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Pitch Frenzy? Marketers prepare for a "big year" of account reviews



by Danielle Long

Posted on 6 February 2024



The increased activity is the result of budget constraints and delayed reviews.

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Marketers across the industry are preparing to review media and creative accounts as 2024 shapes up to be a "big year of pitches".

The increased activity is the result of a combination of budget constraints and delayed reviews as marketers opted to extend relationships due to the economic uncertainty and ongoing impact of the pandemic in recent years.

Leading pitch consultants told *Mediaweek* the activity followed the recent ramp-up of agency reviews in 2023, which was led by global account reviews.

Peter Coffey at **Enth Degree** said, "Coming out of Covid, we expected a rush of tenders; however, last year, we mostly saw global activity in terms of pitches. Marketers have been spending the last year or so, looking at what they need from agencies and suppliers, and as a result, we are going to see the results of that. There's certainly going to be a lot more activity this year from a tender point of view. It's going to be a big year of pitches."

Darren Woolley at **Trinity P3** told *Mediaweek* that marketers have started the year getting their houses in order.

"Trinity P3 has never been busier. We have got clients coming out of the woodwork with everything from roster realignment, to pitches, to wanting to renegotiate agency contracts – and it's not all driven by price. There are lots of marketers doing what I'd call housekeeping."

"I don't want agencies to think there's going to be a lot more pitches. There are pitches in there, but there's also a lot of work around roster realignment, contract assessments and renegotiations. Some clients are saying, 'We don't want to pitch. But can you do a roster?' As I said, it's housekeeping. It's like marketers' have got back to work and said, 'Right, I'm gonna clean up my desk, and I'm gonna make sure everything is ready for whatever comes,'" said Woolley.

While the economic uncertainty and tightening budgets are playing a factor in the push for reviews, both consultants rejected ideas that it's all about money.

Coffey said, "A lot of companies are under financial pressures, and it's not unusual you should expect cost to have an impact on all companies. It is always a consideration in a review. However, that doesn't mean that clients are looking for the cheapest option; rather, they are seeking the best partner to navigate difficult times."

Woolley agreed, "I think it's more about marketers preparing for the uncertainty."

Already this year, Nunn Media has secured the **\$90 million Spotlight Retail Group account**, Yango has scooped the **BYD media account**, and **Kalmera won the MLC account**.

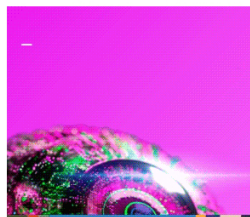
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Innocean, Australian Marine Conservation Society and Penguin Books launch a picture book to inspire young conservationists

MW By [Mediaweek](#)
 Posted on 6 February 2024



Voice of the Sea is based on a song written by icon John Williamson for the AMCS.

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Innocean has partnered with the [Australian Marine Conservation Society](#), and Penguin Books to launch a new picture book to inspire the next generation of conservationists.

Voice of the Sea, published by Penguin Books, is based on a song written by icon **John Williamson** for the AMCS. It is an unrequited love song to the ocean, aimed at engaging the country's most compelling voices of the future – our children.

The children's picture book is part of the latest initiative in Innocean's Voice of the Sea campaign created for AMCS. It began at the end of 2022 with the launch of Williamson's song, with the aim of creating a national anthem for the ocean and, ultimately, an educational platform for children.

The song won the inaugural industry **ARIA** award for the best use of music in a campaign and, in the latest initiative, the lyrics have now been made into a children's book published by Penguin Books, launching nationwide.

The "Voice of the Sea" children's book hyper-targets teachers through Penguin and AMCS's extensive educator databases and is accompanied by engaging lesson plans, fun classroom activities and discussions designed to build a deeper affinity and love for our oceans among young children, and thereby their parents.



Carolyn Cho, client partner at Innocean, said conservation fatigue is an ongoing challenge that makes it difficult to recruit new conservationists.

"Yet, kids are the catalyst for change and our beacons of hope as they inspire parents and the wider community to engage.

"The book launch builds on the foundations of our playful Voice of the Sea educational platform and will continue to bring the message of ocean conservation to schools and homes across the country," the Innocean client partner added.

In addition, Williamson is touring the country in February and March and will visit bookstores during that time.

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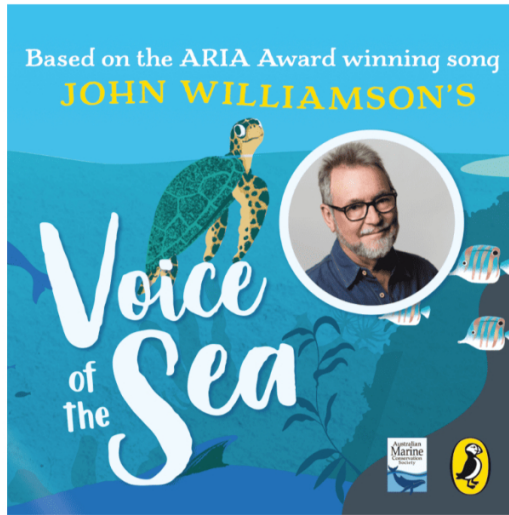
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Williamson said: "I was approached to help with a song to send a message encouraging Aussies to think about reversing the damage to our ocean life. I responded immediately and, as I was working on a love song at the time, I could see how it would fit in with the context of 'loving the sea'. Aussies love our oceans but how have we shown that love? I am deeply concerned with the survival of all nature's species and very proud to be involved."

AMCS communications director, **Imogen Scott**, said: "The purpose of AMCS educational activities such as this is twofold – firstly it's to share the wonder of our oceans and all the incredible wildlife within them, and secondly it's to inspire the next generation of marine conservation superheroes."



Credits:

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Copywriter: Charlotte Berry

Copywriter: Laura Parker

Design Lead: Michael Macgregor

Client Partner: Carolyn Cho

Planner: Eliza Millet

Australian Marine Conservation Society

Communications Director: Imogen Scott

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