



FOR IMMEDIATE RELEASE

## HIPAGES MAKES TRADIES HEROES AGAIN IN NEW CAMPAIGN VIA BMF

**9 August 2021, Sydney, Australia** – hipages has launched a new brand platform to hero tradies, and win over the hearts of Aussie homeowners. “Behind every great home”, celebrates tradies and homeowners as one of the great Australian partnerships. Because great ideas are only as good as the people who can actually make them happen.

### WATCH THE ADS:

**30” Kitchen:** <https://youtu.be/PTXaIBGYDnc>

**30” Backyard:** <https://youtu.be/fuZdC-as52g>

The campaign highlights hipages as the place where dreamers and practical doers unite towards the common goal of making a home the best it can be. Founded in 2004, hipages is Australia’s largest online tradie marketplace. Whether you’re building a swimming pool or installing a new kitchen, if you need a licensed tradie, you can always find one you trust on hipages.

Appointed in June following a competitive pitch between three Australian creative agencies, BMF was the lead creative agency to launch the new brand platform.

**Guillaume Papillon, Head of Brand and Communications at hipages said:** “BMF’s approach to our brand relaunch nurtured and elevated our existing brand to create something magical, rather than ignoring the solid foundations we have built for the hipages brand over the past few years. Understanding and successfully positioning a two-sided, online marketplace can be challenging, but also an exciting task for brand experts and creatives. I feel like we have succeeded in doing so with this new brand platform.

BMF has a proven track record for driving exceptional growth for Aussie brands and for creating enduring ideas that are true to the brand sentiment and purpose. We are confident that together we will create happier Australian homes,” added Mr Papillon.

**Pia Chaudhuri, Executive Creative Director at BMF said:** “Homeowners get to reap the glory that comes with a much-improved home, often taking the credit for the hard work of the tradies involved. We wanted to show that you need a tradie behind you to make those home improvement dreams come true. And when you think about it, civilisation as we know it wouldn’t exist if it wasn’t for the people with the skills and smarts to make even the wildest ideas a reality.”

The new campaign, which includes a full suite of executions across TV, Digital, PR, Social and Radio launched during The Block 2021, as hipages enters its third year as a tier-one sponsor of Australia's most loved renovation show. The 2021 partnership will see The Block’s latest round of contestants being able to engage local, licensed tradies on-demand through the hipages app, to help them complete their renovation tasks each week. hipages has recently secured 2019 Blockheads, Mitch Edwards and Mark McKie, as ambassadors along with their hipages tradie Jason Charles, bringing to life the tradie/homeowner partnership through in-show integration..

### Credit List:

**Creative Agency: BMF**

Chief Creative Officer: Alex Derwin



Executive Creative Director: Pia Chaudhuri  
Art Director: Leila Cranswick  
Copywriter: Lisa Down  
Head of Art & Design: Lincoln Grice  
Designer: Gabriel Mangulabnan  
Chief Strategy Officer: Christina Aventi  
Planning Director: Rachel White  
Chief Executive Officer: Stephen McArdle  
Group Account Director: Richard Woods  
Account Manager: Denniz Post  
Account Executive: Anja Cherry  
Head of TV: Jenny Lee-Archer  
Agency Producer: Claire Seffrin  
Director: Owen Trevor  
Production Company: Rabbit  
Executive Producers: Alexandra Hay/Lucas Jenner  
Producer: Belinda Dean  
Post Production: The Editors  
Editor: Ryan Boucher  
Music & Sound: Sonar Music  
Composer: Jono Ma  
Sound Designer: Timothy Bridge  
Executive Producer: Sophie Haydon  
DOP: Peter Eastgate  
Creative Services Director: Clare Yardley

**Client: hipages**

Brand Manager: Caroline Huynh  
Head of Brand & Communications: Guillaume Papillon  
VP of Marketing: Nick Ellery  
Chief Customer Officer: Stuart Tucker

— ENDS —

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