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AMIN  
WORLDWIDE

February Newsletter



## February Is The Month Of Love



Across the network, members took a moment to recognise the agencies and individuals who inspire them, collaborate generously, and show up for this network in meaningful ways.

From standout partnerships to inspiring leadership and shared wins, these shout-outs are a powerful reminder that AMIN's real value lives in its members.

And This One's All About AMIN Love.

As an HR professional in this industry, I love that we have our own HR peer group through the AMIN network. We meet monthly online and once a year in person to share ideas, ask questions, and help one another grow.

This group of amazing HR professionals is kind, supportive, and always willing to partner with me—whether I have a question, a challenge, or just need to talk.

- **Nick Knuffman-Brewer** | [Simantel](#)

Big shout-out to **GMA Creative Firm**. Working together on one of our latest campaigns, I really appreciated the team's speed and willingness to help. On top of that, I could always count on Pedro: personally involved and happy to share his perspective whenever it was needed.

- **Wojciech Kocik** | [Neon Shake](#)

I have a shout out to **Giulio and the inTarget team** – involving us in an amazing client opportunity with an awesome brief and kick off meeting. Can't wait to pitch together.

- **Andy Smith** | [StrategiQ](#)

While I have already felt the impact of many AMIN members over the last 3 years, I wanted to give a shoutout to **Robert Heldt at AIM B2B**. I admire the way he runs his agency, and the business he has built. He has also gone out of the way to build some mutual business opportunities, and it has been a pleasure to work with him on the AMIN APAC Board.

- **Mike Golden** | [Brandigo China](#)

[More Love from AMIN Members](#)

## Our Network's Best Work



### UNICEF Thailand X AsiaWorks

In close collaboration with UNICEF Thailand, AsiaWorks helped craft a clear, emotionally resonant message that turns a small daily contribution into a meaningful act of hope.

See how a simple message is helping change lives.

[Read More](#)



### Gatesman Named One of The Best Places to Work in 2026

Congratulations to Gatesman on being recognised as a 2026 Ad Age Best Place to Work. This honour is more than a workplace accolade - it's a reflection of the agency's deep commitment to culture, creativity, and truly people-first leadership.

See what makes Gatesman a great place to work

[Read More](#)

## Global Poster Throwdown



### Winner Announcement

Congratulations, **Jon Leon (Planit)**

Our first annual AMIN Poster Throwdown delivered an incredible display of creativity and community spirit - with more than 30 amazing submissions from around the world. A massive thank you to everyone who submitted; we can't wait to show off even more of your talent.

[Explore the Story Behind the Design](#)

## Meet Your Allies

### Welcome More Alliance

With a strong belief that great work grows from strong relationships, More Alliance combines sharp thinking with a deeply human way of working, proving that independence, kindness, and ambition can go hand in hand.

See how this modular agency brings together PR, strategy, content, performance, events, film, and more.



[Discover More Alliance](#)

## The Amin Ambassador Program

"When I began my two years as the Global Board President (which ended last year), my ambition was to make AMIN more relevant to more people in more member agencies. With 60 members spread across almost every possible time-zone, building deeper links across our network felt like a massive challenge.

The AMIN Worldwide Ambassador program is the perfect answer. I couldn't have imagined a more elegant outcome in providing a connection point between our members' most talented emerging leaders and their peers.

To everyone involved in its creation, thank you for your vision, persistence and openness. We salute your commitment and look forward to seeing you emerge as the future leaders of the best agency network on the planet."

- **Phil Huzzard at DPR & Co**

APAC ambassador

**Enya Reyes from M2 Communications**

Managing Partner and Business Development Consultant



## Save the Date



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