

Campaign Brief

DDI shares marketing and communications knowledge through launch of DDImpact

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Sydney independent creative agency DDI has always believed in supporting worthy causes. From its award-winning pro bono work on Global Sisters to its ongoing commitment to championing original design with Project Counterfeit.

As part of this culture the logical extension for DDI was to consolidate 'giving back' into a space the agency knows best - communications and marketing support. And so, DDImpact was born. An exciting new initiative launched to freely share marketing and comms knowledge with worthy causes.

The focus is on fledgling businesses, entrepreneurs and start-ups because although they seem to have great instincts around marketing, they usually lack the expertise and budgets to really put their ideas into practice. DDI will tap into the energy that is synonymous with these new businesses by providing them with bold marketing support that they can apply easily. Serving the agency's mantra 'The Art of Being Noticed'.

Says Caroline McLaughlin (pictured), managing director, DDI: "Something unexpected and magical always happens when you open up and give back to people with only good intentions...our team has always had a natural gravitation to this space. DDImpact takes things to a whole new level. Because it's an ongoing initiative it essentially makes 'doing good' a living, breathing part of the agency's DNA. It's been specifically set up to serve worthy causes and help out people who'd otherwise never have this level of access to marketing expertise."

The way it will work is a start-up is invited to submit a form via DDI's website describing the business they have founded and why it is so groundbreaking. Each quarter the agency will then make a winning selection from the submissions. It's deliberately been made accessible to all with a starting cost of just \$1,500 which secures the full DDI team working together as partners committed to helping the business grow.

The first client to be selected for DDImpact is a new start-up app, the brainchild of successful entrepreneur turned meditation teacher Matt Ringrose.

Says McLaughlin: "Without giving the game away, it's pretty amazing to be involved with creating something that might just change the world one day."

Agency Team:

Bernd Winter - Founder

Caroline McLaughlin - Managing Director

Rob Orme - Head of Content

Paul Conley - Studio Manager

Jenny Liu - Designer