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HAIKU

Pitches in the air,
Young talent shapes new visions,
Homelessness in sight.

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Alpha Digital triumphs at IMAA's 2025 Pitch-Chella with 'House of Cards' campaign

The Independent Media Agencies of Australia (IMAA) has announced the winners of its 2025 Pitch-Chella program, held at Melbourne's Bells Hotel, with Alpha Digital claiming the Gold medal for their innovative campaign, "House of Cards." Assembled Media secured the Silver medal, while Bang Digital took home the Bronze.

The Pitch-Chella program, aimed at honing the pitching skills of emerging professionals within independent media agencies, featured 21 teams from 18 IMAA member agencies. Each team was tasked with preparing a media campaign pitch for Mission Australia, focusing on addressing the issue of homelessness.

Alpha Digital's winning pitch, "House of Cards," was designed to influence public perception around homelessness. The campaign was executed through a combination of public activations and digital channels. Assembled Media's "Unhidden Mission" campaign sought to raise awareness of Australia's homelessness crisis by employing unconventional media placements and forming partnerships with influencers. Bang Digital's "The One Event Project 2026" centred on fostering empathy, promoting the idea that a single act can make a significant difference, utilising social media and augmented reality.

Member of the IMAA Leadership Team and Chairman of Hatched, Mike Wilson, said: "We are excited to announce the winners of this year's Pitch-Chella initiative. The judging panel had an incredibly difficult task in selecting this year's winners – all our finalists prepared pitches that demonstrated a depth of thinking, creativity and strategy that was well beyond their years."

"I'd like to congratulate the teams from Alpha Digital, Assembled Media and Bang Digital – their pitches were detailed, innovative, and well-developed – all three teams had really thought about the brief and the important work of Mission Australia and how they could use the full suite of modern media tools to amplify its offering."

"The second annual Pitch-Chella program has again demonstrated the importance of nurturing young media agency talent and I look forward to seeing what all our winners and finalists do next," Wilson said.

The event, sponsored by Audience360 and supported by Meta, News Australia, and Pinterest, culminated in eight finalists presenting their pitches to a panel of Australian marketing experts. The judging panel included representatives from Audience360, TrinityP3, Tumbleturn Marketing Advisory, Orand, and Sparrow's Nest Consulting.

National Marketing Manager at Mission Australia, Nicole Moore, said: "We were delighted to have been the client brief for Pitch-Chella this year. Many finalists were surprised as they learnt about the scale of Australia's hidden homelessness crisis and that of the 122,000 people homeless in Australia each night, only 6% are rough sleeping.

"The standard of the entries was excellent - so many strategically thoughtful and creative ideas for how to amplify our work. The ideas will definitely be considered as part of our future campaign planning."

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