

# Polkadot Communications Bolsters Beauty Roster

Polkadot Communications has won the Australian account Europe's number one online premium beauty retailer, lookfantastic®. The addition of lookfantastic® boosts the agency's growing global client portfolio. Polkadot Communications will support earned, social and owned media, as well as provide SEO and SEM services to elevate the brand across multiple channels and support its full year in the Australian market. Director of Polkadot Communications, Dionne Taylor, said, "With deep beauty and lifestyle credentials over our 13-year agency history, it's our honour to work with such a well-known global brand. We have been in deep discussions with the lookfantastic® for some time now so it's exciting to be able to activate our creative concepts." Caroline McKenna, lookfantastic® Regional Manager AU/NZ Beauty says, "We are delighted to be working with Polkadot Communications. Their expertise in technical SEO linked to PR outreach won us over and we look forward to working closely with them on strategies to further build on lookfantastic® Australia's brand awareness." Polkadot Communications clients include; Hostelworld, The Empire State Building, Sydney Harbour Federation Trust, Palmer's, P.volve, Fry Family Foods, The Fitness Show, Athena Home Loans, PagerDuty, Tasman Eco, Stack Panel, Swirlit, and The Mulia, Mulia Resort & Villas – Nusa Dua, Bali, CreativeCubes.co, Orange Theory Fitness, Larsen Jewellery, Venus Concept Matific and pro-bono client Ronald McDonald House Charities.

## Contacts

Clare Goodhew  
0292814190  
mailto: