We search to find the **something** your audience cares about.

This means research comes first, not last.

We obsess about our audience and their mindset,

and embrace data to inform strategy.

Only then do we write the brief.

INTERESTING

We think to find the **interesting** your audience will engage with.

This means an idea powerful enough to drive **everything** we do.

Delivered through the right device, at the right time. Ideas that drive culture and use technology to make them stronger.

The
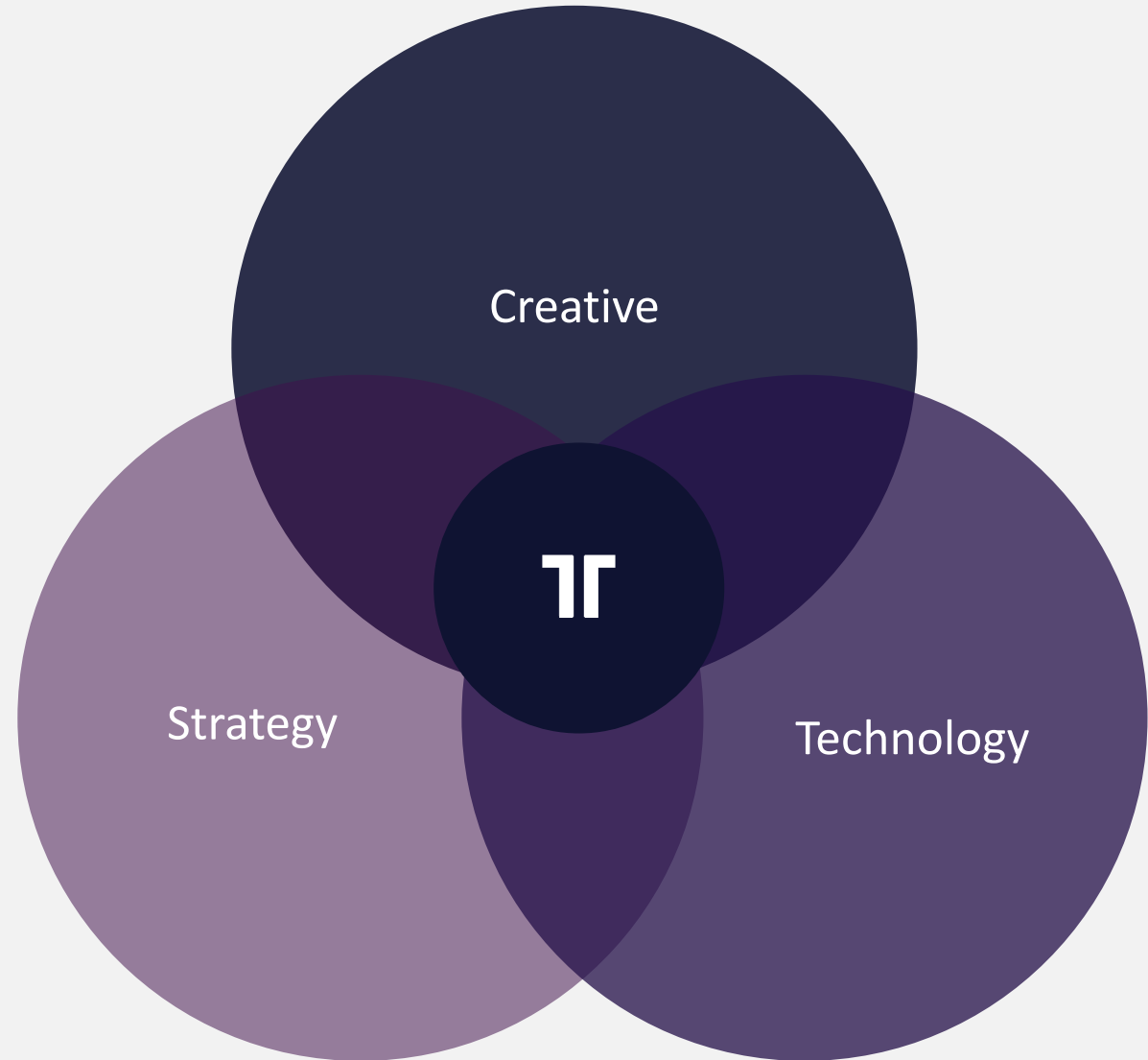# Approach

Strategic Approach

Marketing

We are passionate about data, engineering user experience, driving traffic, engaging audiences and generating leads.

Design

With only seconds to impress, creativity and engagement are key to get noticed and remembered.

Technology

We have the knowledge and experience to implement the most custom solutions. We consult, develop, train and support on most platforms.

Creative

Strategy

Technology

Methodology

Our proven process to deliver an impactful presence online. **Starting by understanding the destination we work backwards to define the steps to get there.** Understanding the goals, mapping out the experience, designing with the end user in mind. We deliver powerful websites that transform businesses.

