

# AMIN WORLDWIDE | April Newsletter



## An Australian, An American, And A South African Walk into a Bar

It sounds like the beginning of a joke, but at AMIN, it's more likely the start of a really good idea.

One perspective pushes the thinking. Another reframes the problem. Someone else brings the unexpected angle that changes the room.

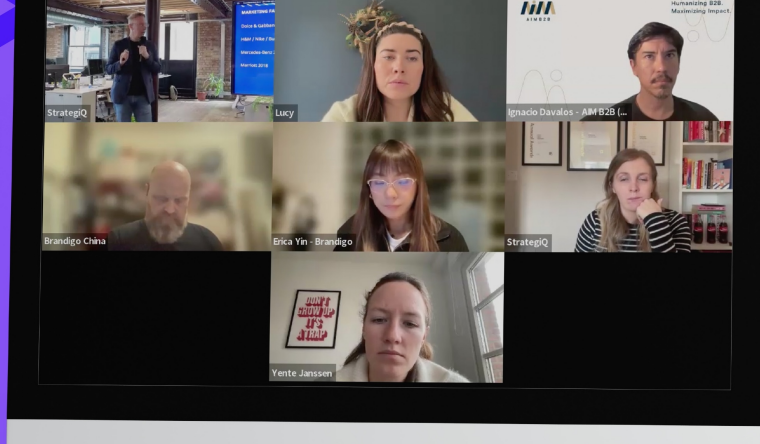
That's the beauty of this network. Ideas rarely stay where they begin. They move across markets, gain context, and come back sharper.

This month's edition brings together exactly that kind of energy, from a fascinating look at marketing in China to leadership moves, conference moments, and the people helping shape what's next.

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## Lost In Translation: What Global Brands Can Learn From China



Mike Golden's session at StrategiQ in London was one of those rare talks that manages to be both eye-opening and immediately useful.

In *Lost In Translation*, Brandigo China's president unpacked the realities of marketing in China today, from platform behavior to cultural nuance, and why so many global brands still get it wrong.

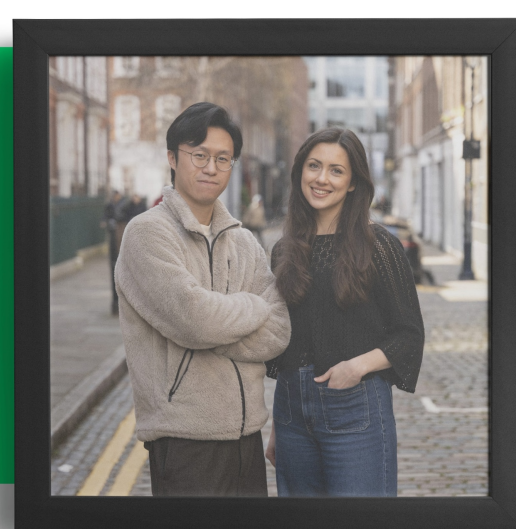
If you work across markets, this one is worth your time.

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## UK Young Lions Winners

Congratulations to Designer, **Marco Choi**, and Creative Strategist, **Olivia Phillips**, from StrategiQ who were awarded **WINNERS** of the **UK Young Lions Digital** competition.

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## NEWS



AdAge  
Future of Advertising 2030

Bailey Lauerman recently shared that CEO Greg Andersen has been featured in Ad Age with his essay, *Why unity, not division*, about driving brand loyalty in 2030.

It's a timely perspective on where brand-building is headed, exploring how connection, shared values, and a reduced appetite for conflict are shaping the next era of loyalty.

Well worth a read for anyone thinking about how audience relationships are evolving.

[Read The Full Story](#)



Signal Theory is making a clear statement about where it believes agency leadership needs to go next. The behavioral science-driven agency has elevated creative and technology as core leadership priorities with strategic expansion.

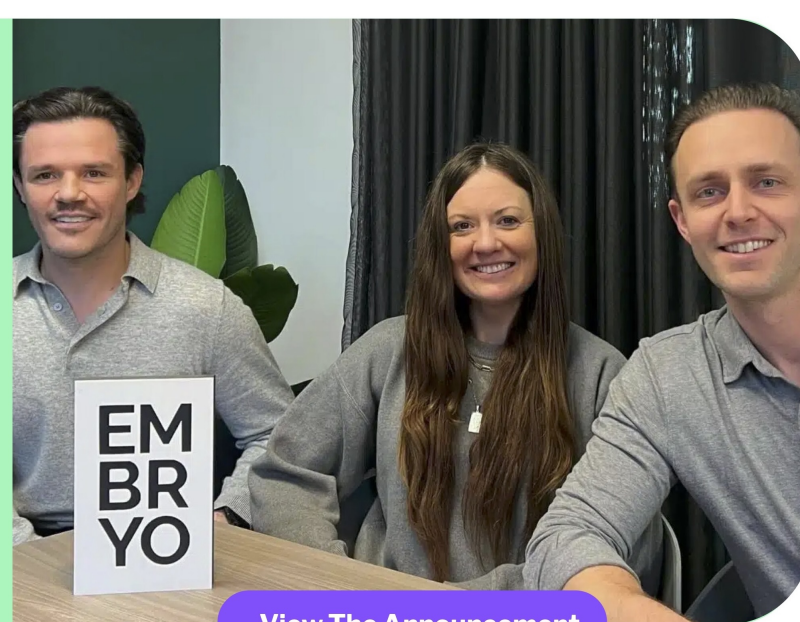
It's a meaningful shift, and one that points to a broader truth across the industry: agencies are being shaped not just by who leads them, but by what disciplines are given a seat at the table.

