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VML nabs Linkt creative account

MW by Mediaweek
Posted on 14 November 2024



Sarah Bailey: 'Our aim is to showcase how Linkt's products and services can enhance travel experiences, transforming indifference into advocacy.'

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VML has been appointed as the creative agency of record for Linkt, Transurban's customer retail brand in Australia.

The creative agency will work with Transurban to enhance awareness, comprehension, and customer advocacy, highlighting the significant benefits Linkt provides to drivers.

"We're excited to partner with VML to establish a brand platform for Linkt that will showcase the value Linkt brings to our customers," Chris Jackson, general manager of customer experience and operations at Transurban, said.

VML's commitment to customer-centric communication

Sarah Bailey, managing director of VML Melbourne and Sydney, added: "VML is excited to partner with Transurban and communicate the true value Linkt offers its customers. Our aim is to showcase how Linkt's products and services can enhance travel experiences, transforming indifference into advocacy."

This win for VML comes after its 13-year hold of The Lottery Corporation's creative account was handed over to Special following a competitive closed review of its creative agency arrangements managed by TrinityP3.

Ben Johnson, The Lottery Corporation's general manager of marketing, said his team was excited to explore new opportunities and innovative marketing solutions with Special Group.

"What truly set them apart was their culture of kindness, honesty, and simplicity – values that align with The Lottery Corporation. In addition, their ability to tap into world-class strategic and creative talent, unrestricted by geography, offers a unique advantage," he said.

A strong partnership with VML over 13 years

Johnson also thanked incumbent VML for the strong partnership that had helped evolve and elevate The Lottery Corporation's portfolio of brands, such as The Lott, Keno, Powerball and Oz Lotto.

"Over the past thirteen years, our businesses have grown and evolved together, forging a partnership that has contributed to the success of our brands. Thirteen years is an outstanding achievement, of which we are very proud. We have loved working with the VML team and wish them every success in the future," he said.

See also: Special appointed The Lottery Corporation's creative agency of record

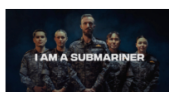
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Matt Coote joins GumGum as country manager, Australia

MW By **Mediaweek**
Posted on 14 November 2024



Niall Hogan: 'The energy and perspective Matt brings, along with his focus on fostering cross-market collaborations will be invaluable.'

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Matt Coote has been appointed as the country manager for **GumGum** in Australia.

Coote will lead the sales team, guide effective cross-functional strategies, and expand the contextual intelligence company's footprint in Australia.

Driving revenue and strengthening relationships

His focus will include driving revenue, strengthening relationships with agencies and clients, and representing **GumGum** at key industry events. He will also oversee trading deals, ensuring consistent value for partners and clients.

Coote brings over 13 years of experience in media across TV, digital, and social platforms. Most recently, he spent the last eight years at Snap Inc., where he was one of the founding members of the ANZ team. During his tenure, he advanced through key roles, including head of agency development and ultimately head of sales.

Innovation and team culture at the core of his leadership

Throughout his career, Coote has successfully led high-performing teams at both local and global levels and has received multiple accolades.

"I have had the privilege of working in roles that prioritise Innovation and technology, which aligns perfectly with GumGum's commitment to driving progress in digital advertising," said Coote of his appointment.

"What really excited me about this role was hearing about the strong cultural foundation GumGum has built. I look forward to collaborating with the team to build on what's already here. As Bill Marklein says, 'Culture is how employees' hearts and stomachs feel about Monday morning on Sunday night.' That's where the magic happens, and I can't wait to help make that even stronger at GumGum."

Niall Hogan, general manager, JAPAC, at GumGum, said: "We're excited to welcome Matt Coote to GumGum. His deep expertise and dedication to cultivating a strong team culture make him an excellent addition to our team.

"The energy and perspective Matt brings, along with his focus on fostering cross-market collaborations will be invaluable. By partnering with stakeholders across the company, we believe Matt will refine our strategies and drive impactful results in this market."

See also: **Snap Inc. sales lead Matt Coote departs after eight years**

Top image: Matt Coote

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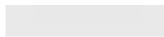
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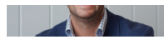
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The Australian's Yoni Bashan named 2024 Sir Keith Murdoch Journalist of the Year

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Lachlan Murdoch presented Bashan with the award recognising his coverage following the October 7 attack on Israel.

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Yoni Bashan from The Australian has been named 2024 Sir Keith Murdoch Journalist of the Year at **News Corp Australia's** 20th News Awards celebration dinner.

News Corp chair **Lachlan Murdoch** presented Bashan with the award at the special event last night, recognising the journalist's coverage following the October 7 attack on Israel.

Murdoch said: "As the horrific October 7 attacks happened, Yoni was on the phone to The Australian's editor-in-chief **Michelle Gunn** wanting to go to Israel. By October 10, he was on the ground in the south of Israel, covering the conflict for News Corp Australia's 20th News Awards celebration dinner."



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