



# Campaign Brief

## 29 DIRECTORS

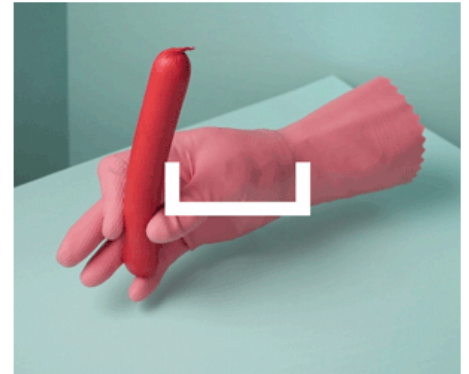
### OPTUS ADDS TBWA\SYDNEY TO CREATIVE AGENCY ECOSYSTEM; BEAR MEETS EAGLE ON FIRE APPOINTED FOR CORE PROJECTS

AUGUST 20 2019, 11:34 AM | BY RICKI GREEN | [7 Comments](#)



Optus has confirmed that following a tender process the new agency ecosystem consists of: UM, Amobee, Emotive, M&C Sport and Entertainment, Big Red, Re and Yes Agency, joined by TBWA/Sydney. Optus is also now working with Micah Walker's creative company Bear Meets Eagle on Fire for core projects.

No partner involved in the tender process was requested to carry out any strategic, creative or execution work without payment – with all briefs given resulting in work either in market or soon to launch in market. This follows a full review of the market, a benchmarking



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exercise and financial tender with Trinity P3.

Says Mel Hopkins, head of marketing at Optus: "We are very excited to announce to the industry the news of a core team that we have been working with over the past few months on a number of projects or via existing relationships. We believe that we have a unique combination of agency partners that together have forged a strong relationship with each other based on mutual respect.

"The willingness to partner in a new way and format gives me great hope of a change very much required in the Australian agency landscape. I am delighted with the partners we are working with.

"We believe working together on real live briefs, with real budgets, real deadlines and paying real agency fees enables both parties to work openly to determine whether the right dynamic is present to enter into a roster arrangement."

f t in

## 7 COMMENTS


 **Go the Eagle** says:

Translation:

Sexy brand stuff goes to Micah and TBWA, Yes Agency make the in-store wobblers and Emotive stick with the cheap nasty videos.


Should make the work better with some decent creatives working on the big stuff again.

[Reply](#)

 **Not another troll** says:


Sorry, but how was the Women's World Cup campaign in any way a cheap nasty video? It was helmed by an academy nominated director no less. Maybe stick to trolling people elsewhere @GothEagle? Should make Campaign Brief better with some decent creatives writing the comments again.

[Reply](#)

 **Ad critic** says:


M&C get all the margin

[Reply](#)

 **Sarah L** says:


Sexy brand stuff goes to BMEOF (already winner of worse start up name ever) and TBWA, and the best thing they can do is the awful Apple Music ad. Feels like Optus finally got the bad relationship, and work, their marketing team deserve. Long live Emotive and their cheap and nasty vids....way better in my opinion.

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 **Meatspin** says:

You spin me right round.

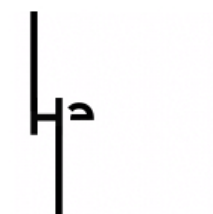
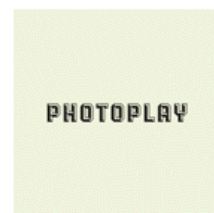
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 **Vin** says:

One word -Melcontent.

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## GOLD SPONSORS





@Vin says:

That's not a word.

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