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TrinityP3 promotes Anton Buchner as Dr Kate Gunby and Adrian Treahy join the consultancy



by Alisha Buaya  
Posted on 6 November 2024



The appointments are in response to the rising demand for advanced data, analytics, and ad tech expertise.

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TrinityP3 has unveiled senior promotions and appointments to the marketing management and pitch consultancy in response to the rising demand for advanced data, analytics, and ad tech expertise.

Anton Buchner has been promoted to business director, as Dr Kate Gunby and Adrian Treahy join to help the consultancy.

"Every day, we are talking to marketers challenged by their tech stacks or adtech," said Darren Woolley, founder and global CEO of TrinityP3. "They have often invested millions in ensuring they have a deep data capability or analytic tools to help them drive growth but then quickly realise that they are only using a small percentage of that capability – often at a significant cost."

"The appointment of Kate and Adrian and the promotion of Anton are a major expansion in TrinityP3's deep capacity in this space. We work with major brands every day to ensure they are getting the most out of their data/tech investment and often help them to ensure that multiple systems are working in alignment to ensure they are getting the most out of their marketing investment. Critically, we provide an independent market perspective with no vested interest in vendors or suppliers."

Buchner will step into the role business director at TrinityP3 to help drive the expanded data, analytics and technology offering. He has been involved with consultancy for almost 14 years and, before that, held senior roles at Loud and STW/Ogilvy.

Marketing effectiveness expert Dr Gunby joins TrinityP3 after completing her PhD at the University of Sydney, where she lectures in marketing research and analytics. She is a former general manager of Annalect and has also worked in data analytics roles at Merivale.

Treahy returns to TrinityP3 after six years with Infosys. He has extensive experience and expertise in developing and implementing ad tech and martech solutions for major businesses.

The appointments come after the recent hiring of Nic Christensen as a senior consultant. Christensen is a former head of corporate communications for media companies Nine and SBS and joins the consultancy as a fractional chief communications officer.

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Top image: Anton Buchner, Dr Kate Gunby, Adrian Treahy

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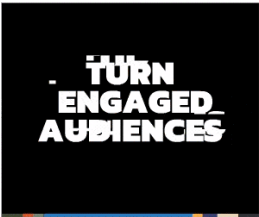
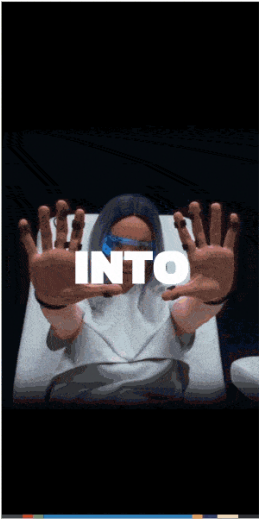
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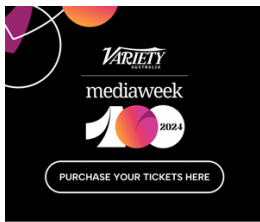
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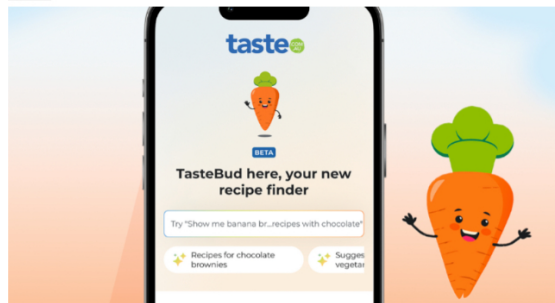


## Taste.com.au adds AI recipe assistant 'TasteBud' in the Taste app



By Jasper Baumann

Posted on 6 November 2024



TasteBud is News Corp Australia's first consumer-facing AI feature.

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Taste.com.au has launched an AI virtual recipe assistant called TasteBud in the Taste app.

With the help of TasteBud, Australians can now easily find recipes based on available ingredients and specific dietary preferences to enhance their cooking experience. The AI feature leverages the intellectual property of the Taste brand and its curated collection of 50,000 triple-tested recipes.

News Corp Australia's first consumer-facing AI feature offers Taste app subscribers an interactive way to explore Taste's recipes through a custom-built conversational agent. The chat experience allows for follow-up queries, improving search results for a more personalised experience.

Managing director and publisher Free News and Lifestyle Pippa Leary said the launch of the new AI feature in the Taste app underscored the company's commitment to helping consumers with straightforward solutions.

"Our digital food products are focused on enhancing the user experience and this is a great example of how we're optimising our content and addressing the consumer need for efficiency to deliver them greater value," Leary said.

"It also reinforces News' commitment to being at the forefront of innovation. TasteBud leads the way for future AI developments, supporting our growth and market-first offerings for consumers and clients."

Head of Food, Travel and Health Kerrie McCallum said: "TasteBud simplifies and personalized the recipe search process. It helps the Taste audience solve problems, finding recipes that match their cooking ideas, ingredients, and preferences to our world-leading and extensive recipe database.

"TasteBud goes beyond basic search functionality to deliver highly relevant suggestions, especially when contextual prompts such as 'limited time' are added. We are in the early phases of this exciting journey and TasteBud already has an impressive accuracy rate of 99 per cent, with 'chicken' being the most common query."

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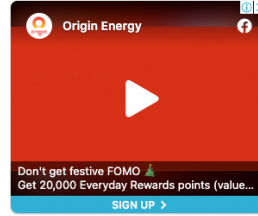


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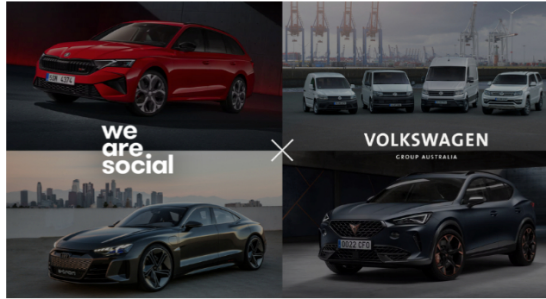


## Volkswagen Group appoints We Are Social as social agency of record



By **Alisha Buaya**

Posted on 6 November 2024



**Suzie Shaw: 'This win is a testament to our team's commitment to innovation and our deep social expertise.'**

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We Are Social has been appointed as the social agency of record across the key brands of Volkswagen Group Australia (VGA).

The expansion of the **socially-led creative agency's** role will build on the robust five-year partnership with Audi, during which We Are Social boosted the brand's presence through innovative social-first content and impactful influencer partnerships.

Under the new agreement, We Are Social will be responsible for building the group's social strategy across Audi, CUPRA, Skoda, and Volkswagen Commercial Vehicles. The agency will be tasked with elevating the brands' presence through targeted channel management, creator engagement, and the execution of socially-led brand and model campaigns.

In choosing the agency, VGA was looking for an agency partner that could deliver best-in-class social thinking and execution at scale, to stand out in the competitive premium automotive sector.

**Suzie Shaw**, CEO of We Are Social Australia, said: "Building on our successful five-year partnership with Audi, we're thrilled to expand the relationship with Volkswagen Group Australia.



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