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MEDIA RELEASE

ONE BRAND MERGES WITH TITAN DIGITAL TO DELIVER ALL NEW PRODUCT

'Titan Brand': a marriage of brand and digital for the SME sector

Perth-based brand agency, One Brand, has merged with Titan Digital, WA's largest digital agency, to facilitate development and launch of SME-specific, branding product 'Titan Brand'.

An industry first, the three-tiered product is accessibly priced under \$10,000 and will be delivered as a complementary product to Titan's existing web and digital offering.

Under the direction of Titan Digital Director, Ian Thubron, Titan Brand will be delivered by former Managing Director of One Brand, Martin Purcell, as newly appointed Director of Titan Brand.

Mr Thubron said, "Titan Brand has been developed in response to a documented need in the small to medium sector for price accessible brand services that work in combination with digital product. This merger arrangement allows Titan Digital to most effectively meet this need.

"There is no comparable product on the Australian market that provides scalable, high-quality branding services, specific to the SME market and at an affordable price point.

"Until now digital and branding, as two discrete disciplines, haven't found a space in the market to warrant the absorption of brand into a digital agency. Traditionally, digital is absorbed into brand, marketing, or advertising. We are pleased to have an opportunity to challenge the status quo with this product.

"Martin's industry-leading expertise in marketing strategy and brand development has been crucial to making our vision a reality and will continue to be essential to the success of this new product," said Mr Thubron.

Titan Digital Managing Director, Wayne Hughes said Titan Brand is yet another decisive step for the fast growing agency, with the new product an organic extension of the agency's current, highly successful, web and digital offering for small to medium enterprise.

"Martin comes to us with over two decades of experience in brand and marketing, and with specific knowledge of the small to medium sector.

"His appointment elevates Titan's service offering to a whole new level and is central to our delivery of a genuinely holistic, integrated digital investment for our clients," said Mr Hughes.

Mr Purcell said, "The inclusion of brand not only adds to Titan's array of service offerings, but provides the solid foundation from which all marketing communications can evolve.

"Titan Brand is moving the goal posts. Brand in combination with Titan's existing digital and web services, means SMEs can now afford integrated and complete digital services, something that has not been seen in this market before.

"I am thrilled to have the opportunity to work with Titan to bring something so innovative and inherently empowering to WA's small to medium business sector," he said.

'Titan Brand' includes entry level 'Titan Brand Identity', at under \$6,000, which includes development of a graphic element and introduction of a complete, comprehensive and consistent look and feel between all the elements of brand – from website to sales, marketing and training collateral.

'Titan BrandPack' introduces core brand strategy to support identity and creative application for \$9,875.

The third product, 'Titan Edge', is a subscription-based, on-demand marketing service designed to support ongoing servicing of brand.

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About Titan Digital:

Titan Digital is a digital marketing agency established in 2005 by Wayne Hughes.

The company's rapid growth has been based on providing mainly small to medium enterprises with one-stop online marketing campaigns based on custom-built websites as well as SEO, PPC/AdWords, social media and email marketing.

Titan Digital services more than 1,200 clients and employs 140 staff in Perth, South Africa, India and Philippines. Turnover in FY14/15 increased by 40 per cent to exceed \$10million.

About Martin Purcell

With a professional career in marketing spanning 20 years, Martin Purcell is an industry-leading marketing strategist and has extensive experience delivering world-class brand and media solutions.

Martin is a true marketing strategist with the ability to engineer powerful brands for a broad section of clients, from start-up projects to businesses in transformation.

In 2003 he founded the Perth-based, Elixir Marketing Group, successfully cultivating it to become one of Australia's leading marketing consultancies.

In 2010, he sold Elixir Marketing Group to establish the 8 Strategic Group of Companies with offices in Australia and Singapore.

Martin has coordinated marketing and communications projects for the likes of Rio Tinto, RAC Insurance, Minara Resources, Western Australian College of Teachers, Mineral Resources Limited, Vale, FMG, Galwey Pearls, GRD Minproc, Kaefer, Australian Marketing Institute, Worldwide Print and Bluescope Steel.

An accomplished presenter and speaker, and strong believer in the power of collaboration, Martin is a regular presenter of marketing workshops within his industry.

He has been Vice President of the Australian Marketing Institute (AMI) and served on its council for seven years.

Martin also experienced high levels of success in professional level sport, representing powerhouse New Zealand Super 15 provincial team, Waikato Chiefs in rugby, and play first grade cricket. He also enjoyed a six-year stint as a successful stage dancer in Sydney, before embarking upon a professional career in marketing.

