

NEWS

# Kojo wins creative content account for Cricket Australia's Big Bash Leagues

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by **ZOE WILKINSON**

Creative services agency Kojo has won the creative content account for both Cricket Australia's men's and women's Big Bash Leagues.

Kojo Sport will be responsible for creating game day experiences at Adelaide Oval and Optus Stadium in Perth, and creative assets to be displayed across all Big Bash League venues.

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*Kojo's work for the Big Bash League 2018/19 season*

The two-year deal continues Kojo's work with the Big Bash League, after completing 250 creative assets during the 2018/19 season.

Chantella Perera, head of sport at Kojo, said in a statement: "We are thrilled to be selected by Cricket Australia as their creative stadium content partner and look forward to continuing our work delivering imaginative, action-packed content for fans.

"Our focus is to deliver immersive and connected fan engagement experiences, drawing on our deep understanding of what really matters to fans attending live sport. We are uniquely positioned to be able to merge strategy, creativity and world-class technology to create those memorable moments fans are looking to experience.

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### Zoe Wilkinson

Zoe Wilkinson is a reporter at Mumbrella. Zoe graduated from UNSW where she completed a dual Bachelor of Commerce and Bachelor of Media, majoring in marketing and public relations. She has interned at Ten, News Xtend and Seven.

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