01
DISCOVERY

Analyse & research

Analysis of the project requirements, collaborative workshop, brainstorming, sitemap...

02
PROTOTYPING

User Experience & Customer Journey

Wireframe of the main layouts, personas identification and user journey mapping.

03
UI DESIGN

User Centric Design

Brand research, design of the main layouts, UI Guide.

04
DEVELOPMENT

Front End & Back-End Development

Website features development and design integration into CMS.

05
TESTING

Tests & Debugging

Browser testing, device testing, fixing issues

▼

CLIENT HANDOVER

CMS Training and project handover to client for content population

Deliverables

01
USER INTERFACE

- Internal Workshop
- Personas Definition

02
PROTOTYPING

- Sitemap
- User Journey
- Functional Wireframes

03
UI DESIGN

- User Interface Design
- Functional Design
- User Interface Guide

04
DEVELOPMENT

- Beta Version

05
TESTING

- Final Version
- Training to Populate Content

Every job starts with **research**.

We collect a lot of data, leverage from powerful analytics and use tracking

tools to understand trends and behaviours.

We figure out how and why something performed the way it did and we use

data to engineer creative strategies.

STRATEGY & PLANNING

Engineering **creative** and tailored **strategies** to reach your **marketing** objectives.

We're convinced that strategy should always come first and

that's how we create successful campaigns. We focus on understanding your audience,

market and objectives and never open tools until we are sure to be on the right track.

CREATIVE & DESIGN

Bring strategy to life with customer centric and data driven design.

From branding, to web and mobile application design, everything in our creative process is executed with insight, purpose and love.

TECHNOLOGY & DEVELOPMENT

We use forward thinking **technology** to make the impossible, possible.

Forward obsessed!

We have zero boundaries.

Even though our development team love coding, animating and pushing its limits with the latest innovation, we don't use technology for the sake of it. We only leverage from technology to bring ideas to life, create more impact and reach your goals.

DIGITAL MARKETING & ADVERTISING

—

Even the most incredible work means **nothing, if not** seen by the **right audience**.

We are obsessed about delivering targeted messages,

at the right time, to the right audience and on the right device.

We are dreamers, thinkers but above all makers. We know what your

customers want before they do and we connect you with them even before

they realise it

Profile

About Us

Established over 10 years ago as a well-rounded full

service agency with a broad depth of knowledge and

experience across digital. Understanding our client

challenges and creating tailored solutions for them is

our focus. We're passionate about helping our clients

achieve their goals.

We provide creative digital strategies

for ambitious clients seeking significant growth

through marketing and advertising. Our projects are

well thought out using

data and strategy to drive user experience.

We form strong and long lasting relationships with our

clients, working

as their outsourced marketing, creative

and technical team.

Our Purpose

Understanding problems

is why we exist.

Engineering creative solutions,

is what we live for.

Key People

BRETT STOCKLEY
CEO

CEO & founder with a strong involvement in digital & technical execution. Involved in hundreds of projects across a wide range of leading brands, corporates and retailers. Passionate about the application of data metrics to build brands. Regular speaker at Adobe Max Conferences.

DEJAN RASIC
Executive Creative Director

20+ years experience at agencies in Australia, Singapore & London. Multiple awards at Cannes, One Show, D&AD and other festivals. Prior to ECD, ranked #1 Aust/Asia creative by campaign brief Mag.

ELIANA MENDES
Creative Art Director

Over 15+ years working for some of the largest design & advertising agencies in the world. A digital creative with a passion for crafting rich digital interfaces & products for innovative brands. A strong conceptual thinker that values execution of the highest standards.

MAXENCE ATZORI
Head of Digital Strategy

6+ years experience for various agencies & clients from Australia, Canada & France. Passionate about combining and creating innovative ROI based digital strategies through creative design.

Capabilities

BRAND

RESEARCH & STRATEGY

WEBSITE

CONTENT & SOCIAL

DESIGN & USER EXPERIENCE

DIGITAL MARKETING

COMMUNICATION STRATEGY

DATA ANALYSIS

Technical Expertise

Kentico **Gold Partner**

Kentico Site of the Year **Winner 2018**

eway® **Partner**

WORDPRESS

Accredited Professional | Bing ads

shopify partner

Bc Adobe® Business Catalyst

Google Partner

Case Study Videos

Website
View Study ▶

Marketing
View Study ▶

Custom Development
View Study ▶

Mobile Website
View Study ▶

Mobile App
View Study ▶

Website
View Study ▶

Client experience

IGA

Cabcharge

Australian Government
Australian Digital Health Agency

STAGING CONNECTIONS GROUP

Adobe®

smartline personal mortgage advisers

Sunshine Coast COUNCIL

ANYTIME FITNESS

JLL®

NSW GOVERNMENT | TAFE NSW

Colliers INTERNATIONAL

Thank You

PRETTY

GET IN TOUCH

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