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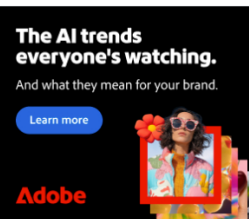
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## The rise of the Amplified Indie: Why marketers want scale without the bureaucracy

By Nick Behr - CEO and Founder, Kaimera | Partner Content



Australia's agency market is splitting in two. Global networks offer scale and technology; independents offer speed and senior access. A new hybrid is emerging that promises marketers something long elusive: the power of infrastructure without the drag of bureaucracy.



The Australian agency market isn't slowing down. It's splitting.

Recent industry data points to one of the most significant structural shifts in the agency landscape in more than a decade. On one side sit the global holding companies, consolidating scale and investing heavily in platforms, data infrastructure and AI. On the other, independent agencies are steadily capturing a growing share of specialised briefs and new business wins.

Perhaps more importantly, that dynamic is now measurable, not anecdotal.

Recent figures from TrinityP3 show independent agencies winning 285 cross-discipline pitches compared to 156 for network agencies, even though networks still claim a majority share of traditional media tenders. Other market snapshots suggest independents now account for roughly 64 per cent of all pitch wins by volume, even as holding companies continue to dominate large-scale media tenders.

The result is a barbell-shaped market.

At one end are large networks built on global platforms, integrated technology stacks and vast buying power. At the other are nimble independents offering speed, senior access and deep domain expertise. The middle ground, where many generalist agencies once competed, is quietly shrinking.

For marketers, that structural shift presents a genuine dilemma.

### The marketer's trade-off

Holding companies still deliver undeniable advantages. Their global scale supports sophisticated media buying, extensive data infrastructure and ongoing investment in emerging technologies, particularly in AI and advanced measurement systems.

But scale can also introduce complexity.

Decision-making layers multiply. Approval processes lengthen. Strategy can become separated from execution. In some cases, senior client leadership finds itself further removed from the work shaping day-to-day outcomes.

Independents operate differently. Their leadership structures tend to place senior operators directly into the client relationship. Decisions move faster. Strategy and execution sit closer together.

That proximity often translates into stronger accountability and cultural alignment, and these are attributes many marketers value highly.

Historically, however, independents have faced a structural challenge of their own. Sustained investment in proprietary technology platforms, sophisticated measurement infrastructure and emerging AI capabilities requires capital and scale that networks have traditionally commanded.

Which leaves marketers facing a familiar question: is it possible to have both?

### Enter the Amplified Indie

A new model is beginning to emerge in response, and it's what some are calling the "Amplified Indie".

The idea is straightforward. Combine the leadership structure and agility of an independent agency with access to the infrastructure traditionally associated with networks: advanced tools, deeper data capability and specialist expertise.

In other words, scale without the bureaucracy.

The appeal is growing as marketing itself becomes more complex. Retail media networks are expanding rapidly. AI-enabled tools are reshaping campaign execution. Measurement frameworks are evolving as privacy changes reshape data signals.

Modern marketing increasingly requires both strategic fluency and technical capability.

But marketers are also increasingly cautious about losing visibility into how those capabilities are applied.

The Amplified Indie model attempts to bridge that gap. Infrastructure sits behind the scenes, supporting advanced measurement and data activation. Leadership remains close to the client, with senior operators embedded directly into strategy and decision-making.

Execution becomes more transparent while accountability becomes clearer.

#### Listening to clients

For Kaimera, the shift toward an Amplified Indie model has been driven by listening closely to clients.

Ahead of a period of structural change late last year, the agency asked clients a simple question: how well are we evolving to meet your future needs?

The response was revealing.

Clients consistently pointed to leadership access, responsiveness and strategic engagement as defining strengths of the relationship. At the same time, many were increasingly curious about how the agency would continue evolving in an AI-accelerated market.

Two responses were emblematic: "Interested to learn more about how you are leveraging AI." And "More proactiveness and innovation would be helpful."

Their curiosity also reflected a broader shift in expectations.

Marketers are no longer asking whether agencies will invest in automation, AI and advanced measurement. Those capabilities are increasingly assumed. What matters now is how those investments translate into real advantage for the client in the form of sharper insights, faster optimisation and measurable outcomes.

Our experience is that as we began building out its Amplified Indie approach, client feedback shifted from curiosity to confidence.

Clients expressed optimism about expanded tools and capabilities, while emphasising the importance of maintaining the independence and senior leadership access that defined the partnership.

That balance remains central.

Integration is deliberate and phased. Leadership remains hands-on. Decision-making stays close to the client relationship, but what changes is the depth of capability available when a brief demands it.

#### The barbell-shaped market

The barbell-shaped agency market is real. But the data does not suggest marketers are abandoning scale.

Large holding groups continue to win some of the industry's largest assignments. WPP Media, for example, topped Australia's new business rankings in 2025 with hundreds of millions of dollars in account wins.

But independents aren't dwarfed... they are *differentiated*. They are capturing a disproportionate share of complex briefs that require agility, senior strategic fluency, and platform-specific expertise.

The intersection of these forces, scale activated by independent leadership, is where the Amplified Indie sits. It's not a compromise; it's a new structural logic for modern marketers:

- Infrastructure that supports advanced measurement and data activation
- Senior operators embedded in client strategy
- Visibility and accountability in execution
- Proactive, not reactive, insight delivery

For Kaimera, this positioning is already informing how we approach new business, how we respond to complex briefs and how we future proof existing client partnerships. The early response from clients suggests this model resonates.

#### What marketers are signalling

Across the market, expectations are rising.

Marketers want visibility into how capabilities are activated, and not simply a list of technologies. They want senior engagement, not handoffs. They want agencies that anticipate change rather than react to it.

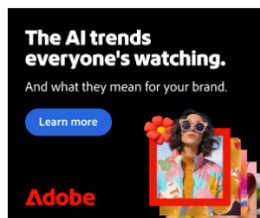
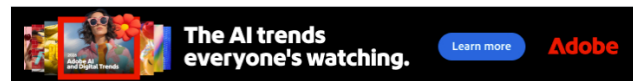
Scale still matters. But accountability matters just as much.

For Kaimera, this creates a unique position in market. We retain the intimacy, agility and senior leadership access our clients consistently praise. At the same time, we are amplifying what we can deliver through investment in AI, data and specialist capability.

If there is one lesson from current market dynamics, it is this: structural evolution raises expectation.

The agencies that will win in this two-speed world are those that can prove they offer both momentum and depth. Both independence and infrastructure.

That is where Kaimera now sits. Indie at heart. Amplified in capability. Stronger than ever. And built for Marketers who want the best of both worlds...for now and in the future.



#### What do you think?





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