

Lion partners Thinkerbell

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Leading Beverage company Lion has announced the appointment of Thinkerbell as creative partner following a comprehensive agency review. The process was headed up by Trinity P3. The industry giant owns Speights, Steinlager, Lion Red, Lion Brown, Panhead, Little Creatures, Waikato Draught, Black Ice, Rheineck and Lion Ice brands. Thinkerbell has been working with the group for two years.



Commenting on the strategic tie-up, Ed Stening, Lion's connections director, said, "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."

Elated upon the partnership, CEO Margie Reid, said, "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 is a significant move away from the previous model, under which a number of agencies were engaged across their brand portfolio.

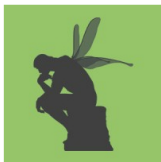
About Lion

Lion is a leading beverages company in Australasia, with fast-growing operations in the United States and United Kingdom. They produce, market, sell and distribute alcoholic and non-alcoholic drinks and operate microbreweries worldwide.

Website for reference- <https://lionco.com/>



About Thinkerbell



Thinkerbell is a marketing and advertising agency possessing extensive experience in the worlds of research, strategy and creative execution and has helped some of Australia's best known and most loved brands help find their inner magic. The agency has bagged several awards which includes, Mumbrella 2021 Creative Agency of the Year, Mumbrella 2021 PR Agency of the Year, Mumbrella 2021 Full Service Agency of the Year, Mumbrella 2021 Independent Agency of the Year HC, Fast Company 2021 World Changing Idea HC, Mumbrella 2020 Creative Agency of Year HC, Mumbrella 2020 PR Agency of the Year, Adnews 2019 Creative Agency of the Year, Mumbrella 2018 Emerging Agency of the Year, B&T 2018 Emerging Agency of the Year.

Website for reference- <http://thinkerbell.com/>

TAGS Lion Thinkerbell Ed Stening Margie Reid

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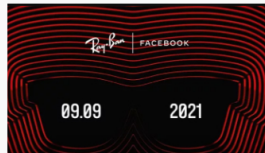
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