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Barb de Corti
Founder and CEO
Enjo Australia

Photo: Attila Csaszar



Data analysis gives digital media a measurable edge



Digital media's ubiquitous offerings are increasingly changing the business of advertising and branding.

5-PAGE FEATURE

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THE growth of digital media and its impact on Western Australia's advertising and branding industry is beyond doubt, with new data showing it accounts for one quarter of business amid the top agencies.

Business News' annual investigation of the branding landscape has revealed an increasing number of brands are recognising digital channels offer a cheaper and more comprehensive alternative to traditional media platforms, such as television, print and radio.

PwC confirmed the global nature of this trend in its Global Media Outlook Report for 2014-2018, which revealed the majority of big brands had moved up to 30 per cent of their marketing budgets away from traditional media.

The shift is evident in the local market as well; WA's largest advertising agency, The Brand Agency, says nearly half of its work is now

across digital channels, much of that focused on social media.

The agency's head of strategic planning, Alison Ray, told *Business News* that all of the company's clients were considering how to incorporate digital into their branding and advertising strategies, if they hadn't already done so.

That's a far cry from five years ago when only the biggest brands were working out how to best utilise a corporate Facebook or Twitter account.

According to BNIQ data, digital now accounts for one quarter of all work undertaken by the top echelon of WA's ad agencies, while television and print revenue is only slightly more at 33 per cent and 30 per cent respectively.

A significant benefit of digital advertising, aside from lower costs, is its ability to provide the ever-elusive return on investment analysis, which has been a major drawback of traditional media campaigns in the past.

The increased focus on analytics has also prompted the birth of new advertising agencies such as Digital Dialogue and Mpire Media, both of which have achieved strong growth in their five and eight years (respectively) in business.

Clean sweep

In 2012, after nearly 20 years in operation, founder of the Australian ENJO cleaning products business, Barb de Corti, decided to launch an online store to supplement income from direct sales.

To coincide with that new strategy, Ms de Corti approved a significant budget for a multi-platform branding campaign.

Ms de Corti told *Business News* that, while the 2013 campaign was about raising awareness of the new online store, it was also intended to attract younger customers.

"Many of them might have known about ENJO through their parents anyway, but we wanted to



just sex it up a little and actually make cleaning sexy,” Ms de Corti said.

“The challenge we found was people always present cleaning in the same way; it’s a frantic housewife running around because the mother-in-law is coming over ... we wanted to get away from that.”

The result was a multi-platform campaign delivering a message that a ‘fabulous life’ involved creating a ‘fabulous mess’.

The beauty of ENJO’s online store was the direct correlation between the big-ticket television advertisements and traffic to its website.

Marketing and brand manager Tara Heath said that marked the start of ENJO’s entrance into digital analysis of brand and advertising strategies.

“In terms of results, the ad itself was very effective in driving traffic to the site,” Ms Heath said.

“One of the key drivers for us was whether we were getting people to the site, and then once they’re there, whether we were converting them directly to sales.”

The majority of customers to the online store were new customers, indicating the campaign was achieving its goal; but Ms Heath said detailed analysis to directly link advertising with sales had not quite been achieved.

WA’s Top Advertising & Branding Agencies

1. **The Brand Agency**
2. **Marketforce**
3. **303Lowe**
4. **Meerkats**
5. **Adcorp Australia**
6. **Workhouse Advertising**
7. **Gatecrasher Advertising**
8. **Dash Digital**
9. **Trilogy Advertising and Marketing**
10. **Concept Marketing**

 businessnews.com.au/List

“ People talk more with each other online than actually standing in the corner at the water cooler and discussing something new - Barb de Corti



CLEANING UP: Barb de Corti wanted to bring a glamorous angle to cleaning with ENJO's integrated branding campaign.
Photos: Attila Cszasz