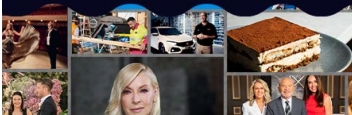


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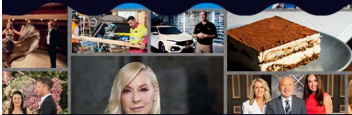


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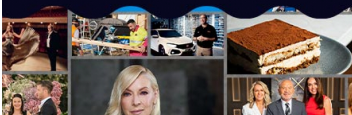


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Ad removed. Details

NEWS

## 72 and Sunny wins online retail brand MyDeal's creative account

September 7, 2021 2:42  
by ANNA MACDONALD

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in

72 and Sunny have won the creative account for MyDeal, following a competitive pitch run by TrinityP5.

The news comes almost a month after MyDeal announced a rebrand. At that time, MyDeal was in a four way pitch for a campaign to go live during the Christmas period.



72 and Sunny has won MyDeal's account

Ryan Gracie, who joined MyDeal as its first CMO in May from Catch.com.au, said on the news: "It became clear very early on in the briefing process that differentiation wasn't the outcome we needed, distinctiveness was, and 72andSunny have delivered that in spades. This high calibre team pitched a creative idea we just couldn't go past, a platform that will make MyDeal stand out from the crowd, that builds a truly unique personality and connects with Australians."

"MyDeal is growing fast and we need an agency that can match this ambition. 72andSunny gets where we're coming from and knows how to get us to where we want to go. I'm excited about bringing the brand to life with this team."

72 and Sunny Sydney president, Ross Berthinussen, commented: "We had an awesome connection with the MyDeal team that led to fun, culturally impactful creative work. We're stoked to join them on the next stage of their journey and help supercharge the MyDeal brand and business."

The remit includes work on a brand platform, brand design system, launch campaign and ongoing social and digital content.

Ryvalmedia was appointed as MyDeal's digital media partner in July.

72 and Sunny's other clients include Google, Kraft Heinz and Freedom Foods.

72 and Sunny was recently removed from Lion's creative roster, with Thinkerbell being appointed as the solve creative partner for the alcohol company.

GOT A TIP?

Anna Macdonald

Anna Macdonald (she/her) is a reporter at Mumbrella. She started in October 2019 as the researcher for Mumbrella Pro and was promoted to editorial assistant in March 2021. Anna graduated from the Australian National University in 2018 with a Bachelor of Arts and a Bachelor of Law (Hons).

topics 72 AND SUNNY MYDEAL ROSS BERTHINUSSEN RYAN GRACIE

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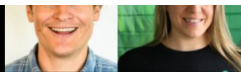
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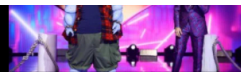
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