

MEDIA RELEASE  
12 August 2020

### Genea appoints CHE Proximity as lead creative and media agency

Genea Fertility, one of Australia's leading providers of assisted conception treatment including IVF and egg freezing has appointed CHE Proximity as their lead creative and media agency. The account was awarded after a competitive pitch and includes brand communications through to media planning and buying services.

With more than 30 years of experience in the field, Genea has been at the forefront of many of the significant developments in the fertility sector. Most recently, the Geri incubation system, which has resulted in a 24.3% increase in the number of pregnancies when introduced into the Genea laboratory\*. Geri also facilitates Grow by Genea™, an Australian first app allowing patients 24/7 access to photos and videos of their embryos during the six days they spend growing in a Geri incubator in the embryology lab.

Head of Brand and Marketing, Nicole Papoutsis said, "Innovation is core to what we do at Genea, just as we are at the forefront of IVF technologies, the marketing team truly leads the category in our innovative approach to communicating. I'm thrilled to take our next leap forward with the CHE Proximity team.

Nicole added, "an in-depth research program earlier in the year was the catalyst for us to answer the call and respond to what those seeking fertility treatment are looking for. CHE Proximity proved to be the perfect partner to help make that happen."

Renee Hyde, Managing Partner at CHE Proximity said, "Our team is excited to partner with Genea, with a unique opportunity to highlight their work as a first-class IVF provider and make a real difference."

Richard Shaw and Jeremy Hogg, Creative Directors at CHE Proximity added, "From our first conversation with the team at Genea, we were really excited about the ambition for their brand and desire for work that breaks from the category norm. The trust they've placed in the agency to tell their story is exciting and we can't wait to tell their story."

For more information on Genea, please visit: [genea.com.au](http://genea.com.au)

For more information on CHE Proximity, please visit: [cheproximity.com.au](http://cheproximity.com.au)

-ends-

#### For media enquiries please contact:

Judy Crema, CHE Proximity  
[judy.crema@cheproximity.com.au](mailto:judy.crema@cheproximity.com.au)  
+61 405 382 085

*\*Foetal heart pregnancies. Study performed in Genea's Canberra laboratory, 2015-2018.*

#### About Genea

Genea is one of Australia's leading providers for infertility, IVF and other assisted conception treatment with 33 years of experience in the field. The company has long been a fertility pioneer, with research and technologies developed in-house virtually doubling IVF success rates in the mid-nineties and continuing to improve outcomes today. In July 2018, Genea was the highest ranked healthcare provider named on Australian Financial Review's Top 100 Most Innovative Companies List, ranked number 18.