



LOVE THE AUDIENCE



**COMMERCIAL
JOURNALISM**

**TALENT
MANAGEMENT**

**CONTENT
SERIES**

WE MAKE AND MARKET CONTENT

The Dubs is a media mongrel evolving its own pedigree - a new breed of media company: equal parts publisher, video producer and technology business.

Our three core pillars are commercial journalism, talent management, and making content series audiences love and brands use to take their content to a higher level.

Our people come with diverse backgrounds in journalism, film & TV production, photography, branding, design and technical.

The Dubs works with Google across the UK and Europe to provide strategic and creative consultancy. We create innovative conceptual advertising and branded content to showcase the combined potential of Search, YouTube, Google+, APIs, Maps, Streetview, Google Display Network, and Mobile.

The Dubs is backed by Australian media mogul Kerry Stokes via his investment group - Australian Capital Equity.

Ideation Partner
Google | YouTube



We are natural born storytellers. We have a handpicked network of writers, editors, photographers, film makers, animators and graphic artists.



Content in our connected world is personality driven. We manage the talent at the heart of the content and the talented people needed to create it.



We make rich content series that evolve over time and audiences love to follow, interacting with both the stories and each other.

CAPABILITIES



EDITORIAL

- Research
- Fact checking
- Article creation
- Writer management
- Editing
- Proof reading
- Image sourcing
- Blog creation
- Content strategy
- Content distribution
- Content promotion

VIDEO

- Research
- Creative concept
- Storyboarding
- Script writing
- Live-action shoots
- Motion graphics
- Animation
- Editing
- Content strategy
- Content distribution
- Content promotion

INFOGRAPHICS

- Research
- Copywriting
- Design
- Production
- Content strategy
- Content distribution
- Content promotion

PRODUCTION

- Research
- Copywriting
- Design
- Tech development
- Email marketing
- Display advertising
- Campaign microsites
- Website development
- Social media campaigns
- Digital corporate reports
- Online newsletters

CLIENT BRANDS



EnergyAustralia



Global Asset Management



MAKE CONTACT

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