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## Considerations for the Mediaweek Agency 50 and Creative 50



by Darren Woolley

Posted on 11 October 2023



Darren Woolley lets readers in to the judging process ahead of the Mediaweek 100

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In business, power is defined as "the capacity or ability to act in certain ways or impose your will on others." That power can be external (conferred upon someone by the title or role they have) or internal (arising from personal abilities and innate attributes). It is complicated further when we are addressing the advertising industry, in the form of both media and creative agency leaders, where external power is also dependent on the number, size, and types of clients the person represents.

**The challenge is always how to compare the various elements of an individual's power in an accountable and meaningful way.** Most faced with this challenge will convene a committee of peers or colleagues to assess the available information. We did this with a small, but well-informed committee of three: **Rowena Millward, Trent Thomas,** and me.

Collectively, we agreed that there were elements of power within media and creative agencies that should be recognised and acknowledged in the Agency 50 Power lists. That in the 21<sup>st</sup> century, it was no longer enough to have power for the sake of maintaining that power. Today, there is a greater demand and expectation for leaders to leverage their power to provide opportunities for their staff, to help their clients be more successful and to promote the industry at every opportunity to the wider business community.

Think of it like a bus. The power that drives the bus forward comes from the engine, not from the weight of the passengers who are sitting on the bus. In the same way, **the power in an agency comes from those who leverage their role for the greater good of their clients, staff, the industry, and society.** They are the engine, rather than those who are simply on board for the ride.

Let's focus on The Mediaweek Agency 50 first, where client media investment is a major driver. The larger the agency billings, the more influence the agency and its leaders will have. But spend is just part of the equation. Because personal power will attract people, attract talent, attract clients, and attract industry acknowledgement and reward.

Our next consideration is growth. Has the agency grown, remained the same or shrunk?

And finally, weighted as half of the overall score, is the contribution they have made to driving the industry forward. How has the person leveraged their power, both conferred and personal, to advance those around them and society at large?

It was against these criteria that we assessed the achievements and contributions of individuals across the industry to formulate the Mediaweek Agency 50.

This is the first year for Mediaweek Creative 50. One insight we have from the enquiries we've received is that many interpreted this as being about leaders of the creative department, rather than creative leaders. As many agencies say, **creativity is not just found in the creative department.** For an agency to excel creatively, there needs to be creative leadership from the top down.

The criteria for choosing the Mediaweek Creative 50 were therefore creative reputation and industry and society impact.

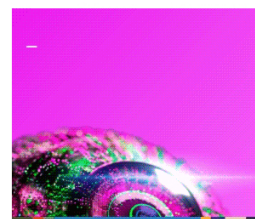
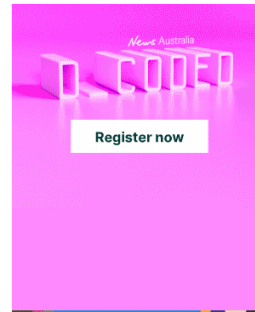
Who were the creative leaders who have built and sustained an outstanding reputation for their agency? And then who used the power of their position to innovate and improve the world of their clients, employees, the industry, and society?

This was the equally balanced score card against which we assessed and assembled the Mediaweek Creative 50.

Did we get it right?

Let the discussions begin.

**See Also: Woolley Marketing: How many awards are too many awards?**



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Darren Woolley is Global CEO of **TrinityP3**, Australia's largest and most influential independent marketing / pitch consultancy and is well known to the advertising industry. Founded more than 20 years ago TrinityP3 has a significant presence in Australia where it leads the pitch process for many of the country's leading advertising accounts as well as having offices in London, New York and Zurich.

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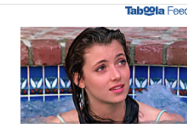


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**Kat Clark headlines Clear Hayes House lineup for SXSW Sydney**

MW By **Mediaweek**  
Posted on 10 October 2023



Clear Hayes House will operate between 9am -11pm on October 18 and 19



Clear Hayes Consulting has announced that Australian creator **Kat Clark** is set to join a slew of media and marketing industry execs on stage in a two-day takeover called **Clear Hayes House**. Held in the heart of the SXSW Sydney, the house will be located at Harajuku Gyozza Beer Stadium in Darling Harbour.

Topics from ethical business to life as a top creator, the agency/client relationship, promoting small agencies and the future of media are all set to be debated on Wednesday, whilst Thursday sees a career-focused takeover from ADMA and meetups to discuss climate-change and SXSW Austin.

Both days end with parties, with subscription PR service CHPR taking over the venue on Wednesday and Yahoo bringing duelling pianos to drive donations in aid of charity MMAD on Thursday.





Kat Clarke

Joining more than 30 speakers on stage across October 18 & 19 are:

- Kat Clark, creator with 5 million followers on TikTok
- Sian Whitnall, Co-CEO at OMD;
- Lara Thom, Global CMO, Guzman y Gomez;
- Liana Dubois, CMO, Nine;
- Yaron Galai, Co-Founder of Outbrain;
- CMC's Liam Loan-Lack;
- Behavioural science expert Dan Monheit;
- Supermassive founder Laura Aldington;
- Glamazon creator Alright Hey;
- Nik Robinson, Co-Founder of ethical sunglasses brand Good Citizen

Partners helping to bring the space to life over the takeover are: ADMA, Amplify, MOOD Tea, Outbrain, Samba TV, StudioSpace, Yahoo and On Device Research,

Clear Hayes Consulting Principal **Alex Hayes** says: "I'm really proud that alongside our partners we've curated a space which will stand up alongside any other at SXSW Sydney. The on-stage content is going to be thought provoking, our meetups will be impactful and the evening parties will be talked about for years to come – for all the right reasons.

"It's a place for people to come and network, listen, learn and indulge in a couple of gyozas, a MOOD tea, Samba TV coffee or something a little stronger, and I can't wait to welcome the whole industry in when doors open."

Clear Hayes House will operate between 9am -11pm on Wednesday, October 18 and Thursday, October 19 at the Harajuku Gyoza Beer Stadium in Darling Harbour.

### Clear Hayes House SXSW Sydney Schedule

#### Wednesday, October 18

10am: *Business: it doesn't have to be this way*

For the last 50 years, good business has been primarily about continued growth, which has created some interesting side effects for the wider world – among them staff burnout and environmental damage. Increasingly we're seeing the rise of more companies where good business is fundamentally about the impact they have on the world, not their bottom line.

Can doing good really be good for business? In this session, meet companies blazing a different trail and examine why and how they're doing it, and ask if it is worth the fight to go against the grain and take the path less trodden?

#### Speakers:

- Nik Robinson, Co-Founder and Creative Director, Good Citizen
- Chris Freel, CEO, UnLtd
- Anna Yanatchkova, Senior Manager Global Goals Planning & Engagement, Sydney Opera House
- Tim Hodgson, Founder, My Net Zero

#### 11am – 1pm: Welcome to the Creatorverse! with Amplify

Session 1: Creator, the career of the 21st Century

Kat Clark, Alright Hey and Ella Watkins boast more than 6 million followers between them. Moderated by talent manager **Alex Reid**, dive into what it takes to build a career out of content and community on TikTok with some of the world's biggest creators.

