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Pitch Wrap - Suncorp's new agency roster, Howatson+Co wins Endeavour and a slew of government pitches

By [Ashley Regan](#) | 15 November 2024 [0 Comments](#)

AdNews wraps up the biggest pitch news and wins from the fortnight.

Special wins The Lottery Corporation creative pitch

Lottery operator The Lottery Corporation has appointed Special Australia as its creative agency following a competitive pitch, AdNews can reveal.



Credit: Ralfs Blumbergs via Unsplash

TrinityP3 conduct a closed review.

The incumbent VML had held the creative account for 13 years.

Special will become the agency of record for The Lottery Corporation's portfolio of brands, which include The Lott, Keno, Powerball and Oz Lotto.

The three-year appointment begins in early 2025.

Colorbond creative pitch near to close

Steel manufacture Colorbond is pitching its creative account, AdNews can reveal.

Sources say in person presentations are happening this week.

AdNews understands marketing management consultancy Trinity P3 is running the pitch.

Creative incumbent Richards Rose has held the account since 2017. Before that the account was with marketing communications agency Carlon Leong.

Leo Burnett appointed lead creative agency for Suncorp

Leo Burnett has been appointed lead creative agency for Suncorp, across all the insurer's brands, from the start of 2025.

Publicis Groupe will also be applying its production platform PXP and a range of capabilities to support Suncorp.

This means the end to Suncorp's partnership with WPP across more than 20 years with Ogilvy Melbourne supporting AAMI, GIO, Vero, and more recently included creative production with Hogarth.

Howatson+Company wins Endeavour

Retail drinks network Endeavour Group has replaced its internal Creative Studio team with independent agency Howatson+Company for its core brands, including BWS and Dan Murphy's.

A number of the impacted Creative Studio team members will transition to Howatson+Company in new roles to support the transition.

AdNews revealed the brand was conducting a close EOI process in May.

Federal government seeks industry feedback for its campaigns panel

The federal government has launched an industry consultation paper seeking feedback for its communications campaign panel.

The panel is made of communications suppliers - from creative agencies, PR to customer research companies - which provide coordinated work on government advertising and information campaigns.

The village-model was created in 2021, as part of a restructure of the government's advertising and communications services.

WA Government media pitch

The Western Australian Government's master media contract is up for comment in January, AdNews can reveal.

The industry will, in an early tender advice, be invited to provide comment and feedback.

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The department of finance is expected to launch an open tender.

TAFE Queensland pitch

Training provider TAFE Queensland is seeking to appoint a creative services panel, AdNews can reveal.

This is the first creative tender from TAFE Queensland as historically the brand's creative services were fulfilled through an all-of-government contract.

"The current system relies heavily on centralised administrative processes for engaging creative services, leading to delays and limitations in catering to regional-specific needs," the tender documents state.

City of Adelaide pitch

The City of Adelaide (Council) and Adelaide Economic Development Agency (AEDA) is seeking to appoint a media agency, AdNews can reveal.

The previous agreement, which recently expired, was with Wavemaker and Carat under the South Australian Government Master Media Scheme.

The appointed agency will work on a project basis with budget breakdown required for all campaign elements.

Adelaide 500 creative pitch

The SA Motor Sport Board (SAMSAB) is seeking a request for quotation for creative agency services, AdNews can reveal.

The contract includes interstate and local marketing campaigns for the annual motor racing event for Supercars Adelaide 500.

The incumbent agency is independent Showpony.

Applications will be assessed on the supplier's experience in delivering similar ad campaigns and knowledge of motorsports.

Initiative renews Fantastic Furniture account

Fantastic Furniture has extended its partnership with Initiative, reappointing the media agency for another year.

Initiative's remit will continue to encompass all national and local broadcast media planning & buying, print OOH, radio, print, cinema and BVOD.

We Are Social wins Cupra, Škoda and Volkswagen Commercial

Socially-led creative agency We Are Social has expanded its relationship with Volkswagen Group Australia, adding new brands to the portfolio.

Following a competitive pitch, the agency was selected to lead social strategy and execution for Audi, CUPRA, Škoda, and Volkswagen Commercial Vehicles.

This expansion builds on a five-year partnership with Audi, during which We Are Social has boosted the brand's presence through innovative social-first content and impactful influencer partnerships.

Fletcher Insulation appoints CX Lavender

Insulation supplier Fletcher Insulation has selected digital and CX agency CX Lavender to its customer experience account.

With customer demand shifting towards sustainability, this appointment will help the company meet new expectations.

CX Lavender work on Fletcher Insulations' customer experiences, from first touch points to post-purchase engagement.

Keep Left wins Vinnies Victoria social media account

Keep Left has been appointed by St Vincent de Paul Society Victoria (SVDPV) to oversee public relations and social media, following a competitive tender.

Keep Left will develop and deliver an integrated PR and social media strategy as part of an always-on program, including design and asset creation and social training for staff.

Orchard wins Royal Agricultural Society digital pitch

Digital creative agency Orchard has won the digital account for the Royal Agricultural Society of NSW (RAS), following a competitive pitch process.

Orchard will lead digital innovation across key divisions including the Sydney Royal Easter Show, Sydney Royal Wine, Dairy & Fine Food Shows, and the Sydney Showground.

The agency has also been selected to support the RAS Foundation, which helps build sustainable and resilient rural and regional communities in NSW, by providing scholarships for education and training, and grants for community development.

Heads & Tales retains Zoos Victoria Account

Content agency within the Hardie Grant Media network Heads & Tales has retained the Zoos Victoria account for a third consecutive term, following a competitive pitch process.

Heads & Tales will continue to manage the creation and production of Zoos Victoria's publications, including Zoo News, Zooper Kids, Zoos Victoria Magazine, and the annual Impact Report.

Claxon wins First or Nothing pitch

Claxon has been appointed as creative and media agency of record for health and wellness supplement company First or Nothing, following a competitive pitch.

Claxon's first order of business is to drive a powerful go-to-market entry strategy, positioning the brand as Australia's latest contender in the fast-growing supplement industry.

Digital Minds Group wins OneMusic digital and SEO account

Independent agency Digital Minds Group has been appointed to manage paid digital media and SEO for OneMusic.

OneMusic licenses the public performance of musical works and sound recordings in Australia.

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

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