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### Thinkerbell picks up Hort Innovation's integrated account

by **Brittney Rigby**  
Posted on 19 February 2024



Thinkerbell has won the integrated account – spanning creative, media, PR, and social – following a competitive pitch, Mediaweek can reveal. TBWA previously held the creative, PR, and social account. Atomic 212 was the brand's media agency, appointed in early

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Thinkerbell has won horticulture business **Hort Innovation's** integrated account – spanning creative, media, PR, and social – following a competitive pitch, *Mediaweek* can reveal.

TBWA previously held the creative, PR, and social accounts. Atomic 212 was the brand's media agency, appointed in early 2020. This time around, Hort Innovation went to market for a full-service solution.

Hort Innovation is the grower-owned, not-for-profit research and development business for Australia's \$16+ billion horticulture industry, with a portfolio including Australian Apples, Australian Avocados, Australian Cherries, Australian Mangoes, and Australian Mushrooms.

While Thinkerbell has been declared the pitch winner, Hort Innovation told *Mediaweek* that the process has not concluded just yet, because it is awaiting board approval of its 'preferred delivery partner'.

"The independent pitch process run by TrinityP3 identified a preferred delivery partner, which we are now seeking board approval [of] to move to contracting," said Hort Innovation general manager of marketing, **Kylie Hudson**. Thinkerbell declined to comment, while TBWA wished its former client well.

"We enjoyed a successful and effective four year partnership with Hort Innovation," TBWA/Australia and New Zealand CEO **Paul Bradbury** said. "We wish them and their new agency all the very best."

TBWA won the business at the end of 2020 on a three-year contract, so the account was due to be pitched. The agency's most notable work for Hort Innovation was Our Green Gold for Australian Avocados, a brand platform fronted by comedian Naseem Hussain, which saw Australian Avocados become the unofficial sponsor of everything green and gold – from wheelie bins to Sydney ferries.

Hort Innovation's 2024-2026 strategy includes the goal to "drive consumption through high-impact, evidence-based domestic and export marketing campaigns," to accelerate local and global demand for Australian-grown produce.

Thinkerbell, which launched in 2017, has become one of the country's leading **independent creative agencies**.

**See also:** [Ferrier: Radio is undervalued, should be "quadruple the price"](#)

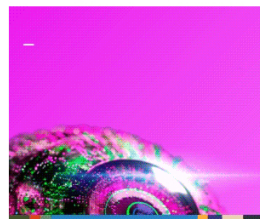
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## Apple ramps up "Shot on iPhone" brand push with Usher's Super Bowl Halftime Show via TBWA\Media Arts Lab



By Mediaweek

Posted on 19 February 2024



Since the start of the year Apple has been ramping up its brand films in APAC in response to declining smartphone sales



Apple's **dedicated creative agency** TBWA\Media Arts Lab, has released a behind-the-scenes video of USHER's Apple Music Super Bowl LVIII Halftime Show. This film, shot entirely on iPhones as part of the 'Shot on iPhone' brand platform, marks the first time an Apple Music Super Bowl Halftime Show has been filmed solely on iPhones.

**See also:** [How the ads, Usher and Taylor doubled Super Bowl mentions in 2024](#)

Since the start of the year, it appears Apple has ramped up its promotion of brand films across the Asia Pacific (APAC) region in response to declining smartphone sales.

**In January, Apple launched a series of brand films in key APAC markets through TBWA\Media Arts Lab, seeking to make up for dwindling sales and showcase its latest iPhone 15 model.**

Notably, APAC hosts some of the world's biggest smartphone markets, with mobile high penetration rates across the region. In Australia, about 85% of people use smartphones. Apple holds almost half of the market, at 45%, while Samsung follows closely with 31%.

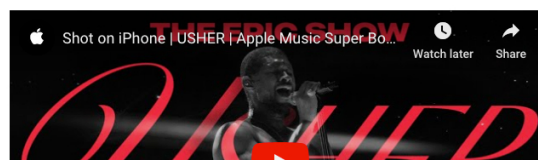
However, with a big drop in mobile phone sales last year, (estimated at around minus 11%), iPhone sales went down by about 4%, according to Gartner in the Australian Financial Review.

**See also:** [Apple pushes brand films in APAC as it seeks to overcome falling smartphone sales](#)

The ten-minute brand film for USHER, directed by **Mike Carson**, premiered on YouTube, Instagram, and X the Saturday following the Super Bowl, adding to Apple Music's collection of content chronicling USHER's journey to the Halftime Show.

In contrast to previous years, Apple's coverage this year extended beyond the 12-minute televised show directed by **Jay-Z** and **Hamish Hamilton**, offering viewers a glimpse into the rehearsal process.

**The production team used over 40 iPhone 15 Pro and iPhone 15 Pro Max devices throughout the show and rehearsals,** strapping them to performers, rigging them into set pieces and instruments, providing unique perspectives from the standard broadcast shots.



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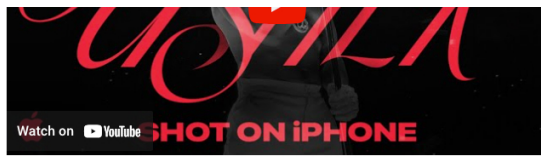
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**Credits:**

**Agency:** TBWA\Media Arts Lab  
**Production Company:** HPLA  
**Director:** Mike Carson  
**Editorial company:** Cartel Editorial  
**Finishing:** Trafik

**Music:**

*Caught Up!* by USHER  
*My Boo* by USHER, Alicia Keys  
*OMG* by USHER, will.i.am  
*Yeah!* by USHER, Ludacris, Lil Jon

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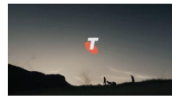
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