

This is Flow adds Face Mediskin and five health brands to its growing client portfolio

Sydney independent full-service agency, This is Flow, has had a stellar couple of months winning new business. Off the back of announcing the recent win of TPG Telecom's Felix Mobile, the agency has won a further six new pieces of business.

Flow is to handle the digital strategy, planning and buying for Face Mediskin, one of Australia's leading beauty retailers. With a growing combination of day spas and online retail platforms, Face Mediskin is dedicated to providing customers online skin consultations and high-quality skincare, body, hair and makeup products in an easily accessible way.

"Working with the Flow team has significantly streamlined and improved the technical aspects of how we execute our paid marketing strategies. Their expertise in the industry, coupled with their alignment to our brand and values, is making the process an extremely rewarding partnership," said Matt Perry, CEO Face Mediskin.

This is Flow has also picked up 5 new clients, sitting within the health, fitness and nutrition space, off the back of its Digital Incubator platform. These include King Bodies, Jordan Hartley Health, Coach Mark Carroll, Tamara Mayer Fitness and Hustle Inc Fitness.

During COVID, the agency innovated its digital offering to make an accessible product that SME's could access during this difficult time. Digital Incubator is an innovative platform that provides digital transformation for clients through training, support and access to Flow's tools and team.

Matt Pappasavva, Digital Lead at This is Flow said, "Innovating our offering with the Digital Incubator has not only opened the door to a range of new clients, but showed how our team is able to adapt and evolve in a changing environment, and create an agile product built around strategy and value."

"We will continue to offer support for small to medium size businesses, but extend the platform to start-ups and growing companies as well. With some solid results to back up Digital Incubator, we can now build out the program to include online

training and simple tools that can help more businesses transition into a digital world," Jimmy Hyett added.

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