

NEWS

Lion NZ appoints Thinkerbell Aotearoa as key creative partner

By STOPPRESS TEAM — August 31, 2023 No Comments



Thinkerbell Aotearoa has been appointed as a key creative partner for Lion New Zealand, following a competitive pitch process and thorough agency review led by Trinity P3.

Thinkerbell's Chief Creative Tinker & Co-Founder Regan Grafton said the agency is "chuffed to get our hands on many of the most iconic brands in New Zealand. The runaway Lion's brands provide us for creative thinking, along with a team that's continuously looking to do things differently, opens up a world of magic. I'm not complaining about the taste testing either."

Thinkerbell opened its doors in Auckland earlier this year and has quickly added a number of impressive local and international businesses to its roster, with NZ's leading alcoholic beverage company being the latest.



The agency is now managing both creative and earned work for many of Lion's spirit & RTD, craft beer and wine brands – including Smirnoff, Gordon's, Bacardi, Panhead, Byron Bay Brewery, Jose Cuervo, and Lindauer.

Lion Connections Director Adam Daysh says: "At Lion we want to take our brands to the next level. To deliver on this ambition, we've set up an inhouse connections team with world class expertise in strategy, media, digital and planning. Throw Thinkerbell in the mix with their deep understanding of today's consumers and creative nous and we believe we've got a recipe for success."

Thinkerbell's Chief Brand Thinker & Co-Founder Amy Frengley adds: "Like us, Lion has a genuine belief in the power of creativity to drive commercial outcomes. We're looking forward to pushing creative boundaries and supercharging their portfolio with a bit of Measured Magic over the coming years."

PREVIOUS ARTICLE

Boyd PR retains South Australian Tourism Commission account

NEXT ARTICLE

NZME launches Viva Local Life across five regional newspapers



STOPPRESS TEAM

One of the talented StopPress Team of Content Producers made this post happen.

SUBSCRIBE TO OUR NEWSLETTER

JOB OF THE WEEK

INTERMEDIATE apply now

Marketing Automation Specialist (B2B)
Auckland
\$90k - \$100k

the pond
creative. digital. marketing. recruitment

GOLD SPONSORS

SO YOU WANT MY JOB BY GOOGLE



TRENDING NOW

FizzyPop and Sunair launch new regional routes

By STOPPRESS TEAM — May 3, 2024

Sky News Australia to release NZ-based news bulletin

By STOPPRESS TEAM — May 3, 2024

NZ Fashion Week postponed amid economic downturn

By STOPPRESS TEAM — May 2, 2024

RELATED



FizzyPop and Sunair launch new regional routes

By STOPPRESS TEAM — May 3, 2024



Sky News Australia to release NZ-based news bulletin

By STOPPRESS TEAM — May 3, 2024



NZ Fashion Week postponed amid economic downturn

By STOPPRESS TEAM — May 2, 2024

Comments are closed.



Dating app Bumble unveils refreshed brand identity

By STOPPRESS TEAM — May 2, 2024



NZME launches Kōrero podcast celebrating Māori culture

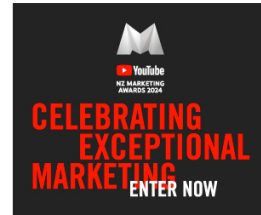
By STOPPRESS TEAM — May 2, 2024



SILVER SPONSORS



Interested in becoming a sponsor?
Contact Vernene Medcalf



LATEST COMMENTS

MaskTaster

Thanks, I hate it.
South Pacific Pictures rebrands amid wider focus - March 14, 2024

The Redbaiter

How about the advertising industry taking some responsibility for the downturn in revenue? The ads...
TVNZ confirms Fair Go facing the axe - March 8, 2024

Bob

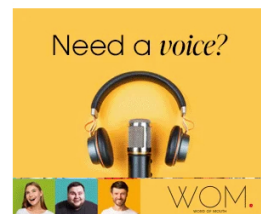
This shows how weak commercial production has become. The winning ad is awful. Very obvious and...
Four Square takes out the Kantar Supreme Ad Impact Award for 2023 - March 6, 2024

VoiceofReason

The PjIF paid for additional journalists and programming NOT advertising
BREAKING- Newshub set to close - March 4, 2024

StephenT

So if NZME received \$6 mil and TVNZ received \$3 million who are the other receivers of the taxpayers...
BREAKING- Newshub set to close - March 1, 2024



StopPress^{ME}

StopPress provides essential industry news and intelligence, updated daily. And the digital newsletter delivers the latest news to your inbox twice a week — for free!

FOLLOW US



[About us](#)

[Advertise with us](#)

[Privacy Policy](#)

[Subscribe to our e-Newsletter](#)