



Big things are brewing at AMIN Worldwide!

AMIN Worldwide is buzzing with energy as our global network comes together. At the Data Distillery Conference, Simantel welcomed 50 marketing professionals from 21 AMIN agencies to Peoria. Conversations focused on the evolving role of data in marketing, highlighting the power of storytelling, blending diverse data sources, and embracing AI while keeping the human touch.

Meanwhile, in Helsinki, the EMEA Conference hosted by Avidly inspired leaders with 8 essential steps for agency growth. Attendees left with strategies to fuel success and the kind of lightbulb moments that only come from sharing ideas with the best in the business. It was the numerous reactions from its attendees that give us a real impression of its impact:

"AMIN just opens the door to a higher level of thinking that we can bring back to our clients."

"My thoughts and ideas were coming so fast that I was completely engrossed."

"When you have the top independent agencies in the network all in one place being transparent with one another, good things are always going to be shared."

Stay tuned in January for a network survey– your feedback matters!

* Case Studies



Avidly & Mums: Twisting the Recipe for Success

Partnering with Mums to brand and launch a new spoonable raw porridge, Avidly created a nationwide sensation on live TV.

[Read more](#)



iO & Avans University: Capturing Gen Z's Attention

iO cracked the code for Avans University to capture Gen Z with a creative, data-driven campaign that resonated with secondary school students and their parents.

[Read more](#)



White64 & [solidcore]: Unleashing Greatness Nationwide

Building on the success of last year's Greatness Within challenge, White64 and [solidcore] returned with an inspiring campaign encouraging members to unleash their greatness with a \$15,000 grand prize.

[Watch here](#)

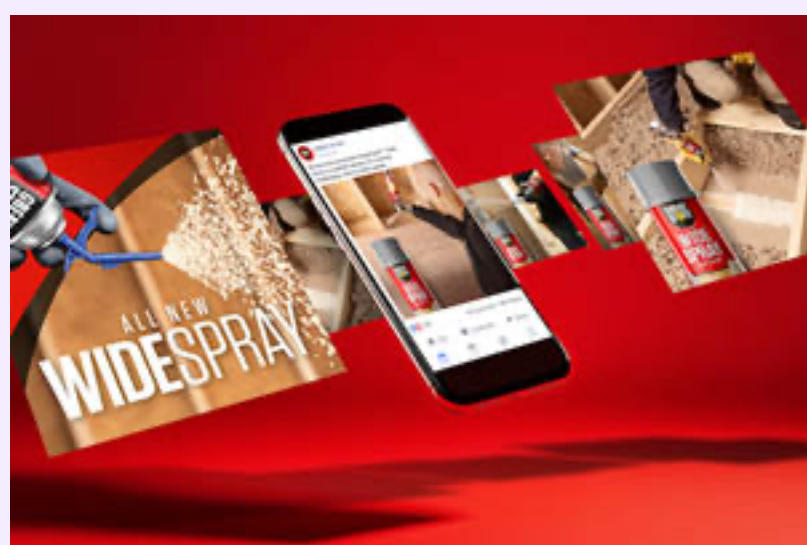


Doe-Anderson & EvoShield: Elevating Protection with Swagger

To reverse declining sales of EvoShield's Rib Shirt, Doe-Anderson partnered with NCAA football stars Dillon Gabriel and Jalil Farooq to highlight its value. By connecting the Rib Shirt to "real swagger".

[Read more](#)

* News



Planit appointed to elevate brands for DuPont

DuPont appointed Planit to amplify the company's portfolio of Shelter businesses, including Tyvek®, Great Stuff™, Froth-Pak™, and Corian®.

[Read more](#)



Optimize your website for the China market with Brandigo

Expanding into China requires tailoring your digital presence to the local market. From ensuring accessibility and optimizing for Baidu, to adapting design preferences and integrating WeChat, Brandigo assists with crucial steps to be successful in the market.

