

## **'SMALL FISH' FINALIST IN YOUNG LIONS (CYBER) COMPETITION**

Zoë Warne and Matt Agar, from emerging Melbourne-based digital agency, August, were yesterday announced as one of six Australian finalists in the Cannes Young Lions Competition in the 'cyber' category.

As first-time entrants the team is delighted with the news. In a field heavily dominated by larger agencies, August is feeling like 'David against Goliath', as the only smaller agency to be represented in the category.

There were over 220 entrants in both the print and cyber competitions, which involved the creation of a campaign for Surf Life Saving Australia, designed to persuade Australians to swim between the flags.

The successful entrants (to be announced in Sydney on Wednesday, May 14) will represent Australia at the prestigious Cannes Lions International Advertising Festival. All airfares, accommodation and registration will be paid for by News Limited.

"We are just over the moon about this", says Zoë, Young Lions finalist and co-director of August. "As a smaller agency, there often just isn't the time to commit to these 'non-billable' activities, but I think that it is important to keep pushing yourself creatively, beyond client-based projects."

Zoë entered the competition with fellow team member Matt Agar, who contributed the technical prowess. "As a digital agency, people often think about our offering as being restricted to technical; however I think that this shows that August is first and foremost about ideas and creative. Technology is just one tool we use to get across a message", explains Matt.

"It should also be noted we were supported by our small, and highly talented team, who pitched in to help manage our workload, leaving us free to work on our submission, which was largely after-hours. In a smaller agency, it's very 'hands-on', so if we did not have our great team to fall back on, then we would not have entered, so we are enormously thankful for their support", adds Zoë.



### **MEDIA CONTACT & FURTHER INFORMATION**

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High resolution logos and imagery available on request.

**About August**

August is a Melbourne-based digital agency, where creativity and technology are used intelligently to generate business innovation and success. However, as much as we dig technology, 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, ecommerce-enabled website or developing a targeted, online product launch to integrate with an existing offline campaign, we've got the strategy, tactics and nous to make it work.

August was formed by three switched-on, future-focussed individuals; Daniel Banik, Zoë Warne and Matthew Agar. Zoë and Daniel contributing their business consulting experience and Matthew bringing the technical wizardry required. Together they dared to carve out their niche agency from the ashes of an industry still recovering from the dot-com crash.

August remains proudly independent, in a landscape that is increasingly populated and homogenised by mergers and acquisitions. We have created a vibrant team of young guns and whiz kids, and the right culture for retaining them – no revolving doors or corporate restructures here! Not surprisingly, we are well placed to ensure our growing stable of clients are 'loved and cared for', so they are here for the long-haul. August's growing list includes Fosters Group, Sustainability Victoria and Dairy Australia.

In addition we work in collaboration with traditional advertising agencies and PR firms, providing digital enterprise and strategy.

And as for innovation, if it doesn't exist, we build it. Not quite right? We improve it. In just over three years, August has created a suite of awesome web-based applications representing 'best of breed' technology; including Minotaur, August's 'kick-ass' CMS that today powers large, ecommerce-enabled websites like Snowgum and Bad Backs.