

THE GIRLS FROM THE BUSH ARE AT THE TOP END OF TOWN



Any girl raised in the bush can tell you there's just one rule for dealing with challenges: don't believe anyone who tells you it can't be done.

It's a formula that's working for Darwin's Anya Lorimer of Sprout Creative and Tracy Jones of Creative Territory, both raised in country NSW and now running successful businesses in the NT. Combining marketing strategy and account management with dynamic creative ideas and production, they're making the big advertising agencies 'down south' sit up and take notice.

They've just been appointed as the advertising agency for the Territory's most iconic brand – TIO – bringing this key account back to the Territory. Tracy and Anya's joint

venture – the NT's first full service agency - brings together a local team that is the best the Territory has to offer.

"People told us we were crazy when we said we're going to bring this account to the NT, but we knew we had the talent and the business model to make it happen. We also knew that we could look after TIO better than anyone else," Tracy said.

For years the local creative industry, dominated by small companies and home-based businesses, has lacked the capacity and depth of skills to pitch and win large accounts.

"Clients like TIO want to work with a full service agency capable of managing all their needs - from strategy

through to creative and production – and this hasn't been available locally until now," Anya said.

"The Territory is growing up and business is demanding a lot more from its local marketing community – and now we have the winning formula."

Tracy says it's a matter of believing in yourself and the Territory: "We have a passion for what we do and how we do it. We understand the special things that make a Territorian unique. There's a new confidence and sophistication in Darwin – this is a place where anything is possible!"

The country girls have got the Territory covered.