

# Dentsu Qld wins Aveo business following a competitive pitch against eight other agencies

Chris Ernst, Managing Director of dentsu Queensland, announced today the agency has won the Aveo Group account. This win followed a competitive pitch against eight other agencies, down to a shortlist of three including Zenith and the incumbent, Sandbox. Billings are undisclosed, but substantial.

Aveo is a leading player within the retirement and aged care category with over 16,000 residents housed in one of 94 diversified communities Australia-wide. The company vision is to become Australia's leading and most innovative senior living provider. The vast majority of its residents live within fully independent accommodation.

Dentsu Qld pitched for the business together with Carat, iProspect and dentsu Analytics. Dentsu's full-service PR agency, Haystac, already handles Aveo's communications.

The account was won following a response that was integrated by design based on quality insights, and a strong strategic platform. Stephen Gook, General Manager, Marketing at Aveo said, "Dentsu have a depth of capability that will help drive our marketing activity forward and support our business' growth plans. Our category is going through significant change at present and we expect the partnership with dentsu to be of great benefit to us through the coming years."

Chris Ernst said, "We're thrilled to be partnering with Aveo in what's an incredibly exciting time for their business. Stephen, Carl and the team led a great pitch process and we had a lot of fun building and delivering the response. We can't wait to get started."

In a further announcement, Kayla Enter has been appointed Client Partner, iProspect Brisbane. Kayla joins from Flight Centre where she led the 17-plus digital media team across performance, DDM, analytics, marketing automation and WSM. Prior to her four years with Flight Centre, Kayla was Performance Manager with Columbus Australia.

"Kayla's arrival is perfect timing. The growth of the agency from recent new business wins and other staff appointments this year means we are well placed to bring our energy and talent to face any challenges, and support our clients in every direction," Ernst added.

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