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Mediaweek announces Creative Agency 50 list

MW by Mediaweek
Posted on 21 September 2023



This list will be revealed in the lead up to the Mediaweek 100 Industry Lunch

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The Creative Agency 50 will count down the top 50 most influential and powerful creative agency executives in the country and examine how they positively influence the industry, their organisation, and the client's business. This list will be revealed in the lead up to the Mediaweek 100 Industry Lunch at the Crown Sydney's Pearl Ballroom on October 13.

While you don't have to be nominated to make the Creative Agency list, the considerations portal exists to allow people to put their case forward to make the list or improve their placement.

[Click here for the Creative Agency 50 considerations portal](#)

[Buy tickets to the Mediaweek 100 Industry Lunch here](#)

The list will be edited by *Mediaweek's* Editor and General Manager, **Trent Thomas**, and *Mediaweek's* marketing/agency editor-at-large, **Darren Woolley**.



Darren Woolley and Trent Thomas

Woolley is also the Global CEO of TrinityP3 which is one of Australia's largest and most influential independent marketing/pitch consultancies. 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. This makes Woolley one of the most relevant and respected voices in the industry.

A scientist by training, Woolley fell into advertising as a copywriter but ended up creative director of JWT before moving over to launch TrinityP3 in 2000, where he has sought to bring a more rigorous approach to the selection of agencies and marketing partners for brands.

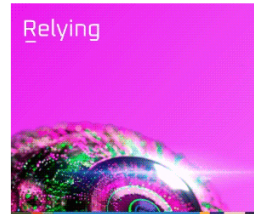
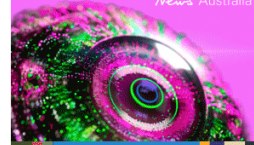
The criteria will be:

1. Real power is positively influencing your industry, your organisation, your category and your client's business.
2. Your role in the industry is a table stake to the top 50, but what you do with that power counts.
3. The media industry faces many issues and challenges around ESG: including DEI, environmental sustainability, workplace safety, ad fraud, transparency, and more.
4. The Agency 50 is about recognising those who not only have positions of power and influence but are actively using their position to encourage the industry to address these issues for the benefit of their clients, employees, businesses and their business partners across the entire media supply chain.

Commenting on this announcement, Mediaweek GM and Editor, Trent Thomas said: "The Creative Agencies in Australia are thriving, and we feel like this list will both recognise the amazing local talent that we have but also compliment the Media Agency 50 list being announced on October 13."

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Bolster Group welcomes ex-LiSTNR ad tech specialist Jonathan Mandel as head of media



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Posted on 21 September 2023



"I am thrilled to be joining Bolster Group, particularly during this exciting period of growth."

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Bolster Group has appointed ad tech specialist **Jonathan Mandel** as its newly established Head of Media – a role that will see him lead a team of 10 media specialists to expand the group's digital solutions and ad-tech capabilities.

Mandel brings more than 15 years of experience to the role – beginning his career as a client-side digital strategy specialist to more recent leadership roles in sales and operations. He comes to the role after a recent term as head of digital ad product & operations at LiSTNR (SCA), where he led a large team through the digital transformation from broadcast to digital audio.

"We are super excited to welcome Jono to the team," said Bolster Group CEO **James Clarke**. "The media landscape continues to transform at speed, and Jono brings the kind of experience, agility and innovative thinking that will play an integral part in shaping Bolster Group's enhanced media offering for entertainment clients and culture brands – now and into the future."

"I am thrilled to be joining Bolster Group, particularly during this exciting period of growth," said Mandel. "The opportunity to combine my skills in ad tech, strategy and media with such an unparalleled entertainment and culture focused client list felt like a very natural move."

The appointment comes after the recent merger of **Bolster** with PR agency Common State, sponsorship specialist Aeroplane Agency, and Indigenous-owned creative collective Going North – to create the newly formed Bolster Group.

Mandel will also join the leadership team alongside Clarke and managing partner **Luke McKinnon**, **Emma Costello** (GM, Common State), **Giulia Ballerini** (head of client service,

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Bolster Group), **Darren Levin** (head of creative and strategy, Bolster Group), **Jack Ryan** (agency lead, Going North), and **Abby McNish** (agency lead, Aeroplane).

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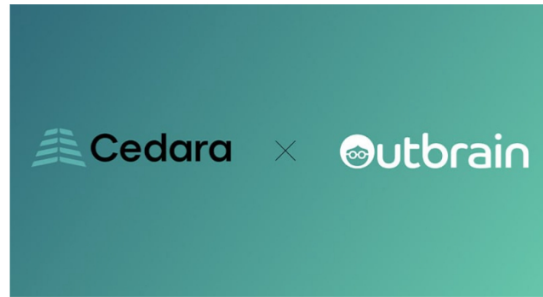
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Outbrain Inc. has announced a strategic partnership with end-to-end carbon intelligence platform **Cedara** to support Outbrain and its customers' sustainability and

