

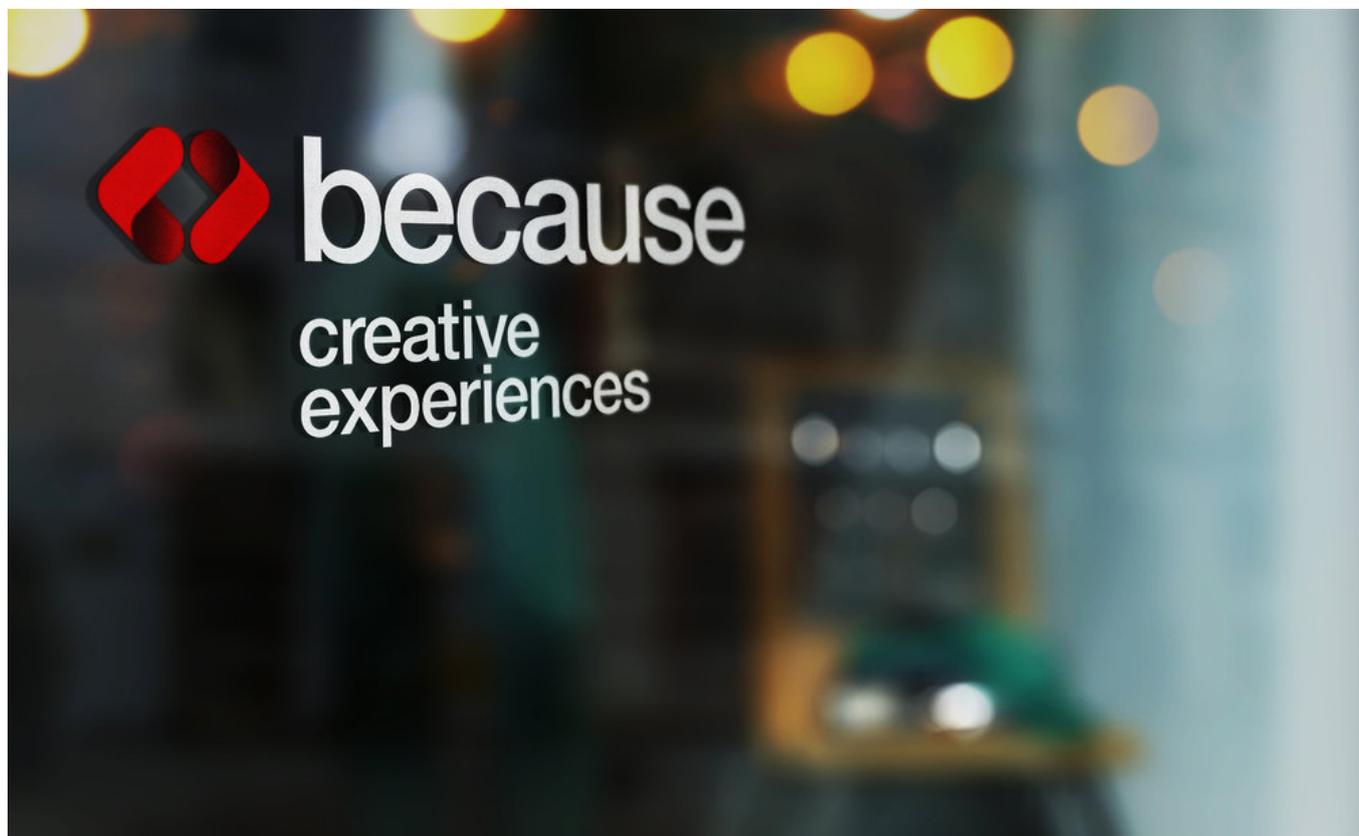
Because hires new senior account manager to support growing client base

Creative experiences agency Because has expanded its team following a series of new business wins.



Katy Prosser joins the Because Australasia team in Auckland, New Zealand as the agency's new Senior Account Manager. Katy will play a key role with strategic planning, client management and event delivery across a number of leading brands including Bravo, New World and Keep New Zealand Beautiful.

Bringing experience from strategic design practice Designworks, Katy has worked in brand experience for over 10 years across a spectrum of brands including H&M Auckland, Lindt and Pernod Ricard. She has also honed her skills working on numerous music festivals and events such as Laneway, Rhythm & Vines and the recent America's cup parade, with previous marketing and events experience with MKTG NZ and Fluxx (now Brand Spanking).



Meredith Cranmer, founder and managing director of Because Australasia comments:

“More and more brands are recognising the importance of delivering meaningful, memorable and highly creative experiences across live, digital and virtual environments, and with this awareness comes greater appetite to work with partners that can execute fully-integrated campaigns under one roof. As our business continues to grow, we’re delighted to welcome Katy to the Because family. With her varied and impressive past industry experience, we’re confident she will be a huge asset to the team and the brands we’re privileged to work with.”

Katy's appointment follows a period of growth for the ambitious agency, which has recently secured some sizeable new business wins and delivered a series of impressive brand campaigns. This has included an in-store marketing campaign for health and wellbeing brand Sanitarium to launch Weet-Bix Cholesterol Lowering; an experiential "Little Garden" themed pop-up for supermarket New World at The New Zealand Flower and Garden Show; and a glamorous media event for premier lifestyle and entertainment brand, Bravo.

Katy will work closely alongside the Because team to continue to develop these brand campaigns while also embarking on a national promotional tour with Keep New Zealand Beautiful, which aims to stop littering in the country.

Katy Prosser, senior account manager at Because Australasia, says:

"I'm passionate about delivering highly strategic campaigns; positive and impactful experiences with brand objectives and challenges in mind that leave behind a lasting, measurable impression. From an interactive experience in a shopping mall activation to taking someone on an unforgettable journey with virtual reality, I love helping to create standout brand moments. I've closely followed Because for a long time as an international agency with incredible case studies, and am proud to now be part of such a high-achieving company."

A global creative experiences agency with studios around the world – including Sydney and Auckland – Because specialises in bringing brand stories to life through brand storytelling that is imaginative, immersive and emotive.

www.becausexm.com

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About Because:

Because is a creative experiences agency, with studios around the world. The agency helps brands achieve their marketing ambitions through magical, memorable and meaningful live, digital and virtual experiences. As well as Sydney and Auckland, the agency has studios in London, Ascot, Dubai and Singapore.



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ABOUT BECAUSE

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Our strategic approach to brand storytelling is imaginative, immersive and emotive.



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