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Initiative nabs Volvo's media account after 25 years with Mindshare



by Alisha Buaya

Posted on 6 January 2025



The Swedish car manufacturer's media spend is approximately \$500 million, according to COMvergence.

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Volvo has awarded its media account to IPC's Initiative after 25 years with incumbent WPP's Mindshare.

The account spans key markets, including the U.S., U.K., Germany, Sweden, Japan, Australia, and Korea. Work will begin in 2025 after a brief transition period, as reported by [Ad Week](#).

A Volvo spokesperson told *Mediaweek*: "We regularly evaluate our agency model and operations to ensure we are equipped with the right technologies, agility, and efficiency.

"We have appointed Initiative, powered by IPC, to lead our media strategy, planning and buying, in all regions with the exception of China."

Mediaweek has reached out to Initiative Australia for comment.

The Swedish car manufacturer's media spend is approximately \$500 million, according to COMvergence.

News of Initiative winning Volvo's global media account comes after [Omnicom acquired Interpublic Group](#) in December.

The board of directors for the holding companies unanimously approved a definitive agreement pursuant to which Omnicom will acquire Interpublic in a stock-for-stock transaction.

The acquisition of [Interpublic](#) will make the combined holding companies the industry's deepest bench of marketing talent, and the broadest and most innovative services and products.

Agencies under Interpublic include Initiative, Kinesso, Magna, McCann, Mediahub, R/GA and UM. These add to Omnicom's current stable of Hearts & Science, OMD, PHD, BBDO, TBWA and Flywheel.

The new Omnicom will have over 100,000 expert practitioners. The company will deliver end-to-end services across media, precision marketing, CRM, data, digital commerce, advertising, healthcare, public relations and branding.

At the time, *Mediaweek* spoke with industry figures to get their thoughts and opinions on the acquisition, the global and local impact, and what it means for the future of the media and marketing industry.

Media industry veteran [Mat Baxter](#) told *Mediaweek* that at a global level, it was a "complementary acquisition", while from a geographical and historical perspective, it plugged IPG's market and geographical weaknesses

"It's a potent combination to be bringing those two networks together. In terms of creating geographical global dominance in all critical marketplaces, the two combined are a powerful force."

[Darren Woolley](#), CEO of TrinityP3, said: "Let's call this for what it is – a takeover. The Omnicom IPG Group 'merger' is continuing evidence that the major holding companies are pursuing a strategy of scale and efficiency in the face of multiple business and economic challenges."

"The deal will make 2025 very interesting. Let's remember that OMG and Publicis tried a 'merger of equals' in 2013 before cultural and client conflicts scuppered the deal. This is a takeover that will provide the opportunity to rationalise the underperforming media agency brands.

[Julia Vargiu](#), director Australia, SI Partners, added: "The reality is, there are too many agencies chasing a finite pool of clients, and we can expect more mergers

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across different sectors as businesses streamline their offerings."

See also: Omnicom acquires Interpublic Group: 'Now is the perfect time'

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First Look: Australian Survivor: Brains v Brawn returns in 2025



By **Emma Shepherd**
Posted on 6 January 2025



Treachery. Loyalty. Deception. Lies. Chaos.

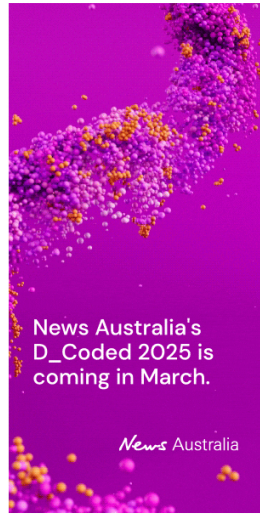
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The battle lines are drawn, and the stage is set for one of the most anticipated seasons of **Australian Survivor**. The showdown between Brains and Brawn is back, promising an explosive tenth season that will test the limits of intellect and strength.

Set against the stunning backdrop of Samoa, *Australian Survivor: Brains v Brawn* will see 12 of the sharpest minds face off against 12 of the most physically formidable competitors. Each tribe is determined to Outwit, Outplay, and Outlast their rivals in the ultimate quest for the title of Sole Survivor and a life-changing \$500,000 prize.

Who Will Brain Supreme? [Copy link](#)

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	- Sweet Home By The Golf Course

The Brains tribe

Smart, strategic, and always thinking one step ahead, the Brains tribe is ready to outsmart their competition. From PhD students and teachers to A.I. experts, this group is armed with the mental prowess to navigate the twists and turns of the game. Their mantra: work smarter, not harder. After claiming victory in the first Brains v Brawn showdown, they're eager to defend their title and prove once again that brains triumph over brawn.

The Brawn tribe

Courageous, hardworking, and unrelenting, the Brawn tribe lives by their physical strength. Featuring Olympic sprinters, rescue firefighters, and coaches, they are no strangers to endurance and competition. After falling short in the first matchup, they're determined to rewrite history and prove that brute strength can outmatch intellectual cunning.

The ultimate test

This season will push contestants to their limits, challenging both their bodies and their minds. From grueling physical battles to psychological warfare, every decision could be the difference between survival and elimination. With alliances forming and breaking at the blink of an eye, the game promises treachery, loyalty, deception, and chaos at every turn.

Who will reign supreme? Can the Brains outmaneuver their competition once more, or will the Brawn prove that strength conquers all?

Catch *Australian Survivor: Brains v Brawn*—coming soon on 10 and 10 Play.

The battle of mind versus muscle begins in 2025. Are you ready?

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Spring has sprung! Or so we say here in Melbourne. It's time to get ready for the warmer weather with our new collection of colorful, stylish and practical items. From your wardrobe to your home, we have everything you need to get ready for the new season.

Through History, Into the Now