

ISSUE 7

AUGUST

2026

WELCOME LEALIA +
MIXOLOGY RECAP +
COFFEE WIP + RISING
STAR AWARD

FIRST
FIVE
RUNS

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Kia ora

Hello!

If you're looking for good news, here's some:

There are only around 13 more Mondays until we hit summer.

It's lambing season 🐑 (not that it matters much for advertising folk).

You've received this newsletter.

This update's a short one, but a good one so go ahead and give yourself a fiver to read the FFR newsletter.

Opportunities

Our search for FFR Ambassadors

If you're into what we do, and see yourself as a bit of a shepherd when it comes to rounding up the crew, why not sign up to become a FFR Ambassador? It's a great way to signal your leadership potential to your managers, and it gives you one of the funnest volunteer responsibilities possible (i.e. encouraging your work mates to have fun). Interested?

[Click here to sign up.](#)

Sign up to be an ambassador



The First Five Rungs newsletter survey

We want to be the universe's most unmissable newsletter. Let us know what you're loving and hating here and we'll do our best to work through your review.

Have your say!

The LUMO x FFR Rising Star Award

Just a quick update from us: A massive round of applause is owed to those who entered and wrote recommendations for our Wellington round of potential winners. We'll be crowning our first ever Wellington winner soon, followed by an announcement for our JAFA First Five Rungs community. Keep an eye out for both on our socials @firstfiverungsnz 🐾

Welcome



The Quick Fire Five with Lealia Devereux

Say hello to our new secretary, Lealia! She's a Junior Planner Buyer at MBM who's recently joined us to help with all things admin, events, and community building.

ONE

If you could go back, what piece of wisdom would you give your past self?

A: I was your typical wide-eyed graduate entering the workforce with zero clues—but honestly, I wouldn't trade that experience. Navigating those initial days without any rigid benchmarks was actually quite refreshing. If I had to offer a reminder, it would be that "change is the only constant"—a sentiment that perfectly captures the daily grind of my current position!

TWO

What's the highlight of your day-to-day?

A: It's all about the people. I've forged some incredible friendships and built a network that I truly value. Being part of this community is easily the best perk of the industry.

THREE

How would you describe your job to a tiny human?

A: "You see that poster? I didn't draw it, but I'm the one who made sure it ended up right there!"

FOUR

Why join the First Five Rungs committee?

A: I've always loved the vibe of FFR events and having a support system that exists outside the four walls of the office. It's so vital to have a place to turn to while figuring out the highs and lows of your first five years. I wanted to keep that energy going for the new cohort and help everyone stay connected.

FIVE

Is there a campaign you're particularly jealous of?

A: Choosing just one is impossible since there's so much greatness out there! However, I have a soft spot for the 'You're Cooked' work for Fire and Emergency New Zealand by MBM and Motion Sickness (total fan girl moment here).

I first caught wind of it during my final uni semester, and it really resonated as I started my media career. Seeing a project break through traditional boundaries to ensure the message actually landed with the right crowd was incredibly inspiring.



Mixxology Maxxing Recap



We had an amazing turnout for our first ever Mixxology Night! Thank you all for coming and making it a night to remember (or not).

Things got a little shaken, stirred and hectic at our Mixxology Maxxing session. Teams were challenged to recreate a mystery cocktail using nothing but a picture for reference, before pitching their creation to the room.

Judging the cocktail chaos was Actual Bartender™ Chris from Tinted Rose, Tania, Head of Marketing at LUMO, and Harriette, Group Business Director from TBWA, who had the difficult job of deciding who nailed it.

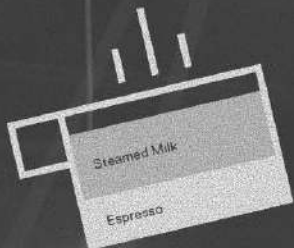


Team MBM took home Most Accurate (and potentially tastiest, don't @ me), Team Saatchi & Saatchi won Best Pitch, and Team TBWA took out Most Creative.

Don't be afraid to reach out and let us know if we should do this again!



The Quarterly WIP



The Next Quarterly WIP

We're hosting our third coffee morning at Allpress Coffee this Thursday, September 3rd. We hope to see as many of you morning folk as possible! More details to follow xoxo.

What we're loving

Here's what the FFR crew have been a bit kinda maybe obsessed with lately:



CRYSTAL LOVES

Jing Daily

Because I'm not good with things like having fun and a work/life balance, I've taken to convention spotting (and brainstorming convention breaking) - i.e. subscribing to a million Substacks and pretending it's my Sunday newspaper. Jing Daily isn't one of these Substacks, but it does provide a fascinating look into Chinese pop culture.

[Check it out](#)