



Special nabs IGA's creative account



by Alisha Buaya

Posted on 17 June 2024



Lindsey Evans: "It is a brand that is at the heart of so many communities."

SHARE TWEET SHARE EMAIL

Special has been appointed as the brand and creative agency lead for IGA following a competitive pitch led by TrinityP3.

The creative agency will work across brand strategy and design, advertising, and communications for the supermarket chain.

"We are really proud to partner with this great team at IGA and this wonderful brand in its next chapter," Lindsey Evans, partner and CEO at Special Australia, said.

"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."

IGA noted the alignment of choosing an Independent agency to work with Independent grocers.

"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," said Fiona Johnston, general manager shopper, brand and loyalty at Metcash Food.

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 said store owners over the country pride themselves on supporting their local shoppers, communities, producers, and suppliers.

Special's latest win comes after the independent creative agency won the Cricket Australia account for the upcoming marquee Men and Women's International Series last month.

The agency is tasked with creating a unifying idea for the international series that generates excitement, while strengthening its reputation as a must-attend event this summer.

Bec Stambanis, partner at Special, said: "International cricket is the heartbeat of summer in this country and there is nothing quite like the anticipation of two great nations coming together to battle it out.

"We could not be more excited to partner with Cricket Australia on this next chapter and we are inspired by the ambition and passion of the CA team."

RELATED ITEMS: FIONA JOHNSTON, IGA, LINDSEY EVANS, METCASH, SPECIAL AUSTRALIA

SHARE TWEET SHARE EMAIL

Get our free daily email Mediaweek Morning Report. Email: [input] Subscribe

Recommended For You



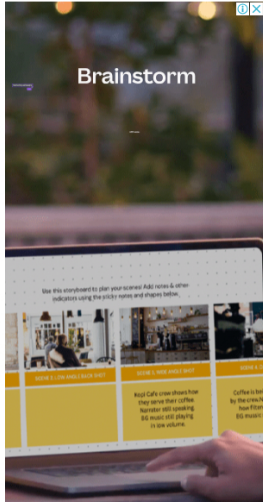
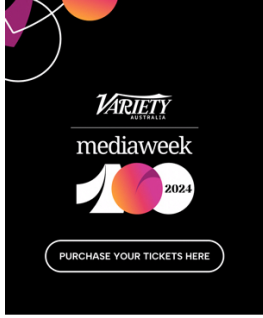
Marcelle Gomez steps up as national managing director of



ANZ creative agency pitch narrows as Special withdraws



Day 3 AUNZ Cannes Lions winners: Colenso, DDB, M&C





**Here Are 47 of the Coolest Gifts for 2024**  
 AU: 47+ surprisingly cool gadgets that are going to ...  
 CoolGadg... | Sponsored [Shop Now](#)



**Empty Antarctica Cruises Cost Almost Nothing...**  
 2024 Cruise Itineraries  
 Antarctica... | Sponsored [Click Here](#)



**Unbelievable: Calculator Shows The Value Of You...**  
 search by your address to see your home's value ...  
 Home Valu... | Sponsored [Search Now](#)



**Here Are 29 of the Coolest Gifts for This...**  
 AU: 29+ best selling gadgets you'll regret not getting ...  
 Trending ... | Sponsored [Shop Now](#)



**Forgotten Pills Will Clean Blood Vessels**  
 Whoa, this method is yielding mind-bogglingly ...  
 wellbeings... | Sponsored [Read More](#)



**Jaw-Dropping Bikinis for 2024 Will Leave You in...**  
 See more  
 Sexiest S... | Sponsored [Click Here](#)

Canva  
 Try for free  
 Map out ideas, quickly.  
 Consult with budget leads  
 Ben identifies leads  
 Does the project fit

VARIETY  
 mediaweek  
 2024  
 PURCHASE YOUR TICKETS HERE

## Ciel Graham: An auto marketer's guide to cutting through clutter and complexity

MW By **Mediaweek**  
 Posted on 17 June 2024



"With more brands, more choices, new needs, and new influences, buyers are overwhelmed rather than spoiled for choice."

[in SHARE](#) [TWEET](#) [f SHARE](#) [EMAIL](#)

By **Ciel Graham**, research director, *The Growth Distillery*

It was almost a year ago when The Growth Distillery first took a look under the hood of the automotive category as part of the **Moments that Matter series**. What we uncovered was a sector in total turbulence, consumers who are inexperienced at navigating it, and marketers racing against time to make an impact.

Drive forward to now... and the automotive landscape has only grown more complex for both buyers and brands. The challenge has never been greater, but neither has the opportunity. And that's where our latest deep-dive, **Reframe Automotive**, kicks into gear.