[Read The Full Update](#)

Embryo's acquisition of Manchester-based agency Serotonin marks another confident step in its growth story.

What makes this move interesting is not just the expansion itself, but what it brings to the table: deeper brand, strategy, and creative capability layered onto Embryo's existing performance and growth offer. With Serotonin founders Clair Heaviside and Dom Carter stepping into Chief Creative Officer and Chief Strategy Officer roles respectively, this is clearly about strengthening leadership as much as capability.

For agencies watching how integrated offerings continue to evolve, this one is worth a closer look.



[View The Announcement](#)

## EVENTS

### APAC Retreat | Bali April 24-26

A few days to reconnect, recalibrate, and trade ideas in one of the world's better boardrooms.

[Register](#)



### Integrated Conference | Pittsburgh May 4-6

A space for integrated thinking, smarter collaboration, and conversations that continue long after the sessions end.

[Learn More](#)



### Next Gen Conference | Lisbon May 27-30

Future leaders, fresh perspectives, and the kind of energy that keeps the network moving forward.

[Register](#)



### AIM B2B

Discover how the B2B buyer journey is changing in AIM B2B's recent webinar. The buyer journey is becoming increasingly agentic, requiring a shift in the way we think about influence, intent, and conversion.

[Get The Insights](#)



## AGENCY SPOTLIGHT

### Connect Marketing | Karachi, Pakistan

With over 25 years of experience in advertising, marketing, and brand strategy, **Abdul Qadir, CEO and founder of Connect Marketing Communication**, leads with a clear focus on credibility, measurement, and purposeful creative thinking.

From expanding into new cities to exploring AI-powered production and storytelling, Connect Marketing continues to push into new territory while staying grounded in strategic clarity and strong client partnerships.

Their perspective on what it means to be an independent agency is particularly sharp: freedom to test new ideas, challenge convention, and move brands forward with confidence.

[View Agency Spotlight](#)



## AMIN AMBASSADOR SPOTLIGHT

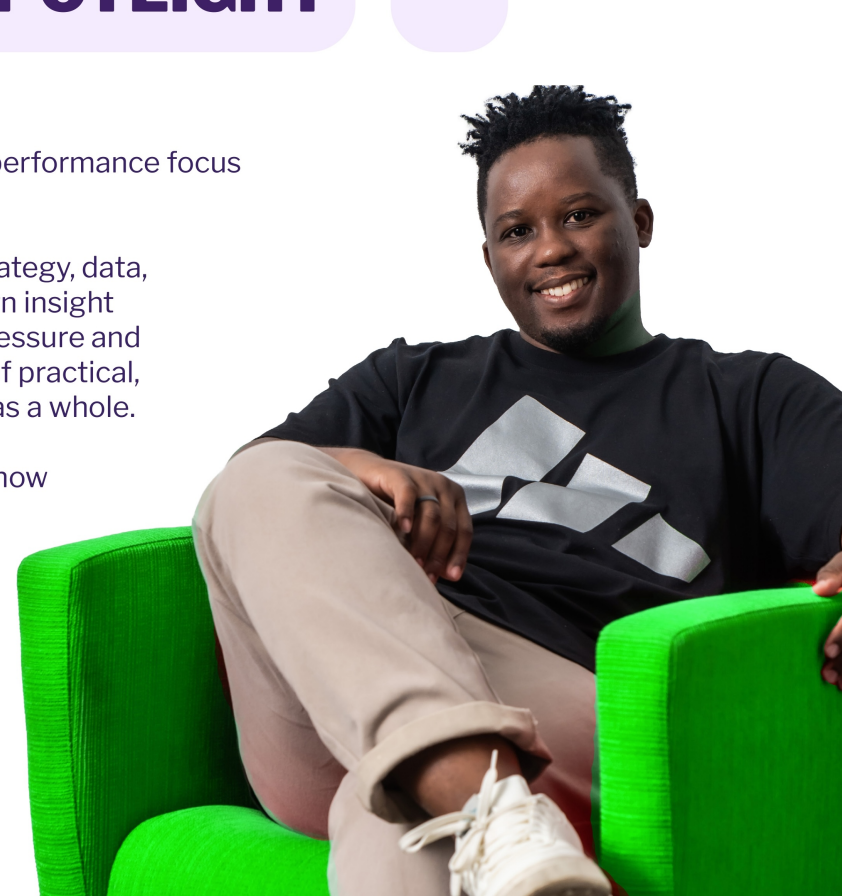
**Monde Mtolo** brings a rare mix of strategic thinking and performance focus to the network.

A Google-certified digital all-rounder, he works across strategy, data, and search, helping clients in South Africa and beyond turn insight into measurable results. Known for staying calm under pressure and consistently thinking ahead, Monde represents the kind of practical, forward-looking expertise that strengthens the network as a whole.

In his recent podcast interview on AI search, he explores how discovery is evolving and what that means for brands navigating a rapidly shifting digital landscape

[Listen To The Podcast](#)

Digital Director - Stratitude  
AMIN Ambassador  
**Monde Mtolo**



Not a punchline. Just how we work.  
The AMIN Team