[Read more](#)



Doe-Anderson brings multicultural marketing into the classroom

Discover how Doe-Anderson's partnership with the University of Louisville is shaping the next generation of marketers. With the launch of the Multicultural Marketing program, students are gaining vital cultural insights to navigate a diverse marketplace.

[Read more](#)



Submit your case studies for AMIN Indie Network of the Year

AMIN is calling for submissions of at least three collaborative case studies from the past year to support our Indie Network of the Year submission. This is your opportunity to showcase the impactful work we've achieved together as part of the AMIN community.

[Submit now](#)

→ Meet your allies



Sylvain Gaeng COO - BG GO Creative Strategy

"Excellent professionals, magnificent human beings, extraordinary friends, all to give the very best in communication to our customers all over the world. WE ARE AMIN WORLDWIDE!"

Get in touch:
sgaeng@bgcom.ch



Matt Low Chief Creative Officer - Crowley Webb

"I find tremendous comfort knowing I can come together and chat with creatives experiencing the same challenges and opportunities I am as a leader of an independent agency. And the ability to tap resources in other markets – or industries our agency is trying to break into – is the flaming, skull-shaped, chocolate-covered cherry on top."

Get in touch:
matt.low@crowleywebb.com



Agency spotlight: CVR

With over 100 years of experience, CVR continues to lead with innovation and creativity. In 2024, the agency expanded its capabilities in 3D animation and AI-driven strategies while securing a global Pharma client, showcasing their ability to build brands that matter.

[See Their Impact](#)

Our communities



↑ Upcoming events



Save the date: HR/Finance/Ops Workshop in Palm Springs

Get ready for the HR/Finance/Ops Workshop in Palm Springs. The conference site is now live and can be accessed via aminevents.org with the code PS: **Palms25**. Mark your calendars for February 18-21, 2025, and join us in Palm Springs, California, for an insightful and engaging event. Don't miss out!



Mark your calendars: Integrated Conference 2025 in Montreal

Join us for the Integrated Conference, happening May 12-15, 2025, in the vibrant city of Montreal, Canada! This event promises to bring together thought leaders, experts, and industry professionals for dynamic discussions and networking opportunities.

Need accommodation? [Book here](#)



Save the date: AMIN Worldwide Global Conference 2025 in London

Join us for the AMIN Worldwide Global Conference, happening June 22-25, 2025, in London, UK. This premier event brings the network together for collaboration, networking, and insight-sharing on a global scale. Be part of this transformative experience. Stay tuned for more details.

Need accommodation? [Secure your booking](#)



Top digital trends with Jeremy Kagan

Catch Jeremy Kagan's exclusive AMIN webinar, where he dives into the latest trends shaping the future of digital marketing. From harnessing Marketing AI to navigating the rise of Retail Media, and tapping into Creator & Influencer marketing, learn how these trends are revolutionizing brand engagement and driving growth.

[Watch now](#) & [Read more](#).



Share our news

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Want to get featured?

Got a great campaign or exciting updates? We'd love to showcase your agency! [Click here](#) to share the details, and we'll highlight your achievements in our next newsletter.



Join the AMIN Online Community

Connect with the OC to collaborate, network, and share insights. [Click here to join](#) and be part of our growing community.



Become an AMIN Ambassador

Know someone in your agency perfect for a Communications or Biz Dev Ambassador role? Join the OC communities for Communications, Global Biz Dev, and EMEA Biz Dev Ambassadors. [Click here for more info](#).

* Spotlight your agency

Be featured in AMIN's new monthly spotlight on [AMINWorldwide.com](https://aminworldwide.com). Showcase your agency by submitting your details. [Click here to get started](#).

AMIN Collaborations

Partnering with another AMIN member agency? We want to hear about it! Share your story by filling out the Simple Collaborations doc [here](#).

Looking for AMIN Worldwide branding templates?

We've got the resources you need! Access the AMIN Worldwide branding templates here: [Branding Templates](#).

