

SNOWGUM LEAVES DIGITAL TO AUGUST

Emerging Melbourne-based digital agency, August has been awarded the digital account for leading outdoor and adventure retailer, Snowgum.

Snowgum has appointed August to redesign and redevelop the new Snowgum website. The new site, which will include a full-service online store, will be powered by August's website management system, Minotaur. The project will see many new feature implementations to the website, including a strong focus on developing a community around their loyalty program, Snowgum Club.

"More and more businesses are seeking to work with agencies to help them to manage relationships with their customers, particularly via the web. We are finding there are increasing opportunities for companies like August that enable their clients to respond quickly to shifting market trends, whilst maintaining high-levels of customer service," says August's Director of Marketing Services, Daniel Banik.

Andrew Coutts, Snowgum Marketing Director says that August was chosen for their digital expertise at both the strategic and tactical level. "We were impressed by the depth of August's digital expertise, and their track record in online retail strategy and implementation", explains Coutts.

"We look forward to developing a strong relationship between August and Snowgum, and sharing success for months and years to come", says Coutts.

August has already got off to a strong start with winning of business from Sustainability Victoria in February. The signing of Sustainability Victoria follows the announcement by the Victorian Government to review their stringent accreditation process for advertising, which will enable smaller and emerging agencies to pitch for its business, which were previously disadvantaged and excluded by the process. Under the new system organisations with the most appropriate skills will have a better chance of winning the business, rather than just the older established companies.

"I think the landscape is definitely changing and the opportunities available to smaller businesses like August are definitely improving," explains Banik.

About August

August is an upcoming Melbourne-based creative agency, with a digital view. So what does that mean? It's about intelligently applying new and emerging online technologies to enhance the way our clients do business. However August cannot be defined by technology alone.

August is first and foremost about ideas and bringing them to life, whether it's creating a large scale, shopping-enabled website or developing a targeted, online product launch.

At the heart of August is a prevailing attitude that can only be described as 'August'. It's about being open and approachable to clients and responding to their needs in a creative, yet pragmatic and business-minded way. And as our infinity symbol suggests, August is perpetually evolving and seeking out new and better ways to help our clients achieve their goals.



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High resolution logos and imagery available on request.