



The Atticism implements a bold change to their services

Now, in their 11th year of business, award winning international boutique PR and brand development agency, [The Atticism](#), has given their business an overhaul by refreshing their brand identity and completely changing their menu of services to better service the needs of clients in a post pandemic industry.

Credited as the first AU agency to implement the [20-hour work week](#) and [paid period leave](#) for staff, and global spokespeople against the use of [‘fake influencer’ campaigns and vanity metrics](#) - the Atticism’s new, exclusive [‘discovery audit’](#) service has already won them some incredible clients this year, including [Park Hyatt](#), [Cappsule](#), [Baby Dragon Bar](#), [Oakberry Açai](#) and [intelliHR](#).

Founder, [Renaë Smith](#), is excited to finally launch The Atticism’s fresh new look, created by renowned Dutch illustrator Tim Bontan, as well as their much anticipated **‘Discovery Audit’** service, which is now available to all new clients after being extensively tested throughout 2022. This service has received 5* reviews from all brand owners who have undertaken it, offering a second-to-none level of insight into their current business position.

Originally designed to help save money (and support dwindling budgets due to COVID), The Atticism’s Discovery Audit assesses a brand’s position **before** the strategy or proposal is created, allowing the team to identify any roadblocks before work begins, rather than wasting time discovering issues mid-way through a campaign.

One of The Atticism’s core values is “being frank” – and they’re not afraid to tell it like it is. Renaë explains, *“In the past we have turned away brands who think they are ready to have their story told and will not accept our expert advice when we tell them they’re not quite there yet!”*

*“Instead of client’s feeling dejected when we identify issues, we want to help them get their brand ready to shine, **before** they waste marketing dollars on a big campaign that takes them in the wrong direction or has to pause to fix up issues that were not identified earlier.”*

With the lines of marketing so blurred these days, many brands are scratching their heads when deciding where to allocate precious marketing budget. The Atticism’s Discovery Audit is designed to help guide this process by looking at all options, holistically.

The Discovery Audit allows The Atticism’s comprehensive team of experts across varying disciplines to do a full sweep of a brand – this includes marketing channels and social media, visual brand identity assets, photography, website content and SEO performance, existing partnership agreements, and much, much more.

The audit also checks the effectiveness of existing activity, allowing the team to identify any changes or adaptations that will increase ROI.

The three-tier offering is suitable for start-ups right through to established businesses.

“We work with a lot of owners who are busy with the operations side of the business and let their brand fall by the wayside. The audit summarises the current state of the brand and provides recommendations that can either be implemented by the client, or by The Atticism,” says Smith.

“Whilst we started as a PR agency in 2012, persistent changes to the media industry and economy requires us to continually audit our own services to give our clients the best chance of success. Our strategies now include all four pillars of media - earned, paid, shared, and owned.”

The Atticism’s Sydney based team, headed by industry expert and Senior Account Director, [Ashley Hunt](#), includes a range of experts including digital marketers, content specialists, SEO experts, social media managers, graphic designers and ex. journalists.

“There are so many channels for a brand’s story to be told yet agencies continue to work in silos offering just one specialist field, often subcontracting a whole other agency to shadow work one arm of a campaign. It’s ineffective and costly, with clients paying double - or even triple - the management fees.” says Ashley.

Offering more services allows The Atticism to create bespoke packages suitable to an individual business. *“There is no one-size-fits-all solution to PR & Marketing”*, continues Hunt. *“Some brands would benefit from building brand awareness and reputation through PR, others require a strong social media presence along with a solid SEO strategy. We’re proud to create an overarching campaign that suits the needs of our clients’ business in an ever-changing world.”*



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Essential Links:

- Renae Smith https://drive.google.com/open?id=1DI35WBkY14bUeuqg_Uzlg8OHNvu6RKwz&authuser=renae%40theatticism.com&usp=drive_fs
- Ashley Hunt https://drive.google.com/open?id=104JQVEtFX9xEoYEB3_7oo4GLYryOrHg&authuser=renae%40theatticism.com&usp=drive_fs

- Logos https://drive.google.com/open?id=1Zh_yDqc2nY7-JMYk_HPXQx7VDMwiopt3&authuser=renae%40theatticism.com&usp=drive_fs
- Outline of Services: https://drive.google.com/open?id=11wKkPi5KcGrmoTsxwzylAJlpBs9X46vM&authuser=renae%40theatticism.com&usp=drive_fs