

SOCIAL MEDIA INFLUENCER 20FOUR APPOINTS WETHINKMEDIA AS EXCLUSIVE ADVERTISING REPRESENTATIVE

20FOUR athletes deliver brands genuine social media engagement with fans

Independent Australian representation business WeThinkMedia has won the exclusive rights to represent athlete-to-fan digital marketing business 20FOUR.

20FOUR features more than 100 of Australia's most recognisable and influential sporting heroes who create and share content every day, further diversifying WeThinkMedia's offer with a powerful social influence and marketing platform.

20FOUR's mobile-based sporting community offers a digital 'one stop shop' for brands seeking to leverage the influence of athletes and their genuine fan connections with 20 million social media accounts – a figure that's growing daily.

20FOUR CEO Chris Haigh said: "20FOUR is the place where sport and life collide: we speak to millions of Australians through our channels and our athletes' existing social media networks every day.

"That engagement has real value for brands, and WeThinkMedia's deep relationships with the media buying community and advertisers make them ideal partners to communicate 20FOUR's story and advance our commercial expansion."

Jane Stucci, WeThinkMedia's Head of Sales, said: "In our sports-mad country, athletes deliver a rare combination of authenticity, engagement and influence. We're delighted to join forces with 20FOUR to involve advertisers in this powerful equation."

WeThinkMedia's Founder and Director, Peter Wiltshire, added: "20FOUR adds an exciting social influence and marketing dimension to WeThinkMedia's offer and reflects the steady business growth Jane and her team are generating. This unique-in-market channel is sure to get the attention of advertisers and agencies seeking to connect with this hyper engaged audience."

20FOUR creates authentic, engaging social content that brings sporting heroes' stories to life. Videos encompass athlete-generated high quality studio series; brand-led videos; and bespoke branded content created to fit the brand's brief.

The 20FOUR win comes as WeThinkMedia approaches its first anniversary in April and continues to expand, anchored by foundation client, MediaWorks New Zealand.

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About 20FOUR

20FOUR is a sports-focused digital media company and social platform that creates authentic personal and branded content. Since launching in May 2017, 20FOUR has signed over 150 athletes on the platform and its stable of talent represents a wide variety of sports including Australian Rules, Rugby League, Cricket, Football, Surfing, Snow Sports, Rugby Union, Netball, Action Sports and Olympic Sports. 20FOUR has an owned monthly audience of over 100,000 and a combined reach of over 20 million social accounts, with nearly 4,000 original pieces of content posted by athletes to date. For more information, visit www.20four.com.au.

About WeThinkMedia

WeThinkMedia is an independent Australian business offering expert and personalised media representation services to local and international media platforms. Based in Sydney, WeThinkMedia has extensive relationships with Australia's advertising and media buying community. Founded by highly experienced media executive, Peter Wiltshire, WeThinkMedia launched in April 2017 and services clients across the media spectrum seeking representation in Australia and also provides consulting and advisory expertise. More at www.wethinkmedia.com.au

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