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NEWS

HBF announces new agency roster of Leo Burnett, UM and 303 MullenLowe

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by ZOE WILKINSON



Western Australia-based health insurer HBF has revealed the [results of its creative and media pitch](#), with a new agency roster.

Leo Burnett Melbourne has been named creative agency of record, servicing HBF's operations on the east and west coasts of Australia. Meanwhile, IPG Australia has been appointed to media and marketing services.



IPG Australia has been engaged in an 'open architecture model'. UM will be the lead media agency within IPG Mediabrands, and 303 MullenLowe will take a role in marketing services. Mumbrella understands the media account is worth between \$20 – \$30 million annually.

OMD was the incumbent on the media account. Mumbrella has contacted the agency for comment.

Mark Coad, CEO of Mediabrands Australia, said: "Our new partnership with HBF brings multiple communications skills and capabilities within IPG together, but also maintains flexibility for us to adapt to market opportunities for HBF. They are a sophisticated data-led marketer with exciting growth aspirations."

Leo Burnett Melbourne began working on HBF's east coast business in December 2019, following a competitive pitch. The incumbent on the west coast was Cummins & Partners, which has also been contacted for comment.

"From the beginning, HBF has been excited about the power of creativity for their brand, and it's so fulfilling to see the impact we've been able to have. We share HBF's values and ambitions, and we're absolutely delighted to expand our partnership," said Leo Burnett CEO Melinda Geertz.

The previous agency roster also included CHE Proximity and Resolution.



The review of the agency roster followed with an internal restructure at HBF, which saw national marketing and advertising to be led out of Perth, but with teams on the ground in Melbourne.

Marketing management consultants, Trinity P3, assisted in the review of existing partners, a recommendation of a proposed model, a request for proposals from agency groups around Australia, followed by a competitive procurement process.

"HBF is an established brand with nearly one million members across Australia, so when we launched on the East Coast, we knew it was the perfect time to refine how we worked, supported by the right agency model," head of marketing and engagement Louise Ardagh said.

The agency roster was planned, designed and executed to support HBF's national growth ambitions.

IPG will be hiring to support the open agency model, based in Perth and serviced with key partners in Melbourne and Sydney.

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Zoe Wilkinson is a reporter at Mumbrella. Zoe graduated from UNSW where she completed a dual Bachelor of Commerce and Bachelor of Media, majoring in marketing and public relations. She has interned at Ten, News Xtend and Seven.

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