A Leading Australian Boutique PR & Brand Agency owned by an Australian Masterchef Opens in the UK

Tuesday 29 June, 2021

A NEW, NON-TRADITIONAL APPROACH TO PR IS NOW AVAILABLE IN THE UK
The Atticism launches their UK offices

The Atticism (www.theatticism.com) is one of Australia's leading PR agencies and are known for their 'out of the box' approach to PR and their brand development expertise. They've worked with some of the biggest brands in Australia including Rubik's Cube, Lotus Dining Group, Modibodi and MATE, Australia's largest privately owned telecommunications company.

Today, 29 June 2021, The Atticism are delighted to announce the official opening of their UK office, created to better service their existing UK clients and to inject their unique spin on PR and brand development for new British and European clients.

"We already work with several UK companies on their for PR in Australia but we're now expanding to bring our unique style of PR and brand development to British companies who are tired of traditional methods and are looking to spice things up a bit," explains Director, Renae Smith.

"I'm a UK Resident and whilst I'm still involved in the Australian side of things, I'm really excited to get working more closely with some British companies and show why our approach is so effective," continues Renae. *"My expertise is in the hospitality and F&B industries, but I'm also loving working with some great tech companies lately! They're just so innovative and creative."*

Renae Smith is perhaps best known for her appearance in Season 6 of MasterChef Australia where she placed 8th overall. She is also the owner of Australian healthy baking company, Bake Mixes (www.bakemixes.com.au). Since leaving the show, Renae has worked hard to ensure The Atticism's reputation has increased from strength to strength, and The Atticism has now become known as the go-to agency for those looking for something a little different when it comes to building their brand.

"We really work at a deeper level with brands," continues Renae. *"We first focus on the brand message and the overall brand identity and get that working properly before we even go to media with any messages. Then, when we do speak to media, we speak to each one individually and create content specifically for them,"* she explains.

The Atticism made global headlines in 2016 and 2017 thanks to their adoption of the 20-hour work week model. This was designed as part of The Atticism's wellness policy in which Renae believed that happy staff produce the best work for their clients. And it paid off with The Atticism increasing billings in that year by 84% and winning finalist status in the Mumbrella CommsCon Awards for Best PR Employer, the only small agency in the category.

In the same year, 2016, The Atticism also spoke out against "Lazy PR" with the use of Instagram influencers, or the use of 'vanity metrics' in social media reporting within the industry. This move launched The Atticism to the forefront of the anti-influencer movement and in 2019, The Atticism made global headlines again when they completely removed social media as a stand-alone service available to clients. Now, social media is only permitted as a service when it forms part of a bigger concept, and is not measured on likes or shared, but metrics that are designed to show genuine results and benefits for clients.

Whilst The Atticism's UK offices are now open, The Atticism is still committed to remaining a boutique sized agency. *"We're not here to be the biggest agency, but we are determined to be the best. We're hoping to work with forward thinking companies across hospitality, tourism, tech and lifestyle – showing that there's a more interesting way of approaching brand growth that doesn't include writing boring press releases and sending 1000 emails a week,"* concludes Renae.

The Atticism will initially be working out of office spaces in Oxford and West London and can be contacted at UK@theatticism.com
or by phoning Renae direct on 073 6656 5213.

Media:



Related Sectors:

Business & Finance :: Food & Drink :: Media & Marketing ::

Scan Me:

Company Contact:

_

The Atticism PR

T. 07366565213
E. renae@theatticism.com
W. https://www.theatticism.com/

Additional Contact(s):
Mond Liu (Australia)
mond@theatticism.com

View Online

Additional Assets:
www.theatticism.com

Newsroom: Visit our Newsroom for all the latest stories:
https://www.theatticism.pressat.co.uk