To help cut through the confusion and better understand the realities of car ownership in 2024, The Growth Distillery partnered with **The Research Agency (TRA)** and spoke with more than 2,000 Australians through qualitative and quantitative approaches. The results are in, and the conversations that car buyers are currently having might surprise you.

While the features and performance of the vehicle itself matters, 60% of conversations are about how the car they choose makes them *feel*. With more **brands**, more choices, new needs, and new influences, buyers are overwhelmed rather than spoiled for choice. In fact, 61% told us they believe all cars offer the same or similar features with 59% finding the thought of buying a car in 2024 "anxiety inducing".

### So why, and what is, the 'Reframe'?

Last year, 49% of buyers felt overwhelmed by the pace of change in the sector. This year that figure has jumped, with 64% telling us they feel this way.

Emotive and visually captivating campaigns can, and do, capture buyers' hearts and minds. Spec-sheets remain crucial to be on the consideration set. The real challenge is translating the "feel" from the screen or the page, into the real world.

To achieve this, marketers need to reframe their thinking beyond the car and car "buyer" itself, and focus on the human behind the wheel to help them cut through the clutter.

### How might this look in practice?

The market has always looked at car buyers through the lens of two mindsets – utility and premium – which are anchored in *what* they are buying. While these remain valuable frames, the *why* behind them now becomes more important.

Let's start by shining the light on the utility mindset, typically seen as practical, no-frills, and likely apathetic buyers. Their conversations about the car focus on functionality – reliability, safety, efficiency, and convenience. However, when we look deeper into the research, we find these buyers are highly aspirational. They seek independence, progression, escape, and connection.

The reframed role of the car extends **beyond function, to empowerment** – what it enables them to do and achieve.

Now if we look at the premium mindset, these buyers are perceived as prestige driven, status-seeking, probably a bit pretentious. They talk about the car make and model

more  
 Exclusive for CommBank customers  
 Save \$5/mth for 12 months on a new mobile plan\*  
 \*Offer ends 28/02/25. Click for T&Cs.  
 5  
 PURCHASE YOUR TICKETS HERE

VARIETY  
 mediaweek  
 2024  
 PURCHASE YOUR TICKETS HERE

Canva  
 Try for free  
 Map out ideas, quickly.  
 Consult with budget leads  
 Ben identifies leads  
 Does the project fit

Brainstorm marketing campaigns  
 with Canva  
 Use this storyboard to plan your screen Ad, video & other ad creatives using the pre-set rules and design advice.  
 1000+ Creative Templates  
 1000+ Video Assets  
 1000+ Text Elements  
 1000+ Images  
 1000+ Animations

status-seeking, privacy or preferences. They talk about the car make and model, styling, performance, and upgrade options.

Our research widens this view and reveals them as content and self-confident in life. They value experimentation, affinity, exploration, and individuality.

The reframed role of the car shifts **beyond status, to passions** – a celebration of who they are and what they care about.

### So what can auto marketers actually do?

There are three territories which align to the Moments that Matter purchase journey where marketers can fuel differentiation and deliver transcendent value within this new reframed view:

#### 1. Provide exceptional on-ramps (at the initial research 'recalibration' stage)

Connect with them more meaningfully and in their world, when they're experiencing life at its richest, seeking empowerment and pursuing their passions.

#### 2. Offer 'dealer' distinctiveness (at the decision or 'conviction' stage)

Bring their world into yours, especially where their cognitive load is highest and give them new reasons to believe in your brand.

#### 3. Buy a ticket (at the drive-away or 'commitment' stage)

The vehicle is a gateway to lives people seek to live. Servicing, experiences, and mementos are increasingly important to stay in each other's worlds.

-

**Top image: Ciel Graham**

RELATED ITEMS: [AUTOMOTIVE](#), [CIEL GRAHAM](#), [THE GROWTH DISTILLERY](#)



### Recommended For You



Rules Don't Apply: From airwaves to algorithms – Adam Spencer's take on creativity and AI



Rules Don't Apply: Unmasking Reality – Navigating Truth in the Age of AI with Noelle Russell



Rules Don't Apply: The Battle for Creativity: AI vs. Humanity with Futurist Brian David Johnson



Here Are 47 of the Coolest Gifts for 2024

CoolGadgetGeek

Shop Now



Here Are 29 of the Coolest Gifts for This 2024

Trending Gifts

Shop Now



Empty Antarctica Cruises Cost Almost Nothing (Take A...

Antarctica Cruise | S... Click Here

Sponsored Links by Taboola

## Claxon wins Wideline Group's media and creative account

By [Alicha Riava](#)

