



LOVE THE AUDIENCE



WHAT WE DO

The Dubs is a media mongrel - 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.

COMMERCIAL JOURNALISM

We are natural born storytellers. We have a hand-picked network of writers, editors, photographers, film makers, animators and graphic artists. Brands hire us to make great content.

CONTENT SERIES

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

TALENT MANAGEMENT

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

CAPABILITIES



CONTENT & SOCIAL

- Content strategy
- Content distribution
- Content promotion
- Social channel setup
- Social media spend planning
- Social paid media buying

EDITORIAL

- Research
- Fact checking
- Article creation
- Writer management
- Editing
- Proof reading
- Image sourcing
- Blog creation

VIDEO

- Research
- Creative concept
- Storyboarding
- Script writing
- Live-action shoots
- Motion graphics
- Animation
- Editing

INFOGRAPHICS

- Research
- Copywriting
- Design
- Production

DIGITAL MARKETING

- 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



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