

# This is Flow adds global business 1800-GOT-JUNK?®

Following six new business wins announced at the end of last year, Sydney independent full-service agency, This is Flow, has continued the momentum by adding 1800-GOT-JUNK?® to its growing portfolio of clients.

1800-GOT-JUNK?® is one of the world's largest full-service junk removal businesses, operating in major cities in Australia and across Canada and the United States, removing rubbish from homes and businesses. The company has grown to 158 locations across three countries and in keeping with its environmental goals to divert items from the landfill, donate the donatables and recycle the recyclables wherever possible.

Following collaboration with overseas holding group MDC Partners, who own Assembly, Gale Agency and local creative agency 72andSunny, This is Flow was invited to present to the 1800-GOT-JUNK?® Head Office in Canada, alongside local state Franchise Partners, leading to the Australian appointment of 1800-GOT-JUNK?® to the growing agency.

"We're focused on growing the 1800-GOT-JUNK?® business in the Australian market and we're seeing great momentum so This is Flow has come on at a perfect time. They're made up of a team of passionate media experts who understand the local landscape and have been incredible at integrating our strategy with their recommendations. We're already seeing the benefits of this partnership six months in and are confident in their ability to support us in achieving our goals going forward," says Renée Janzen, Marketing Director for 1800-GOT-JUNK?®.

"We're thrilled to be working with such a successful and growing global business. We see the passion from the franchise partners on the ground, all the way through to the head office in Vancouver... and it's incredible to see just how professional and exciting the junk removal business can be! With multiple stakeholders and time zones to manage, the team has done an incredible job to deliver responsive plans that align with the 1800-GOT-JUNK?® strategic priorities," said Jimmy Hyett, CEO of This Is Flow.

The account includes the planning and buying of media for each franchise partner across Sydney, Melbourne, Brisbane, Gold Coast and Perth, who had previously bought media directly.

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