

# New non-executive director joins experiential agency BEcause

Growing Australian marketing firm expands team with three new hires

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## SUMMARY

*Experienced marketer and Australian Turf Club Chief Operating Officer Tony Partridge joins BEcause Experiential Marketing as the agency focuses on ambitious expansion plans.*

**G**rowing Australian experiential marketing agency **BEcause** has announced the appointment of a new Non-Executive Director, as the agency continues to disrupt the country's marketing landscape with its live brand experiences.

Tony Partridge, Chief Operating Officer at the Australian Turf Club (ATC), brings great commercial expertise to BEcause's team. An experienced marketer, lawyer and negotiator, he has organised some of Sydney's largest live sports, entertainment and premium lifestyle events at both ANZ Stadium and the ATC.

Tony's proven customer experience success and knowledge makes him a strong addition to the firm, which has established itself as one of the hottest and fastest-growing experiential marketing agencies in Australia since launching just five years ago.

He comments: "I was drawn to BEcause as, like me, the team is deeply passionate about creating magical live brand experiences. As an agency, BEcause is willing to do whatever it takes to bring a creative idea to life. During my career I've had the opportunity to witness millions of people enjoying large sporting and entertainment events, and this has given me a solid understanding of what works and what doesn't. Now, with the power of social media, if you get an idea right then it can become pure gold. By sharing my experience, I'll be helping the team and BEcause's clients to achieve even more."

Recognised for outstanding growth by BRW in its Fast 100 Starters list, BEcause Australia delivers memorable, meaningful and highly-shareable experiential activations for household names including Woolworths, Westpac, Cirque Du Soleil, The Salvation Army and Kimberly Clark.

The agency's annual high-profile campaign for Woolworths at the Sydney Royal Easter Show and the Royal Melbourne Show has won Gold for Best Sponsor Activation and Best Overall Stand for three years in a row. The agency is looking to capitalise on this significant success by growing its client

base further in the next 12 months.

Meredith Cranmer, Founder and Managing Director at BEcause Australia, comments:

“The addition of Tony Partridge to the Board here at BEcause is a big step forward for us as an agency. Tony has a firm grasp of the importance of creating magical experiences that surprise and delight at every touchpoint, and has made racing highly attractive to millennials through his work with the ATC. The role he has played in transforming a sport like racing into one of the more desirable lifestyle properties in Australia firmly shows that he’s the ideal person to help us on our growth mission.”

As Non-Executive Director, Tony Partridge will be using his expertise to support BEcause in building relationships with its top 100 target customers, expanding the agency’s events sponsorship credentials and service capabilities, and helping the agency on its mission to becoming one of the most influential in the country.

BEcause Australia has also announced a further two new additions to its team: Kate Wileman joins the agency as Senior Account Manager following a transfer from BEcause’s UK office, while Stephanie Santos joins as Account Manager from marketing agency Red Guerilla.

The Sydney-based agency is looking to double in size by 2020 and the new hires will be crucial in BEcause’s aim of branching out into new markets and broadening its service offering to include complimentary disciplines to experiential.

BEcause Australia offers regular immersive technology lunch and learn masterclasses in Sydney for brand-side marketers looking to learn how to use the latest technologies and techniques to build strong brand relationships. For more information visit: [www.becausexm.com/immersive-technology-lunch-and-learn-session](http://www.becausexm.com/immersive-technology-lunch-and-learn-session).



#### QUOTES

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— Meredith Cranmer, Founder and Managing Director, BEcause Australia

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— Tony Partridge, Non-Executive Director, BEcause Australia

#### IMAGES



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#### ABOUT BECAUSE EXPERIENTIAL MARKETING

BEcause is an experiential marketing agency. Our philosophy is simple: BE Live. BE Loved.

We create meaningful, memorable and magical live brand experiences, designed to drive consumer desire, loyalty and advocacy. We help build brand love by using the latest immersive technologies as well as relevant digital, mobile and social channels, and by aligning clients with the most relevant events and sponsorship opportunities.

We work with top brands and public sector bodies, across all kinds of live, retail and leisure environments, from the UK to Australia.

[Contact us today](#) to find out how experiential marketing could build love for your brand.

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BEcause Experiential Marketingnewsroom