



Media alert

13 August 2024

Recognition for 'small but mighty' Melbourne content agency Content Empire

Boutique Melbourne-based content agency Content Empire has been named as Finalists in the 2024 [Content Marketing Awards](#).

Against an international field of entrants, Content Empire is proud to be named as Finalists in two Content Marketing Awards categories:

- Best Topic-Specific Blog
- Best Agency/Client Partnership

Content Marketing Awards Finalists are described as “the best of the best among cutting-edge projects, standout results, and exceptional experiences leading the way in content marketing.”

Content Empire Founder and Managing Director, Clare Murphy said the announcement reflects Content Empire’s ‘small but mighty’ impact on the industry and client outcomes.

“Our team has been at the forefront of content marketing since it exploded in Australia. Clients turn to us for high impact content strategies and outputs that engage their audiences of value, start conversations, build loyalty and give them an edge in their markets.”

The Content Marketing Awards are the world’s largest and longest-running international content marketing awards program. Content Empire is now in the running for Small Content Agency of the Year, to be announced in September.

Content Empire celebrates 10 years in business in 2025. Founded by two experienced content and communications professionals, Clare Murphy and Cathy Wever, the agency enjoys a diverse and loyal client mix across government, education, finance, property, B2B, transport, defence, small business and more.

Find out more about [Content Empire’s work](#).

Clare Murphy and Cathy Wever are both available for comment on this release, and would be pleased to share insights, views and experience on a range of marketing and communications topics relevant to digital media audiences, should the opportunity arise in the future.

For more information:

Cathy Wever
Creative Director
Content Empire
M. 0419 867 873
E. cathy@contentempire.com.au
www.contentempire.com.au