

The Project Factory Expands APAC Team Bolstering Entertainment Focus

March, SYDNEY: The Project Factory, the award winning global digital development arm of UK headquartered integrated communications agency, Way To Blue has expanded the local APAC team with the appointment of Amber Clarke as Senior Account Manager.

The expansion of The Project Factory's team comes after a solid growth period for the pioneering creative digital studio, following its acquisition by Way To Blue in 2015. Original company founder, Jennifer Wilson has remained a consultant to the company based in Asia and Sydney. Most recently, Way To Blue was acquired by the UK based Miroma Group.

Clarke, who joins the team with a strong background in the entertainment sector, has been appointed to take over the existing 20th Century Fox SEA social media account. The SEA regional 20th Century Fox account has been serviced by the Sydney and LA teams since 2017. Clarke, will have a regional remit reporting directly to APAC Managing Director, Katherine Robinson.

"We are at a unique time where the need for innovative thinking and brave creative design across emerging social platforms must be at the forefront of any social strategy. Since its inception, The Project Factory, has been driven by connecting emerging technology and design thinking to the evolving content needs of areas such as entertainment, gaming, broadcast, consumer brands and health. We specialise in the point where storytelling, entertainment and technology meet," said The Project Factory/Way to Blue APAC Managing Director, Robinson.

Clarke enhances the APAC team with extensive experience within the marketing sector including social media, events and content strategy. Her pedigree includes engaging with clients that include Lenovo LegionANZ, Play-doh, Just Cuts, Red Bull, 20thCentury Fox Home Entertainment and Volt Bank.

"We are delighted to have Amber's wide ranging media talent on board, particularly with her depth of experience in the entertainment and gaming industry as the Way to Blue team assess opportunities for expansion through the Asia Pacific region," Robinson added.

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HEADSHOT of Amber Clarke attached.

For further information: Please contact media@theprojectfactory.com

About: The Project Factory

The Project Factory is a multi award-winning digital production and development house that creates innovative content and platforms across web, mobile, social media and games platforms. Its' reputation is built on delivering ground breaking products in entertainment, broadcast and health with a deep specialisation in gamification for engagement and behavioural change.

Established in 2005, The Project Factory are market leaders in the field and pride themselves on being agile and something. In 2015, The Project Factory, became the global digital development arm of integrated communications agency Way To Blue. In 2019, Way To Blue was acquired by the Miroma Group, a growing agency collective with a global network reach that extends to 35 markets.

For more information, please visit www.theprojectfactory.com

About: Way To Blue

Headquartered in London, Way to Blue is the world's largest global entertainment communications agency. Known for 'smart communications' and award-winning digital development, WTB is a truly integrated communications business offering insights driven, creative and disruptive PR, social and digital communications across paid, earned and owned. With wholly owned offices across the US, Europe and Asia, WTB is one global company lead by local experts.

<http://www.waytoblue.com/>

About: Miroma Group

The Miroma Group is a communications collective offering data-driven ideation, creation and distribution services. Established in 2002, challenger thinking, creativity and innovation has always been at our core.

With our expertise, agility and scale, we have developed a business that gives our specialist teams industry-leading insight with exposure and unparalleled access to next generation technology.

We are spearheading a new age communications model across our global network and with over 200 clients in 11 markets, we work with brands such as Hamleys, Tesco, InterContinental Hotels Group, Samsung, Spotify, eBay, Volkswagen Group, Royal Bank of Scotland, L'Oreal and Amazon.

<https://www.miromagroup.com>

Contacts

Natalie Apostolou

0413350860

mailto: media@theprojectfactory.com