

Giving brands a digital edge.



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Demand for a new agency model leads to the birth of Nucleus Digital Strategy.

Focusing purely on digital marketing strategy, Nucleus Digital Strategy will reshape the agency model when it formally launches in Melbourne on Friday November 13, by providing nothing more than candid strategic advice.

“The current model is broken, that’s why we’re doing it differently” says Managing Director Anthony Baker, who’s already commenced consulting with several Australian brands. **“Most agencies are heavily invested in execution, so it’s easy to understand their tendency for providing non-impartial advice. Smart marketers are demanding something different. Here, we don’t do execution, it’s all about the strategy and delivering unbiased counsel that drives growth and profit for our clients’ brands”.**

“What’s also been positive, is the early interest by agencies in our model”, he says. **“Agencies recognise the value we bring to their clients.** They bring in a specialist like us, who make them look good – **we increase their bottom line.** Let’s face it they’re best-placed for the execution, and the job in hand.” A number of agencies have already signed to work with Nucleus Digital Strategy.

Baker, who’s worked with brands like Target, Coles and Hills and is the former GM of digital agency Immersive will work alongside Chris Fiteni, who partnered previously to conceive the digital strategy for Telstra’s highly successful Nowwearetalking initiative.

Former Clemenger digital strategist Fiteni says, **“We’ve got a core team who have real commercial experience – there’s no social media grandstanding around here.** We consider the big picture, we understand customer behaviour, digital trends and know how to exploit the channel to realise marketing objectives”. Fiteni, having achieved success with Mazda, RMIT University and Stella is keen to **“Demystify digital marketing strategy and help marketers achieve real results”**, he says.

November 13 also sees Nucleus Digital Strategy open its Melbourne offices on Queen Street and launch its new website. Baker says, “We’re only just getting started. A series of invite-only industry events have been organised and we’re currently interviewing Marketers across Australia as part of our Digital Strategy Report 2010 which is to be released early next year”.

Nucleus Digital Strategy core service offering includes; Consumer Insights, Strategic Planning, Analytics and Trends & Futuring. “You won’t find any designers or developers around here”, Fiteni confirms.

Further information is available from www.nucleusdigitalstrategy.com, or contact:

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