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'Surprised it's taken this long': Ferrier and Wright on Fein, Geer, and Colter defection



by Alisha Buaya

Posted on 17 May 2024



"I'm sure they'll do well. I think at some stage soon, the entire industry will be working for Greeny."

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"I think at some stage soon, the entire industry will be working for Greeny," Thinkerbell co-founder **Adam Ferrier** told *Mediaweek* of Initiative's top brass defecting to join **Mark Green's** Accenture Song.

Last night, news broke that **Initiative's** three most senior leaders – CEO **Melissa Fein**, MD **Sam Geer**, and chief strategy and product officer **Chris Colter** – will soon be joining Accenture Song to set up a full service media unit.

Ferrier is surprised it took so long for Accenture to make such a move.

"What's interesting here is that everyone knows that traditional advertising agencies and traditional media agencies are doing it tough, and their models are struggling to keep up and adapt with change," he said.

"Creative and media services need to be joined up, and applied through the entire EX and CX of a business. Accenture Song have done a tremendous job of positioning themselves as business transformation, and having strong media, or context thinking within their offer is fundamental – I'm surprised it's taken this long."

Thinkerbell is a full-service agency offering creative, media, and PR services. Ferrier said that on a personal note, "It's great to see ambitious, talented, nice people going to work for other ambitious, talented nice people."

"I'm sure they'll do well. I think at some stage soon, the entire industry will be working for Greeny."



Adam Ferrier

TrinityP3's media business director, **Stephen Wright**, added that Fein, Geer, and Colter's departure from Initiative was "significant" as "one of the best pitch teams in Australia", adding that "Initiative's new business record was testament to that."



DEAL OR NO DEAL IS UP 26%

Source: OZTAM, 5 City Metro, 6-8:30pm M-F, Consolidated 7



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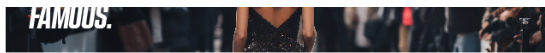
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"Accenture's move overnight has the potential to significantly realign the media agency sector in Australia and will be watched closely by clients and competitors alike," Wright said.

"Initiative Australia has done a lot of work to establish itself as a leader globally and the opportunity for **Mark Coad** and the team now is to bring fresh eyes and build the next evolution of their product."



Stephen Wright

Mediabrand's CEO Mark Coad confirmed the news to staff in an email sent on Thursday 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, 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."

See also: Updated: Melissa Fein, Sam Geer, and Chris Colter leave Initiative for Accenture Song

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Top image: Adam Ferrier and Stephen Wright

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The Ads That Made Us: Cadbury Gorilla, Cottee's Cordial, Banana Boat



By **Tess Connery**
Posted on 17 May 2024

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This Week: Shelley Friesen, Lauren Leisk, and Blair Ellis



Whether it's a childhood jingle that you can still sing word for word, or a campaign that influences the way you work today, everyone has an ad that has really stuck with them.

Mediaweek has been asking the industry to take a trip down memory lane, to find out all about the ads that made us.

Shelley Friesen – Founder and Director, Melbourne Social Co
The Cadbury Gorilla

"This was such an iconic ad! At the time, it was so different to anything we'd seen before, and to be honest, it was a little strange! The appeal was in the shock factor of a gorilla playing drums (why?) paired with a classic tune, coupled with an iconic colour – the Cadbury purple.

We all talked about it, we wondered how on earth the advertising agency came up with such a random concept, and that was the point – it got us thinking and stayed with us."



Lauren Leisk – Head of Affiliate Partnerships, Are Media

Cottee's Cordial – My Dad Picks the Fruit, 1988

"The ad that first sprang to mind – the one that has stuck with me for longer than the sticky rings in the door shelf of my parents' fridge – includes a jingle that all Australian kids chanted from the late 1980's well into the next decade. It's the Cottee's Cordial 1988 TVC *My Dad Picks the Fruit*. An ad that truly stands the test of time so much so that I can recite it, word-for-word, decades later: *My dad picks the fruit, that goes to Cottee's, to make the cordial, that I like best.*

