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IGA APPOINTS SPECIAL AS LEAD BRAND AND CREATIVE AGENCY FOLLOWING A COMPETITIVE PITCH

JUNE 17 2024, 9:15 AM | BY RICKI GREEN | 3 Comments



IGA (Independent Grocers of Australia) has appointed Special as their agency of record working across brand strategy and design, advertising and communications following a competitive pitch led by **TrinityP3**.

The IGA network consists of more than 1,150 independent family-owned businesses located in regional and metro areas across Australia. IGA is Australia's leading independent supermarket and store owners over the country pride themselves on supporting their local shoppers, communities, producers and suppliers.

Says Fiona Johnston, general manager shopper, brand and loyalty, Metcash Food: "We're excited to partner with Special, another independent network, to continue to share more about what makes IGA special and the benefits that come from shopping local from family-owned businesses."

Says Lindsey Evans, partner and CEO at Special Australia: "We are really proud to partner with this great team at IGA and this wonderful brand in its next chapter. It is a brand that is at the heart of so many communities and we are in a privileged position to be able to help leverage the incredibly powerful brand truths in supercharging growth."

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3 COMMENTS

What the... says:
I'm sure endeavour group wouldn't mind this at all!!
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Harris? says:
Where'd the farms go?
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Same Same says:
Well done Special. We look forward to seeing more of Shane Jacobson standing in front of a store trying to sell overpriced goods.
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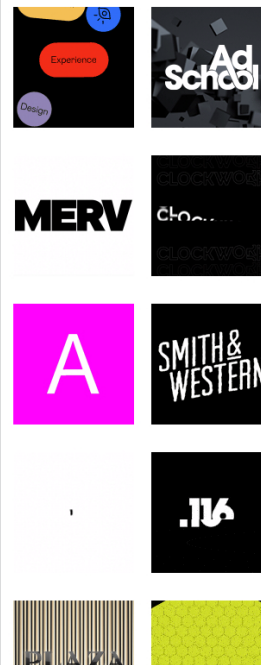
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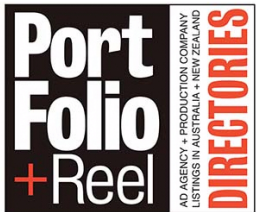
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