

MEDIA RELEASE

July 2022

Stead Lane Is Now Arkhi—Same Agency, New Brand

Say hi to Arkhi, Stead Lane's new brand.

For more than nine years, leading Queensland agency, Stead Lane has delivered stellar digital and eCommerce solutions. On June 30, the agency launched its new brand, Arkhi.

“We’ve always specialised in digital. Over the years, we’ve built up a reputation for stand-out eCommerce,” says Flynn McFarlane, Arkhi CEO.

“To us, Arkhi truly represents who we are today, what we do best and what we want to be known for—that’s leveraging our clients into authentic online growth.”

Fostering a supportive and positive workplace was foundational to the rebrand. After reviewing internal culture and operations, the agency set out with a strong vision and partnered with branding agency, Firme, to develop a new brand look and feel.

“The name, Arkhi, is actually inspired by the ancient inventor, Archimedes,” says Flynn.

“He was an incredible mathematician who helped the world understand the power of the lever—a simple yet game-changing tool capable of leveraging great masses.”

“Archimedes’ work on leverage is the concept that inspires us as an agency. Firme, being as good as they are, took this vision and dreamed up our clean yet bold brand look”

With the new brand now live, the team at Arkhi look forward to offering even more value across their services including digital strategy, eCommerce and digital marketing.

To find out more about Arkhi and to see the brand in action, visit arkhi.com.au