

THIS IS
BIG BROTHER...
LET ME DELIVER
YOUR Q4 PLAN.



BB10
BIG BROTHER

HOME > AGENCIES

Advertising Associates and Thinkerbell strike Pitch-Chella gold

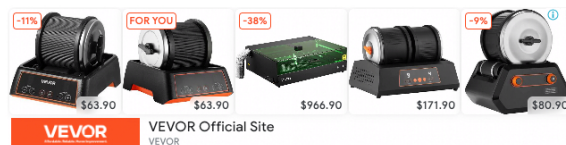
Advertising Associates and Thinkerbell shared first place after pitching national campaigns for anti-bullying charity You Can Sit With Me.

By [Tom Gosby](#) Published Jul 30, 2026 3 min read



The Independent Media Agencies Australia has named Advertising Associates and Thinkerbell joint winners of its biggest Pitch-Chella competition to date.

READ MORE: [Opportunity or threat? Indie agencies can't decide what AI is](#)



READ MORE: [IMAA reveals Pitch-Chella 2026 finalists](#)

The two agencies shared first place after developing national media campaigns

News Australia
BEYOND'27

THIS IS **BIG BROTHER...**
LET ME DELIVER
YOUR Q4 PLAN.

The two agencies shared first place after developing national media campaigns for anti-bullying organisation You Can Sit With Me. Slingshot finished third, while Reload Media received a highly commended recognition.

Who won Pitch-Chella 2026?

- Joint first: Advertising Associates — **Jeremy O'Connell, Emily Dunne, Sam Christie-Sherill and Brigh Robinson**
- Joint first: Thinkerbell — **Eduarda Cuadros Marquez and Erin Beers**
- Third: Slingshot — **Neha Sharma and Anna Nagpaul**
- Highly commended: Reload Media — **Cleo Cox-Lawson, Drew Hart, Yashi Wadiwala and Harriet Wing**

The finalists were tasked with building awareness and community engagement for You Can Sit With Me. The organisation works to prevent bullying and promote inclusion among Australian children.

Winning ideas take inclusion beyond schools

Advertising Associates proposed a partnership with the Matildas to take the charity's message into the national conversation. Its concept centred on the line: "One team, one cause, one colour and one message: you belong here."

mediaweek

Morning Report

The leading media trade publication in Australia.

Get our top stories straight to your inbox daily by signing up to our Newsletter

Sign up

By providing your information, you agree to our [Terms of Use](#) and our [Privacy Policy](#). We use vendors that may also process your information to help provide our services.

The campaign would use radio, outdoor, digital, social media and school activations. The agency said the Matildas' cultural influence and engaged fan base could extend the message beyond classrooms.

Thinkerbell focused on building You Can Sit With Me's authority among school leaders and parents. Its strategy targeted audiences at stadiums, during school commutes and through parenting podcasts.

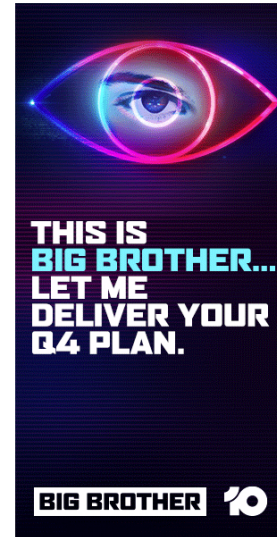
Ideas included adding a You Can Sit With Me pledge to Ticketek's seat-selection process. The agency also proposed yellow seating at schools to allow educators to signal their commitment to preventing bullying.



Record field puts emerging talent to the test

Now in its third year, Pitch-Chella attracted a record 24 teams. Eight finalists presented their campaigns to a judging panel of marketing and media leaders.

The panel included **Jenny Parkes**, Managing Director of Audience360; **Steven Wright**, Business Director and Global Media Lead at TrinityP3; and **Adam Hickey**, Founder of Orand.



mediaweek

Morning Report

The leading media trade publication in Australia.

Get our top stories straight to your inbox daily by signing up to our Newsletter

Sign up

By providing your information, you agree to our [Terms of Use](#) and our [Privacy Policy](#). We use vendors that may also process your information to help provide our services.

Sophie Sparks, Founder and CEO of You Can Sit With Me, also joined the panel.

