

Clemenger joins L^{CUBED}

Tony Clemenger joins the Digital Strategy company - LCubed, bringing a rich history in strategic brand, marketing and advertising.

Tony was born into the Marketing world and cut his teeth working for Clemenger. More recently he founded, developed then sold his own agency 'The Ad Company'. He has also lectured and consulted around the world.

Tony says: "LCubed has developed a unique set of IP – programs, templates and systems that lever best practice within our digital global village."

"I am excited about the Sales and Marketing Director role. This will enable my skills in corporate branding and marketing to help Australian Companies achieve their brand's vision."

"The digital age makes us responsible for profitable, measurable branding solutions tailored to satisfy the customer's ongoing needs. Building loyal brands is most cost efficient and more effective via Digital."

"The beauty of LCubed is that we utilise global digital resources and networks; we don't have the local administrative layers that multinationals develop; we have the flexibility to ensure our solutions are globally competitive and locally relevant – this is the starting point any client must demand."

On Tony's appointment LCubed co-founder Luke Farley said "Having Tony on board strengthens our focus on delivering to medium sized organisations the service and capabilities available to the bigger end of town."

"The internet has been a great leveller for SME's in terms of product and communications. Digital agencies like LCubed can be a better choice than the multinationals due to our ability to leverage The Cloud and The Crowd in combination, templates and processes developed with our global digital partners."

LCubed are based in Melbourne's CBD. For more information please visit:

www.lcubed.com.au or contact Tony 1300 528 233, 0419 431 649,
tony.clemenger@lcubed.com.au.

About LCubed

LCubed are an online marketing and communications consultancy group, dedicated to the formulation of online strategies and the successful efficient delivery of the resulting projects.

LCubed specialise in the delivery of web projects that require concise communication of complex messages and/or facilitate genuine interaction with visitors.

Client highlights

Superpartners: www.superpartners.com.au

Superpartners have around 1,500 employees and offices in every capital city, with around \$66 billion under administration for over six million member accounts. Their Clients include five of the top ten largest Industry Funds and the largest Eligible Rollover Fund, AUSfund.

For Superpartners LCubed lead the formulation of vision and plan for their website and surrounding communications.

CSIRO / BOM

LCubed are assisting the CSIRO and BOM in the planning of the online communications associated with the update of climate change modelling systems to be launched in 2012. Online communications plan is expected to be complete Q4 2010.

Australian Association of Social Workers (AASW): www.AASW.asn.au

LCubed have assisted AASW leapfrog many of their sister associations online. Their web project saw the re-build of their website and associated back office databases systems to provide a online portal for members to self serve and interact.

Patties Foods: www.creativegourmet.com.au

For Patties foods LCubed act as a trusted advisor for online expertise and have built the Creative Gourmet website and others within the group.