

# This is Flow wins TPG Telecom's Felix Mobile following a competitive pitch

Sydney independent agency, This is Flow, has been appointed to handle all media strategy, planning and buying for Felix Mobile after a competitive pitch process. Felix is an exciting new brand born out of the newly merged TPG/Vodafone entity, TPG Telecom Limited.

The merger of TPG and Vodafone in June this year created the third-biggest telecom company in Australia and brought together two highly complementary businesses to create a leading integrated, full-service telecommunications company with a comprehensive portfolio of fixed and mobile products for consumers, SMEs and enterprises.

Jimmy Hyett, CEO and Founder This is Flow said: "It's extremely rewarding to pitch for a business that has an innovative 'start-up' mindset, a great product, and values so powerful that they can actually change the world. This type of client brings out so much passion and energy through the whole agency, and it's been reflected by the quality of work the team has delivered from pitch right through the planning stages to launch."

Felix Mobile, launching in late 2020, is a SIM only mobile product targeted to environmentally conscious consumers. The new digital-only brand differs from its competitors, particularly because of its product simplicity, and its strong focus on environmental sustainability with a commitment around supporting and actioning a healthier planet.

Paul Tierney, General Manager Business Development at Felix, said: "Early on in the pitch process, This Is Flow demonstrated the skills and expertise that we were looking for to support the emerging brand. This is Flow has been instrumental in launching Felix and shares a similar vision for the future of the brand, so we're very excited to see what we can achieve together for Felix."

## Contacts

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