

A new Loyal partnership opens its doors

As the end of the year draws near, 2018 marks the official launch of new Sydney advertising agency, Loyal.

Founded by industry leads, Paul Fenton and Joshua Hunt, the 12-strong agency has recently opened its office doors in Darlinghurst, Sydney.

Commenting on the partnership Paul Fenton said: “Josh and I have been talking about partnering for years, and since opening the doors at Loyal, the only question has been, ‘why didn’t we do this earlier?’”

Paul has over 25 years in advertising, spanning both local and overseas agencies. Working at BAM SSB for 4 years he then worked at FCB San Francisco before spending 6 years at Arnold Furnace as National Head of Art and ECD respectively, before setting up his own agency Yolo in 2012.

Josh similarly spent significant time at a number of the country's leading agencies. Weened at Saatchi & Saatchi under David Nobay and Simone Bartley, Josh then moved on to become an integral part of the growth of Soap Creative both in Sydney and LA, before setting up his own shop, Drifter in 2013.

“Paulie and I have known and worked on a number of projects together for years, and very much shared a similar vision for an agency, the culture and most importantly the standard of creative we wanted to pursue. We also both like the same football team which I’ve since learned may have been the deciding factor on the partnership,” Josh said.

Since opening, the Loyal team have already picked up a string of new clients and work including Investsmart, the new Sydney Zoo, Elanco, Scenic World and Centuria adding to a list of long-standing client relationships.

Loyal will be announcing further news in the next two weeks.

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