



create
business.

We're a close-knit crew of strategists, creatives and technologists in the business of building businesses.

Create Business. Better Everyday.

Our Purpose

Dilate is more than just a marketing agency, it's a brand that seeks to give people the power to shape their own future. To define their own success—and then realise it.

create business.
better everyday.



Our Mission

Built on real, human relationships, Dilate **is** the culture, the people that wear the brand and the people we serve.

This is reflected in our mission—to build a place where people **want** to be. A place that drives innovation, creativity and growth. A place that gives people the ability to realise their goals.

*Create an environment worthy of our people's time,
work that's worthy of our client's investment and
outcomes beneficial to both.*



Our Vision

No matter what we're doing or who we're talking to, we do our utmost to leave prospects, clients, employees and the wider community better for having experienced us.

To be the most respected marketing agency.



Our Values

More than just words on a wall, our values guide our decision making, the way we act and the way we communicate. We live and breathe them through everything we do. Ultimately, our values are our guiding light.

Drive

Driven by results in everything we do. To grow in all ways, always.

Accountability

To ourselves, our team and our clients. Own your role, be confident and back yourself.

Innovation

To have the courage to step out of our comfort zone, to smash the status quo.

Transparency

To be open and honest in everything we do, and to honour the trust given to us by our clients.

Leadership

Being a leader is a choice, not a title. Be the change you want to see.

Empathy

The human element. To be selfless and lift each other up. To walk a day in our each other's shoes.

Our Position

*Dilate is the intersection of performance marketing **and** brand-focused creative production.*



We take what was typically reserved for large enterprises by global creative networks and deliver it to the everyday business in a lean, dynamic and thoughtfully curated approach.

That looks like practical brand strategy, creative ideation and performance driven execution in an everyday package designed to grow your business.

It's big brand work without big boardroom bloat.

Our Difference

1

**We only say YES
when we know we
can help.**

We're committed to exclusive, values-aligned and outcomes-driven partnerships. Even if we can't say YES, we ensure we provide everyone with real value and guidance.

2

**We invest in
people.**

Success comes from within. We're committed to ensuring our people feel supported, inspired and empowered, ultimately resulting in a better service and experience for our clients.

3

**We blend brand-
focused creativity
with data &
technology.**

Dilate is a performance marketing agency that isn't scared to get creative, and a creative house that knows how to leverage the power of data and technology.

Our Approach

Central to our success is our obsession with better processes and systems to deliver repeatable, outstanding results for our clients. The **Create Business** approach was designed with a focus on simplicity and continuous improvement. It's the culmination of decades of collective experience, and represents the full weight of our team's immense ability.

01 *Get* Clarity

To succeed, we need to know exactly what game we're playing, who we're playing against and what it's going to take to win.

In this first step, our aim is to produce a **Brand Strategy** and a **Strategic Plan**. These tools ensure our client's investment in marketing is maximised.

02 *Build* Foundations

With an understanding of who we're talking to, their needs, their pain points and the competitiveness of the industry we're playing in, we can build the Foundations for success.

This looks like stunning **Brand Visuals**, a **Website** built to perform and rich, **Creative Content** that cuts through the noise.

03 *Drive* Growth

The game-plan is crafted, the A-team assembled and it's time to execute.

Using **Organic Marketing**, **Paid Advertising**, **Direct Marketing** and strategic content repurposing we can efficiently campaign across multiple channels and platforms to deliver a world-class result.

Our Services

Through the **Create Business** approach, our service stack can become lean, simple and highly effective. Each service contains core elements that can be utilised as required, and solve a distinct pain-point of our target customers. Each of the services is designed to be effective alone, but are more powerful when combined through the **Create Business** approach.

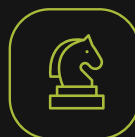
01

Get Clarity

Brand Strategy



**Market
Research**



**Brand
Positioning**



Brand Core



Brand Persona

Strategic Planning



**Customer
Journey**



**Media
Planning**



**Content
Mapping**



**Technology
Exploration**

02

Build Foundations

Visual Branding



Color Palette



Logo



Typography



Imagery Guide

Creative Content



Copy



Video



Photo



Design

Creative Technology



Website Design



**Hosting &
Maintenance**



Domain & DNS



App & Software

03

Drive Growth

Organic Marketing



**Content
Marketing**



SEO



**Content
Syndication**



**Outreach
& PR**

Paid Advertising



**Search Engine
Marketing**



**Social Media
Marketing**



**Shopping &
Display Ads**



**Programmatic
& Native Ads**

Direct Marketing



**Email
Marketing**



SMS



**Client Journey
Automation**



**Database
Segmentation**



Scan **this**



Let's Talk

Together, we can do great marketing that
realises your goals, and unlocks your brand's
potential.



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