



### Mediaweek unveils raft of Next of the Best sponsors

MW by Mediaweek  
Posted on 17 May 2024



Platinum sponsors include News Corp, Think News Brands, and Blis.

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Mediaweek has unveiled its raft of industry-leading sponsors for the upcoming Next of the Best Awards.

Platinum sponsors include **News Corp**, **Think News Brands**, and **Blis**, while the award show's gold sponsors include **NBCUniversal**, **Meltwater**, **Pinterest**, **The Brag**, **TrinityP3**, and **Sound Story**.

The awards show will be held on 13 June at **The Ivy Ballroom** in Sydney. **Event details and tickets are available here**.

Earlier this month, **Mediaweek revealed the finalists for the show**, featuring current and future leaders like **Poppy Reid**, **Jaimes Leggett**, **Georgie Tunny**, **Henry Innis**, and more.

The current and future leaders' entries were assessed by an **all-star judging panel**, and a final round of judging is currently being held to decide on the winners, who will be announced at the awards night.

The Next of the Best Awards celebrate the leaders of today and tomorrow – those who are shaping the advertising, media, and marketing landscape.

This year, **Mediaweek has removed the age-based criteria** and will now will recognise individuals across the media, marketing, and advertising landscape who demonstrate influence and leadership skills in driving the industry forward – whether through innovative thinking, new approaches to content, driving culture, pushing boundaries, or providing inspiration to others.

The Next of the Best Awards categories span all areas of the media, advertising and marketing industry, including ad tech, audio, creative agency, data and research, marketing, media agency, new business, sales, social media, TV, PR and publishing.

There are also award categories recognising people driving culture within their organisations, and our industry's change-makers and overall leaders.

To learn more about **Mediaweek's Next of the Best Awards 2024**, click **here**.



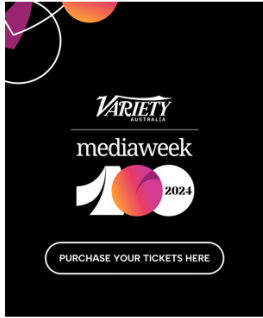
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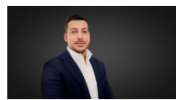


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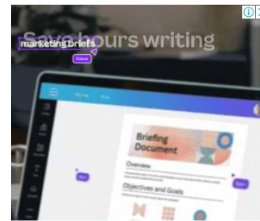
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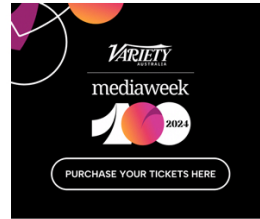
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## Accenture Song on nabbing Fein, Geer, and Colter: 'Reflects our global strategy to deliver integrated solutions'



By **Brittney Rigby**

Posted on 17 May 2024



"Media is a growth area globally for Accenture Song and we are seeing momentum in our end-to-end media offerings in all regions."



Accenture Song has broken its silence over the news of Initiative's top brass – **Melissa Fein, Sam Geer, and Chris Colter** – **joining the consultancy to set up a full service media arm.**

"There is no doubt that media is a business growth driver and strategic differentiator for our clients," Accenture Song ANZ President **Mark Green** said.

"Melissa, Sam, and Chris are strong hires for us, and their addition to our team in Australia reflects our global strategy to deliver future facing media and integrated solutions for our clients.

"Media is a growth area globally for Accenture Song and we are seeing momentum in our end-to-end media offerings in all regions. These appointments serve to extend our footprint into this market that will improve our ability to service the region."

Accenture added in a statement: "The appointments support Accenture Song's promise to create impact for clients through the integration of creativity, technology and media, and will significantly enhance and expand the existing media services offered to Song's clients in ANZ."

Competitor **Adam Ferrier** at Thinkerbell **joked to Mediaweek earlier today:** "I think at some stage soon, the entire industry will be working for Greeny."

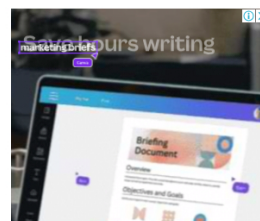
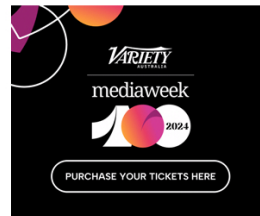
Mediabrand's CEO **Mark Coad** has not spoken to the market, but confirmed the news to staff in an email sent last night at 6:26pm and seen by *Mediaweek*.

"Suffice to say, Mel, Sam, and Colts are still very much part of Initiative's team and will be working at their usual high-octane and professional pace over the next few weeks/months. They have been very respectful and will give the agency and its clients their time and expertise to ensure a smooth transition," he wrote.

In an official statement released this morning, a Mediabrand's spokesperson said: "While we respect that there are many questions to be asked and answered, no further comment will be made at this time. Further details will be provided in due course.

"At this early stage, we acknowledge the tremendous contribution that Melissa, Sam, and Chris have made to Initiative and the wider IPG Mediabrand's company."

RELATED ITEMS: **ACCENTURE SONG, CHRIS COLTER, MARK GREEN, MEDIABRANDS, MELISSA FEIN, SAM GEER**



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**Nine's Richard Hunwick resigns as director of sales – total television**



By **Jasper Baumann**  
Posted on 17 May 2024

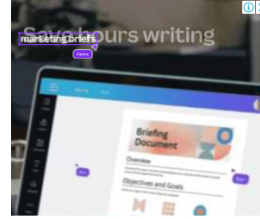


Hunwick will finish at Nine at the end of September.

Nine's **director of sales** – total television, **Richard Hunwick**, is stepping down from the role after 14 years with the business.

"It's been an amazing journey at Nine, and it's been a privilege to lead the best sales team in the country to some incredible success, as we navigated a period of unheralded transformation from a stand alone TV business, to a digital first, multi-platform, content company," said Hunwick.

"Over the last six months, I've been thinking about all we've achieved, my own future and what opportunities lie ahead. Whilst it was a tough decision to walk away from a business that has been a great place to work, I'm excited to see what the future holds for Nine."



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