

# Cheers! BWS hands comms account to Frank

Award-winning consumer comms agency secures retainer with Australia's largest bottle shop

BWS, the bottle shop owned by Woolworths Limited has appointed Frank as its retained agency following a competitive pitch process which took place in May.

Frank, working alongside creative agency M&C Saatchi and media agency Woolworths@DAN, has been tasked with making BWS Australia's most convenient bottle shop by communicating product range, its people and love of local. The remit covers public relations and influencers.

Vanessa Rowed, Head of Marketing at BWS, commented:

"This year at BWS we're doing things differently. To achieve our vision we've brought partners on board who can deliver innovative thinking, disruptive ideas and think outside the box. Frank brought insight, big thinking, and energy and enthusiasm to the table. We can't wait to see what the year ahead brings."

Laura Jones, Managing Director at Frank, added:

"We love briefs that challenge standard category thinking and clients with a genuine enthusiasm to do the unexpected, BWS is just that. Add to the mix smart, forward thinking and supportive client and agency teams and it becomes a dream client. This coming year is a great opportunity for Frank and BWS to deliver ambitious campaigns which generate Talkability® across multiple platforms to help BWS stand out from their competitors and deliver against the bottom line."

The win comes alongside a busy few months with the agency hosting Kraken's Longest Nightmare, Prosecco and Pilates for TFE Hotels, Invisalign's Smile Exhibition at MBFWA and the launch of Chobani Gimmies.

Frank's other clients include Proximo Spirits, Bethesda Softworks, TFE Hotels and Deliveroo.

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