCY

AUGUST 31 2021, 9:44 AM | BY RICKI GREEN | 36 Comments



Leading beverages company Lion has announced the appointment of Thinkerbell as sole creative partner following a comprehensive agency review process led by Trinity P3.

The move reflects Lion's transition to a new 'Connections Model' under the leadership of new consumer and brand director Anubha Sahasrabudde, who took up the role in January this year.

Says Sahasrabudde: "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."

According to Ed Stening, Lion's connections director, the pairing of this new model with Thinkerbell's deep consumer understanding and creativity will together drive a push to challenge some of the existing cultural norms around beer advertising: "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."

"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."

Thinkerbell have been on Lion's agency roster for two years, most recently producing the 'Unbelievable' campaign for the Furphy brand.

CEO Margie Reid said the agency was excited about the appointment and will split the account across its Sydney and Melbourne offices: "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).

"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."

Lion's move to a single creative partner represents a significant move away from the previous 'agency village' model, under which a number of agencies were engaged across their brand portfolio.

Adds Sahasrabudde: "We recognised that we needed to get closer to the consumer and building deeper relationships within a close group of strategic agency partners in each key discipline is an important part of that."

f 🐦 in

### 36 COMMENTS

Wow! says:

Who pitched? That's a huge win.

[Reply](#)

Well done Thinkerbell says:

A modern agency with modern thinking. Lion has landed in the right spot.

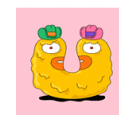


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**Pitch list** says:

72andSunny, Host, Thinkerbell, Monkey's.

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**Bring back beer ads** says:

I hope Thinkerbell can do what this country needs

[Reply](#)

**What about Milk & Honey United?** says:

That is a big blow given they only just won Squire 5 months ago?...nasty.

[Reply](#)

**Nicely done** says:

Time for a little drinkerbell.

[Reply](#)

**Scott L** says:

Well done Team Thinkerbell....

[Reply](#)

**John D** says:

That is a huge account for a medium sized independent agency to take on. I hope both client and agency know what's to come.

[Reply](#)

**wasted** says:

Whole pitch process just to keep an incumbent?

[Reply](#)

**What a waste of a comment 'Wasted'** says:

Read the release again Wasted. I think you'll find Thinkerbell won all Lions portfolio of brands, including the ones they weren't the incumbent.

[Reply](#)

**Pitch list** says:

Think Cummins was there too weren't they?

[Reply](#)

**Asahi** says:

We didn't know the Monkeys were pitching for Lion. Thanks for the tip off.

[Reply](#)

**Oscar** says:

The second tragedy in life is getting what you want.

[Reply](#)

**Great..** says:

Can't wait for more bogan beer ads. Thinkerbell's brand tone of choice.

[Reply](#)

**@Pitch List** says:

C&P were in the mix too

[Reply](#)

**LK** says:

Amazing work Thinkerbell!

[Reply](#)

**@Oscar** says:

Amen

[Reply](#)

**Genuinely curious** says:

Very curious to see what the new team at Lion and TB do... especially with XXXX and Tooheys (big brands in big trouble). Making popcorn...

[Reply](#)

**Captain** says:

Congratulations, impressive win for TB.

Furphy work is great. Luxury of little brand with no shackles.

Intrigued to see if they have iconic brand creative (please don't reference Vegemite commentators, beer brands speak so much to culture than the morning spread on toast).

XXXX Gold and TED have had very average leadership and work for many years.

Can TB turn around the titanic(s)?

\*CUB sophistication and capability cracked Great Northern. What will be Lions play (I hope distributing White Claw isn't the answer)?

[Reply](#)

**Hold my beer** says:

Knowing the client and the agency, expect to see some 'We're the beer for modern Aussies' type ads reflecting real people doing real things.

[Reply](#)

**Thinkers and tinkers** says:

PR Stunts, cheap videos and whacky outdoor for all.

[Reply](#)

**Thinknot** says:

Monkeys didn't pitch.

[Reply](#)

**Inner west hipster** says:

Lion beer? Absolute panther piss, the lot of it. Come down our way and wrap ya beak around something with a bit of flavour.

[Reply](#)

**@Captain** says:

""CUB sophistication and capability cracked Great Northern."

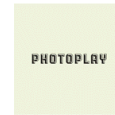
Ahhhhh hahaha

[Reply](#)

**@Inner west hipster** says:

Why are you here? Is the Lad Bible website down or something?

[Reply](#)





**@@Inner west hipster** says:

Why don't you crack another Crownie, ya boomer!

[Reply](#)



**If you know, you know** says:

Hands down, the worst client in Australia. Best of luck – you'll need it.

[Reply](#)



**Really really?** says:

Im not sure the new client saw the Superdry work they did – any ad that needs re-editing with supers (excuse the sad pun) to explain the story isn't great. I understand their niche brand thinking (Furphy was OK) but mainstream beer? not a chance. Im sure CUB are laughing in their market share growth. Once again Lion take another step off the edge – they are wine drinkers running beer brands – CUB marketers and their agencies actually drink beer.

[Reply](#)



**@thinkers and tinkers** says:

Hahahahaha! It's funny because it's true.

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**@hold my beer** says:

Thought the same thing. They'll try and do another purple beehive or some inclusive Vegmite headlines that no one cares about. Should have just gone to an agency with a track record of solid TVCs

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**Jaded** says:

I've had plenty of bad clients in my time, but Lion is the most disappointing out of all of them. They have good products and brands with great history, but they have no idea how to market them.

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**Queenslander** says:

Great... Can't wait to see XXXX ads pumped out through the lense of ECD's who have never left Melbourne.

[Reply](#)



**pffft** says:

Believe it or not, Queensland has birthed many a good suit, planner and or creative that now live in the 'big smoke'.

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**Az** says:

Killer. Big win.

[Reply](#)



**Ben** says:

Winning Boags and Tooheys means it has to be in the agency fridge. Pretty harsh punishment, even for all the PR stunts.

[Reply](#)



**@pffft** says:

Not what I was saying...

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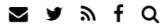
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