

## VOICE CASTING

### MYDEAL APPOINTS 72ANDSUNNY AS NEW CREATIVE AGENCY FOLLOWING A COMPETITIVE PITCH

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MyDeal.com.au and 72andSunny have entered into a creative partnership following a competitive pitch run by TrinityP3.

The collaboration will start immediately to make the work developed in the pitch, which includes a brand platform, brand design system, launch campaign and ongoing social and digital content.

Says Ryan Gracie, CMO, MyDeal: "It became clear very early on in the briefing process that differentiation wasn't the outcome we needed, distinctiveness was, and 72andSunny have delivered that in spades. This high calibre team pitched a creative idea we just couldn't go past, a platform that will make MyDeal stand out from the crowd, that builds a truly unique personality and connects with Australians.

"MyDeal is growing fast and we need an agency that can match this ambition. 72andSunny gets where we're coming from and knows how to get us to where we want to go. I'm excited about bringing the brand to life with this team."

Says Ross Berthinussen, president, 72andSunny Sydney: "We had an awesome connection with the MyDeal team that led to fun, culturally impactful creative work. We're stoked to join them on the next stage of their journey and help supercharge the MyDeal brand and business."

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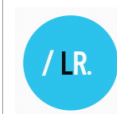
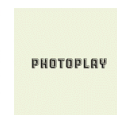
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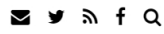
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