



MUMBRELLACAST

# New Mumbrellacast: Growthhops' demise, the government's smoking gun, Darren Woolley on getting CEOs out of pitches

April 2, 2025 7:05  
by MUMBRELLA STAFF



Join Hal Crawford and Tim Burrows for a look at everything under Australia's media and marketing umbrella.



## MUMBRELLACAST

Recently, news broke that agency group Growthhops has entered administration with liquidators flooding in to officiate the group's companies' end — should we have seen this coming?

An audit on government spending has shown that X (formerly known as Twitter) advertising was banned in 2022. We ask TrinityP3's Darren Woolley for his take on X advertising. Meanwhile, customer satisfaction for UM, the government's media agency, has fallen. Should the agency be worried?

Fresh data From TrinityP3 has revealed that adland's agencies are not happy about the state of pitching. With Darren in the room, we get to the heart of the research and pitching's surprisingly controversial nature.

Get the latest episode every Wednesday.

Podcast edit by Abe's Audio.

Mumbrellacast  
Growthhops' demise; the government's smokin... 00:00:00

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