



TRA expands Australian footprint, opens Sydney office and appoints new Managing Partner

Sydney. March 17, 2022: Leading independent research and insights agency TRA has expanded its Australian footprint, opening a Sydney office and appointing insights leader Terri Hall as Managing Partner.

Hall's remit will be to build the Sydney business, plus appoint a team of leading research and insight experts to service cross-category brands looking to grow.

Andrew Lewis, Managing Director TRA, said the company is well recognised as a challenger brand with a fresh approach to research that is grounded in innovation and a strong understanding of culture; key attributes brands are looking for in their insights partners.

Lewis said: "Expanding our Australian operations and opening an office in Sydney will allow us to scale our impact and purpose – delivering proven capability and servicing that has resonated so well in New Zealand and Melbourne. Appointing Terri to lead Sydney and grow the team was an easy decision. She is an inspiring, energetic leader who has led some of TRA's largest and most complex projects for our clients in New Zealand and Australia.

"Terri is passionate about insights and partnerships, with a change and growth mindset that's central to our clients' success, and our own. I have no doubt she will be a powerful leader and will lead Sydney and a team of talented people to success."

Hall commenced her career with Kantar Sydney with a focus on setting strategic direction across brand, communications, innovation and customer experience initiatives for clients including Arnott's, Coca-Cola, Diageo and Breville.

In 2018 she returned to home soil in Auckland taking the role of Head of Client Services with TRA, where she managed relationships with New Zealand's leading telecommunications and retail brands -- Spark and The Warehouse Group -- integrating insights discipline into the businesses as they transformed and restructured to Agile working models; and elevating the role of insights for many others brands such as Asahi Beverages, Red Bull, Tower Insurance, Mobil, and European Motors Distributors.

While in Auckland, Hall successfully doubled the size of TRA's New Zealand client service team, evolving the team structures and embedding capabilities to ensure success.

Lewis added: "TRA's multi-disciplinary approach is anchored in improving peoples' lives. With robust frameworks, diverse capabilities and a focus on data curation, Sydney's clients will benefit from a boutique style agency, backed by the scale, frameworks and disciplines of the TRA Business Group."

On her appointment Hall said: "This is a unique opportunity for me to build a team and presence in Sydney with the backing and relationships of our NZ business. I know the passion that runs through

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TRA's team and I can't wait to harness this unique collaborative mindset to benefit all new client partnerships in Sydney."

She explained: "At TRA we do things differently. We have a deep obsession with people and doing what we can to improve their lives. We consistently look to stretch our craft skills, are always challenging ourselves to find innovative and creative solutions to problems and have a relentless focus on telling stories that drive impact. This is what our clients need from us, and I feel we have an exciting opportunity to make an impact in Sydney.

"I love this industry as it truly does put people at the heart of what we do. For me, this is also about building a people-first culture. I can't wait to build and work with a team that fosters development, great relationships and great fun," said Hall.

The launch of TRA Sydney comes just a few months after the agency opened its first Australian office in Melbourne, under the leadership of Mark Hobart. Hall said: "I'm thrilled at the opportunity to work closely with Mark again. We share a passion for growth, people, innovation and bringing the success of TRA to Australia."

Hall reports directly to MD Andrew Lewis and commences her role from April 1 2022.

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ABOUT TRA and TRA BUSINESS GROUP:

TRA is an insight agency that combines understanding of human behaviour with intelligent data capability to help clients navigate uncertainty and answer complex problems. It does this by putting people at the heart of the organisations it works with through extensive use of research, analytics, strategy, culture and design.

It is part of TRA Business Group, that manages client relationships through its offices in Auckland, Sydney and Melbourne. Other businesses in the group include Zavy, a social media insight and listening tool and the SME brand health platform, Tracksuit.

TRA's reputation for innovation and effectiveness is well established. In 2018 TRA was awarded Gold for the most effective piece of insights work globally by ESOMAR. In 2021, 2020 & 2018 they have been awarded Best Innovation Programme and in 2021 was named 5th most innovative media or marketing company in Australasia by the Australian Financial Review for a second time.

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