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VODAFONE AUSTRALIA APPOINTS HOWATSON+COMPANY AS NEW CREATIVE AGENCY OF RECORD

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Vodafone Australia has appointed Howatson+Company, Campaign Brief's reigning Agency of the Year, as its creative agency of record.

 $The \ business \ was \ previously \ held \ by \ Saatchi \ \& \ Saatchi \ Australia, \ which \ won \ the \ business \ in \ March \ 2022.$

Howatson will become the ninth creative agency to hold the Vodafone account in 17 years. Since 2008, the Vodafone creative account has gone through Clemenger BBDO, Host, Ogilvy, Cummins and Partners, JWT, VMLY&R and Saatchi & Saatchi, plus a short stint with 303 MullenLowe prior to the Saatchi appointment.

The appointment follows a comprehensive tender process managed by Trinity P_3 and TPG Telecom (owner of Vodafone) procurement.

Says TPG Telecom Chief Marketing Officer Bec Darley: "Howatson+Company impressed us with their bold thinking, cultural alignment and creative firepower. Vodafone is a brand that thrives on challenging conventions, and we're excited to partner with Chris and the H+Co team to push boundaries.

 $\hbox{``I would like to thank Saatchi \& Saatchi for their commitment and creativity over recent years."}$

Says Chris Howatson, Founder and CEO, Howatson+Company: "This appointment means a lot to us. Personally, Vodafone was my first carrier. Professionally, Vodafone is one of the top 100 most valuable global brands and is on a growth gradient here in Australia. It's a privilege to partner with Bec, Lisa Cronin and their teams".

The Howatson+Company appointment is effective immediately.

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