

Polkadot PR rebrands as Polkadot Communications

27 July 2017 After a successful 11-year tenure Polkadot PR has rebranded as Polkadot Communications, pushing beyond PR. Under the new name Polkadot Communications, the agency's a full breadth of digital marketing and content related services include SEO, Influencer Engagement and Digital Marketing on top of their traditional PR, social media and event management services. Polkadot Communications represents clients across a range of industries including beauty, fashion, travel, education, events, food and beverage, tech disruptors, health and fitness, lifestyle and kids. Founder, Dionne Taylor saw the need for a name change that reflected the services that the agency offers. "If we remained just a PR agency then I predict within five years the business will be redundant. Brands want more than PR and campaigns are more effective when combined with multiple marketing disciplines," Dionne says. "Brands need to combine a variety of marketing modalities for successful communication and we're proud to offer these to our clients," Dionne continues. Over the years Dionne and her team of seven have pioneered new and effective methods to capture the media's attention and provide a sophisticated service for the agency's clients. By introducing new communication methods to client campaigns, Polkadot Communications utilises new approaches to PR with the introduction of modern digital marketing, SEO, influencer engagement and memorable event management. "For years we have excelled in our services in PR, social media and event management, now we need a name to reflect who we are today." she says, "by indicating to clients and the industry that we're placing a focus on these services we are able to provide a full-service spectrum of media services for consumer-related brands looking to dominate their industries." The agency has successfully grown year on year in a highly competitive market. Representing some of Australia's well-known brands they have cemented themselves as a sought-after agency, retaining clients since the day the business opened in April 2006. "We see the value that comes from strategic communication execution and in our company history over a decade long, we've seen our client's businesses thrive as a direct result of the work we have done for them," Dionne says. Brands that the agency has worked with include foodora, Travelodge Hotels, Freedom Foods, Zumba, TAFE NSW, Open Colleges, Gloria Jean's, Showpo, SPANX, Cancer Council, Vibe Hotels, Gumtree, UFC Gym, Nude by Nature, Delivery Hero, Power Plate, to name a few. The agency has successfully secured coverage in both traditional and digital platforms for their clients as well as executed a breadth of small through to large scale events and social media campaigns. The complete list of clients can be found on the newly launched Polkadot Communications website www.polkadotcommunications.com.au Along with the name change came a complete new rebrand in marketing collateral. The new logo includes a dot feature which was important to ensure a visual link between the old and the new. Commenting on the name and services shift, longstanding Polkadot Communications client Tom Dusseldorp, CMO for Freedom Foods says, "We have enjoyed a 12 month engagement with Polkadot PR and congratulate them on their move to becoming Polkadot Communications, a worthwhile shift given brands require agencies with a greater scope of services. It's needed for them to be all under one roof." Echoing their thoughts, another Polkadot Communications client Charlotte Rijkenberg, CMO from foodora Australia says, "We applaud Polkadot Communications for shifting their name to match their level of expertise and services. We have enjoyed working with the agency for 18 months and have seen them excel in a variety of services during this time." Polkadot Communications operates out of their Bondi Junction offices. For further information please contact Emma Kirkaldy T: 02 9281 4190 / 0406 025 771 E: emma@polkadotcomms.com.au W: www.polkadotcommunications.com.au Follow us: facebook.com/PolkadotCommunications instagram.com/Polkadot_Comms twitter.com/Polkadot_Comms

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