

Archibald Williams wins atWork Australia account

Following a competitive pitch, independent agency, Archibald Williams has won the atWork Australia account and been tasked with launching the new employment services campaign, highlighting that work is for everyone.

This is the first time atWork Australia has used the services of an agency for above the line messaging. Archibald Williams will handle TV, OOH, Digital and Social Media for the account and will launch the new campaign this week.

atWork Australia is an employment services provider supporting clients looking for work, including those living with disability, injury or health conditions; and those living with disadvantages, e.g. socioeconomic.

atWork Australia also supports Australian businesses looking to recruit and retain a diverse workforce, through candidate supply, diversity and inclusion workforce planning.

Sotir Kondov, Executive General Manager of atWork Australia said: "The organisation is extremely excited for its first national brand campaign. We are committed to providing truly excellent employment support services, making a real difference to people's lives and helping employers to find great people for their business. We are true believers that sustainable work is good for your health, including your mental health, and that a diverse and inclusive workforce is good for business. The line 'Work's for everyone' is a great encapsulation of our mission to ensure that people living with disability, injury, health condition or disadvantage have equal access to fulfilling work, and that employers realise the benefits of a diverse, inclusive workforce."

"It has been such a privilege to partner with atWork Australia and highlight the crucial role they play in helping all Australians find employment," said Kiranpreet Kaur, Head of Client & Strategic Services at Archibald Williams.

"Having a job brings purpose and meaning to everyone. This campaign puts value on the skills that are incredibly valued in the workplace, and shows how they are developed in spades from living with a disability every day," she added.

This is the first time atWork Australia has used the services of an agency for above the line messaging. Archibald Williams will handle TV, OOH, Digital and Social Media for the account and will launch the new campaign in April.

View the tvc here: <https://www.youtube.com/watch?v=Ex1O5ZMNeRs>

Team:

atWork Australia

Sotir Kondov – DES Executive General Manager

Katherine Newton – DES Marketing Communications Manager

Josephine Hanschmann – DES Marketing Communications Lead

Archibald Williams

Tom Selby - Senior Writer

Chris d'Arbon - Senior Art Director

Matt Gilmour - Executive Creative Director

Amanda Slatyer - Agency Producer

Kiranpreet Kaur - Head of Client and Strategic Services

Mabel Tu - Senior Account Manager

Best Boy Productions

Jack Stephens – Producer

Kauis Potter – Director

Don Buppapirak – Director of Photography

Chris Grundy – Stills Photographer

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