

# August

Creative Agency. Digital View.



August is an independent creative agency with a digital view. At August, marketing, strategy and online technologies collide, but ideas always reign supreme.

We use new media and online technologies intelligently to engage people, create communities, start conversations, sell stuff and even simplify complex business processes, but they are merely tools of our trade. It's the idea, not the technology that can move people to laughter or tears, and importantly help differentiate Brand X from Brand Y.

August's approach to digital is that it's not just a footnote or afterthought on a business or marketing plan. It requires a strategic perspective and long-term planning (by professionals that understand the space) to enhance the potential of brands and businesses, now and into the future.

What started in 2005, with three bold and digitally-minded individuals; Daniel Banik, Zoe Warne and Matt Agar, has bloomed into a fast-growing team of multidisciplinary professionals; spanning marketing, design, development, communications and SEO.

## Services

### Online Marketing & Brand Strategy

- › Brand strategy
- › Community grassroots and word-of-mouth marketing
- › Product publicity and launches
- › Cross marketing, promotions and online event management tools

### Online Technologies & Email Marketing

- › Custom website design and development
- › Search engine marketing
- › Email and SMS marketing
- › Game development
- › Animation (2D and 3D)
- › Competitions management
- › Web usability and research
- › CRM application development
- › Web hosting and domain name management

### Key Clients

- › Fosters Group
- › Origin Energy
- › Snowgum
- › Yarra Valley Water
- › La Trobe University
- › Dept. of Sustainability and Environment

## Media Contact & Further Information

celia.karl@august.com.au

t 03 9445 0325

m 0429 789 841