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## REPCO AUSTRALIA APPOINTS THINKERBELL AS AGENCY PARTNER AFTER COMPETITIVE PITCH

APRIL 1, 2021, 7:06 AM | BY LYNCHY | 2 Comments



Following a competitive pitch process run by TrinityP3, Thinkerbell has replaced incumbent Cummins & Partners as agency partner for Repco Australia and New Zealand, responsible for strategy and creative ideation across brand, retail and trade activations.

Thinkerbell's appointment aligns with the commencement of Repco's 5-year partnership with Supercars and sponsorship of the Bathurst Repco 1000 in October 2021.

Says Amy Frangos, Executive General Manager Strategy and Marketing of GPC Asia Pacific: "The journey Thinkerbell took us on was brilliant. They got to the heart of our challenge and have found an excellent way to bring to life Repco's experience and passion."

Adds Kym Sutherland, Marketing Manager of Repco: "The team at Thinkerbell really amazed us through the whole pitch. They showed the true passion and enthusiasm we were looking for in a creative partner and we can't wait to bring the Repco brand to life with them."

Says Margie Reid, CEO of Thinkerbell: "Repco's passion for motorsport and the automotive industry was infectious during the pitch process. They've been on a process of transformation recently, and we look forward to working together with them to further enliven the brand with a big dose of Measured Magic."

Adds Jim Ingram, Chief Creative Tinker of Thinkerbell: "Vroom. Vroom. Start your engines."


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Start your engines. Love it.

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 Vroom! Vroom!?' says:

Vroom! Vroom! That was a Holden campaign.

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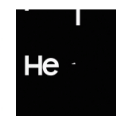
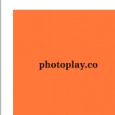


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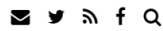
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