

Right Audience. Right Moment.



Moment.



Moment.



Moment.



AdNews Newsletter

LiSTNR AdTech Hub.

News Opinions Campaigns Events Current Issue Content Hub

IMAA launches Pitch-Chella

By AdNews | 25 July 2024

0 Comments

Industry body Independent Media Agencies of Australia (IMAA) has signed up 21 agencies for its inaugural Pitch-Chella.

Pitch-Chella is designed to enhance emerging talent's pitching skills, seeing the teams pitch for campaigns for two national charities: Indigenous-owned advocacy service Northern Territory Indigenous Business Network (NTIBN) and the surf therapy Waves of Wellness Foundation (WOW).



Credit: Annie Spratt via Unsplash

As part of the two-month virtual program, teams will prepare written pitches for either the NTIBN's 'Buy Blak' campaign or WOW's annual 'Ducktober' fundraising event.

The written briefs will be reviewed by a panel of professionals, including Audience360's managing director, Jenny Parkes, TrinityP3 business director and global media lead, Steven Wright, Kennards Hire general manager marketing and customer experience, Manelle Merhi, Tumbletum Media managing partner Jen Davidson, Orand founder, Adam Hickey, and Sparrow's Nest Consulting's Greg Graham.

The judging panel will be looking for innovative, intelligent and creative applications. Pitches will be scored on their industry relevance, objectives, insight and strategy, idea and execution, and effectiveness.



Shortlisted finalists will be announced on August 26, before they present a virtual pitch to the judging panel on August 30. With the official winner announcement at a closing party at Sydney's Beresford Hotel on September 18.

IMAA leadership team member and Hatched chairman, Mike Wilson, said the organisation was overwhelmed with the response to the inaugural event.

"It's wonderful to see so many budding indie media agency professionals keen to participate in this great event – it really demonstrates the passion, enthusiasm, and commitment to growth from our up-and-coming talent," Wilson said.

"We're excited to see what our teams come up with for our two selected charities. Both organisations are incredibly worthy causes - the Northern Territory Indigenous Business Network has been at the forefront of Aboriginal economic development, particularly in the Northern Territory, for many years, while the Waves of Wellness Foundation is leading the way with its innovative approach to mental health awareness and recovery.

"We're excited to have our teams bring their creativity, innovation and deep understanding of consumer behaviour to their campaigns."

Participating agencies include Affinity, Apparent, Assembled Media, BCM, Enigma, Equality Media + Marketing, Half Dome, Hatched, Impetus Media, Murrumbidgee, Orange Line, Pearman, Sanctuary Media Group, Slingshot, Sweeney Advertising, TFM Digital, The Media Store, The Pistol, Wahoo, Waples and Yango.

Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at adnews@yaffa.com.au

AdNews Newsletter

The AdNews newsletter, brings you the latest advertising and media news direct to your inbox! [Become a member](#) and get the weekly newsletter free!

AdNews Magazine

- Editor's Picks
- Australia might be experiencing an advertising recession
 - Advertising wizard Mark Green's yellow brick road
 - Long Read: Print advertising strikes back

Cartology gets your brand closest to customers at **BIGW**

Leading insights and data-matching capabilities.



capabilities.



capabilities.



capabilities.

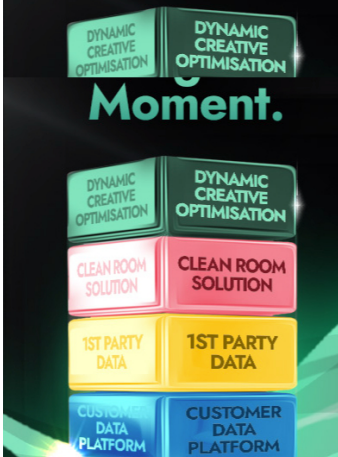




Moment.



Moment.



Moment.



Moment.

Sign up to the AdNews newsletter, like us on Facebook or follow us on Twitter for breaking stories and campaigns throughout the day.

0 Comments 1 Login

Start the discussion...

LOG IN WITH OR SIGN UP WITH DISQS

Share Best Newest Oldest

Be the first to comment.

Subscribe Privacy Do Not Sell My Data DISQS



“Meta tools help with discoverability during mega sales moments.”



AdNews Social

Latest Comments

- 5:48 PM Hi, can you tell me the name of the guy in the ad? I can't find any details anywhere? Curious about ... Jane Elizabeth Herridge Ryan on AJF wins Weber pitch and feeds Q4 'riosity
10:38 AM Congrats team! peppe on Mutinex raises \$17.5 million
10:23 PM I have not said in my earlier comment on Chris Pash's piece that I had been elected to the board... Matthew Ricketson on A bare knuckle fight for a seat at the copyright table
6:28 PM This is your first Copyright Agency ballot. You were appointed by tge Board of Directors previously... Chris Pash on A bare knuckle fight for a seat at the copyright table
12:52 PM My name is Matthew Ricketson and I am one of the candidates for the author position on the Copyright... Matthew Ricketson on A bare knuckle fight for a seat at the copyright table

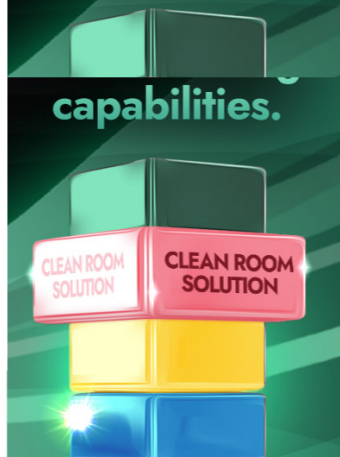
We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.



capabilities.



capabilities.



capabilities.



capabilities.