



NEWS

Special Australia wins IGA creative pitch

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by LAUREN MCNAMARA



IGA has appointed Special Australia as its lead brand and creative agency following a competitive pitch.

The agency will be responsible for brand strategy and design, advertising, and communications.

The brand's incumbent agency, The Core Agency, was the creative agency of record since late 2018.



The IGA network – which consists of over 1,150 independent family-owned stores across Australia – pride themselves in their support to locals. Previous campaigns from The Core Agency over the years have championed this, featuring locals across all touchpoints including [shoppers](#), [communities](#), producers and suppliers.

The agency also regularly engaged Shane Jacobson in its campaigns, as [IGA's brand ambassador](#).

"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, IGA's owner.

Lindsey Evans, partner and CEO at Special, said the team is looking forward to partnering with IGA in its next chapter.

"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," she said.

The pitch was led by TrinityP3.

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Lauren McNamara

Lauren McNamara is the associate editor at Mumbrella, covering the creative and PR beat. She joined in November 2022 as editorial assistant, after completing a Bachelor of Communications (Journalism) at UTS.



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