

# hipages appoints Avenue C as its media agency partner

**Contact**  
**DEC PR**  
[hipages@decpr.com.au](mailto:hipages@decpr.com.au)

**hipages**  
Guillaume Papillon  
Head of Brand &  
Communications  
[guillemepapillon@hipage.com.au](mailto:guillemepapillon@hipage.com.au)

**8 December 2020 (Sydney, Australia)** – Online tradie platform, [hipages](https://www.hipages.com.au), has appointed Avenue C as its media agency partner, to drive further brand awareness and consideration among homeowners and tradies.

hipages, which recently listed on the ASX has achieved a significant uplift in brand awareness in recent years. Launched in 2018, the “Change the way you tradie” integrated creative platform resulted in a 10% uplift in brand awareness between July and November 2018<sup>1</sup> while hipages’ platinum sponsorship of Australian home improvement program “The Block” on Channel Nine, resulted in a further 10% increase in brand awareness and an 11% increase in brand consideration between April and November 2019<sup>2</sup>.

Over the past 16 years hipages has helped consumers connect with local tradies through technology. Last financial year, the trusted marketplace saw a job posted every 23 seconds on the platform with the business leading the on-demand tradie economy in terms of jobs posted. Ultimately, the company supports its strong base of 36,000 tradie members to grow their businesses by connecting them with homeowners. Building on the company’s strong consumer engagement, the hipages brand team and Avenue C’s focus for 2021 will be to continue the momentum of brand building for both the tradie and homeowner audiences.

hipages Head of Brand and Communications, Guillaume Papillon, said: “We have a unique challenge at hipages in that we’re a marketplace with two distinct audiences; we connect users with trusted tradies across Australia. Not only were we very impressed with Avenue C’s sound understanding of our business and our two different audiences, there is also a clear cultural fit and a shared business ethos that is incredibly important. I’m very pleased to welcome Avenue C to the hipages team.”

Will Chapman, Director, Avenue C, added: “We’re thrilled to be appointed by the hipages business. Their passion for achieving real results through open and collaborative partnerships is perfectly aligned to our business, and we look forward to working together to connect even more Australian homeowners to trusted tradies.”

Avenue C joins creative agency VCCP, PR partner DEC PR, and content production team Visual Domain, to bolster hipages’ integrated brand communications strategy and drive business growth.

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<sup>1</sup> Post Campaign Core Metric Report (AMR, November 2018). Based on the question ‘Which of the following companies for finding tradespeople for the home have you heard of?’ and on respondents in core target market, defined as: Age 35-55, Home Owners, 5 Capital Cities, Decision Makers, Undertaken work in last 12 months or plan to in next 12 months.

<sup>2</sup> hipages Campaign Report – Post Wave (Colmar-Burton, November 2019). Based on the question ‘Which of the following companies would you consider using, if you needed to find tradespeople to help you undertake a job in or around your home?’ and on respondents in core target market, defined as: Age 35-55, Home Owners, 5 Capital Cities, Decision Makers, Undertaken work in last 12 months or plan to in next 12 months.

