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HIRES, WINS & BUSINESS

Optus Adds TBWA\Sydney and M&C Saatchi Sport & Entertainment to Agency Ecosystem

TBWA\Sydney, Tue, Aug 20, 2019



42



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RECOMMEND

+ ADD TO



Optus is also working with Micah Walker's creative company Bear Meets Eagle on Fire for core projects



Optus has confirmed that following a tender process the new agency ecosystem consists of: UM, Amobee, TBWA/Sydney, Emotive, M&C Sport and Entertainment, Big Red, Re and Yes Agency. Re has also been key in setting up internal agency Yes Agency. Optus is also 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 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.

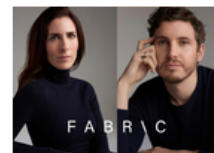
MORE FROM TBWA\SYDNEY



Great Northern Brewing Co. Launches 'The Great Recamp' for Father's Day



TBWA Sydney Launches Agency Mental Health & Wellbeing Program with Heart on My Sleeve



Fabric Officially Launches with Five Founding Clients

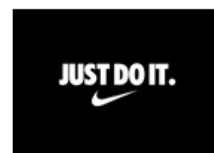


Sheridan's Visually Stunning Campaign Gives Life to Visions for a Sustainable Future



TBWA\Melbourne Takes Home Gold and Silver in Outdoor Lions

TOO HOT TO MISS



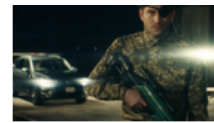
My Creative Hero: Dan Wieden's Welcoming of Unique Voices



Volkswagen SUVs Give

"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."

FEATURED COMPANIES: M&C SAATCHI SYDNEY



Drivers 'Movie Star Confidence' in Hollywood-Style Ads



Powerful Video Captures the Struggle of LGBTQ+ Teens' First Heartbreak: Coming Out



Smirnoff's First Global Ad in 25 Years Is an Ode to its Historical Infamy



Don't tell my mother I'm in advertising, she thinks I play piano in a warehouse.

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