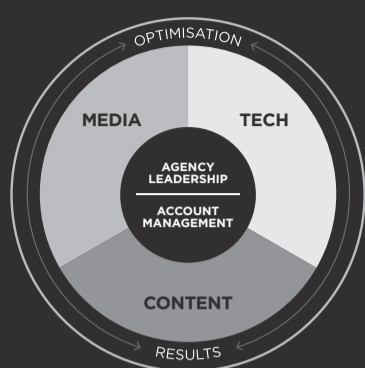




Who we are

Rock Agency believes in delivering a more personalised customer experience, through a new agency model. We deliver this through the unique fusion of core disciplines; Media, Technology and Content.

Our independence allows us to operate free of constraints imposed on many other agencies, allowing decisions to be made in the best interests of our clients. We are transparent in our Media costs, flexible with our Technology platforms, and our Content and Design team have a deep understanding of both Media and Technology, allowing us to deliver a truly integrated solution to clients.



How we work

Our operating structure has been designed to ensure our agency leadership is invested in every clients business, with core areas of focus to deliver experience and expert oversight across all work.

With many of the industries future stars in our teams, this combination of experience and fresh thinking has seen us deliver outstanding business results for our clients, and as a result we have quadrupled the size of the agency inside the past 3 years.



Cam Lee - TECHNOLOGY & DESIGN LEAD

With over 17 years industry experience, Cam has worked across a broad range of clients including Toyota, Volkswagen, CUB, and the Victorian Government. His unique skill set is uncommon in the digital industry and clients see great value in his holistic approach which combines his Visual Communication flair, with a detailed knowledge of the Development process and a commercially sound Account Management mindset. As the founder of Rock Agency, Cam not only continues to offer clients expert advice and service, but has simultaneously built a strong team who share his values of hard work, innovation, integrity and creativity.



Peter Toone - MEDIA & ACCOUNT LEAD

Peter spent the first 20 years of his career in multi-national agencies, with his most recent role as Managing Director of Starcom. Under his watch, Starcom rose to over \$250m in media billings, 120 staff and was awarded Agency of the Year for their strategic work. His desire to build a new agency model which puts clients first, saw him move to Rock in 2018 where he now leads the Media and Account Management divisions.

What we do

Whilst we believe that client outcomes are maximized when Media, Technology and Content are working together, we also possess deep speciality within each discipline.



MEDIA

- Planning & Buying across Online & Offline
- Media Strategy
- SEO & Paid Search
- Programmatic
- Post Campaign Review



TECHNOLOGY

- Website Development
- E-Commerce
- API Integration
- Reporting Dashboards
- Web & Mobile Applications
- Media to Onsite Behaviour



CONTENT

- UX & Graphic Design
- Brand/Style Guidelines
- Content Strategy
- Email Marketing (eDM)
- Social Media Management
- Branding Workshops



Who we work with

We are fortunate to work with a variety of clients across a broad range of categories. Regardless of the size or maturity of the client, our focus is on understanding their business needs first, and creating a bespoke solution that addresses them. The below showcases a snapshot of some of the brands we work with.



Some of our work

BARBIE - CUSTOM POINT OF SALE SYSTEM

Working with Mattel and Taboo, we were tasked with allowing people to personalise their very own Barbie. At pop-up locations around the country, we built an Application which allowed people to customise their own Barbie or Ken, by name, body type, hair colour and clothing, to redeem instore.



ONE DAY BRIDAL - E-COMMERCE

Tasked with building an eCom solution for the involved process of purchasing wedding dresses and accessories, Rock re-designed the user experience and transaction process, integrated their internal POS systems and implemented custom designed eDMs, tripling online revenue within a year.



PREMIER'S ACTIVE APRIL - LEAD GENERATION

The Premier's Active April initiative required full collateral design, Web App & Mobile App build, a website, recruitment drive, eDM's and an engagement plan for participants. In 2018, we delivered the highest registration number in the campaigns history, with over 120,000 registrations.



HAMISH & ANDY - DIGITAL & BRANDING

Australia's comedy genius' needed a website to showcase their continual stream of weird and wacked out adventures. Hanging out with these two punsters for a while now, we have been lucky enough to help out with all their branding and digital needs with a front row seat to the Hamish & Andy show.



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