"As an organisation, our vision is simple: to ensure every child walks through the school gates knowing they are safe, accepted and able to reach their full potential," Sparks said.

She said the teams had taken the time to understand the organisation's mission and challenges. Their campaigns aimed to lift awareness while making inclusion part of a broader national discussion.

Sam Buchanan, CEO of IMAA, said: "The standard of this year's winning pitches was exceptional.

"Each team brought a unique perspective and a truly outstanding level of preparation and professionalism to their pitches."

Buchanan said the competition reflected the strength of Australia's independent agency sector and its emerging talent.



Sam Buchanan

The winners were announced at Sydney's Beresford Hotel on Thursday, 30 July. Participants, IMAA members and industry partners attended the ceremony.

The 2026 program was led by a steering committee featuring **Lisa Blackshaw** from Co.gency and **Taylor Fielding** from TFM, alongside the IMAA team.

Audience360 served as gold sponsor. Supporting sponsors included Are Media, Channel Factory, News Australia, Meta, Microsoft Advertising, Snapchat and Taboola.

More information is available through the [Pitch-Chella website](#).

Top image: Advertising Associates take home Pitch-Chella gold

READ MORE ABOUT

[Advertising Associates](#) [Thinkerbell](#) [Independent Media Agencies Australia](#)

[You Can Sit With Me](#) [Slingshot](#) [Reload Media](#) [Sophie Sparks](#)

[Sam Buchanan](#) [Jenny Parkes](#) [Steven Wright](#) [Adam Hickey](#) [Audience360](#)

[TrinityP3](#) [Orand](#) [Pitch-Chella](#)



VEVOR Rock Tumbler Kit 1.36kg
Rock Polishing Kit 4 Speed
Settings 9-Day Polishing Timer...

AU\$80.90 - VEVOR



VEVOR Rock Tumbler Kit 3.6kg
Rock Polishing Kit 4 Speed
Settings 9-Day Polishing Timer...

AU\$171.90 - VEVOR

Sponsored Links by Taboola



VEVOR Jewelry Polisher Tumbler
5kg Capacity Mini Rotary Tumbler
Machine with 0-60 Minutes Timer ...

AU\$120.90 - VEVOR

Vention 6.5 to 3.5 Jack Aux Cable
Adapter for Speaker Guitar
Amplifier TRS Audio Cable Jack...

AU\$3.59 - AliExpress

Sponsored Links by Taboola

AU\$80.90 - VEVOR

AU\$171.90 - VEVOR

Sponsored Links by Taboola



VEVOR Jewelry Polisher Tumbler
5kg Capacity Mini Rotary Tumbler
Machine with 0-60 Minutes Timer ...

AU\$120.90 - VEVOR



Vention 6.5 to 3.5 Jack Aux Cable
Adapter for Speaker Guitar
Amplifier TRS Audio Cable Jack...

AU\$3.59 - AliExpress

Sponsored Links by Taboola

303 Mediahub nabs three from Carat in Perth hiring spree

The Perth agency has hired five staff after account wins, including three senior recruits from Carat.

By **Tom Gosby** Published Aug 7, 2026 2 min read



303 Mediahub has hired five staff across leadership, planning and performance after securing new business and expanding its Perth operation.

READ MORE: [303 and Mediahub nabs Australian Cancer Research Foundation account](#)

READ MORE: [Budget Direct sends celebrity space tourism crashing into suburbia](#)

The appointments include a new media director, planning director and media manager. Three of the five recruits have joined from Carat.

Three senior hires arrive from Carat

- **Emily Whyte** has joined as media director. Most recently at Carat, Whyte will lead the agency's growing government media portfolio and oversee the onboarding of new government clients.
- **Vicki Crimmins** has been appointed media manager after also moving from Carat. She will support campaign planning and delivery across key client accounts.
- **Ash Idle** joins as planning director from Carat. Idle will focus on audience-led media strategies across the agency's client portfolio.

- **Kaycee Williams** has been appointed media coordinator. She will support campaign planning, implementation, reporting and account coordination.
- **Sophie Ashby** joins from Word of Mouth as performance coordinator. She will work across paid search, social and programmatic campaigns.

Kylie Macey, general manager at 303 Mediahub, said the agency was building "one of Perth's strongest locally based media teams".

"The new appointments include some of the state's best talent, and we're thrilled to have them on board," Macey said.

