

We help our clients attract and influence people — through strategic thinking and creative ideas and campaigns that work.

We offer end-to-end capabilities across brand strategy, design, communications and campaign delivery. Our work spans insight and research, business problem-solving, brand identity and positioning, and the development and production of integrated advertising campaigns — across film, digital, social, print, outdoor, activations and more. This work shapes perceptions and influences behaviour.

RUMBLE is an independent, Brisbane-based creative agency established in 2014 by industry leaders Nancy Hartley, James Burchill and Remy Brassac. RUMBLE is a team of 19 staff, based in Brisbane's West End and part of Rumbletown — a proudly independent collective of specialist agencies founded and owned by the same partners.

Rumbletown brings together over 40+ experts across:

## RUMBLE

Communications  
and brand strategy

## ROMEO

Digital design and  
user experience

## SCOUT

Media strategy  
and buying

## edison

B2B brand  
performance marketing

Together, we deliver creative, effective and measurable outcomes — from idea to execution.

## Service Capabilities

### Research, Strategy & Insights

- Brand and communication strategy
- Behavioural change and social impact strategy
- Content and channel strategy
- Customer journey mapping and experience design
- Segmentation and audience profiling
- UX strategy and information architecture
- Qualitative, quantitative and social research
- Stakeholder and community engagement
- Co-creation for product/service innovation

### Creative & Design

- Integrated creative platforms and campaign development
- Brand identity and design systems
- Awareness campaigns
- Behaviour change campaigns
- Promotional campaigns
- Brand activations
- Social media content and storytelling
- Website and digital interface design

### Production & Delivery

- As well as in-house delivery, we collaborate with other local providers who specialise in:
- Film and video production and editing
  - Radio and audio production and editing
  - Animation, motion graphics, CGI and visual effects
  - Web development and interactive applications
  - Photography
  - Illustration
  - Digital asset creation and content adaptation

### Account & Project Management

- Client and stakeholder relationship management
- Campaign planning and delivery oversight
- Budget scoping, tracking and financial reporting
- Brief development and management (client, creative, production)
- Coordination between internal teams and external partners
- Meeting facilitation, documentation and status reporting
- Performance tracking, analytics and campaign reporting
- Strategic and research support

# Strategic tools & proprietary methodologies

**RUMBLE:** That's what we bring to our clients, their business and their brands, by creating dynamism, transformation, forward momentum and progress.

"RUMBLE" is produced by aligning 4 essential elements in a precise way



**1. Purpose**  
The objectives we want to achieve and our strategy for achieving them



**2. The Target**  
The people we want to influence



**3. Our Ideas**  
Creative ways to attract attention and influence how the target thinks, feels and acts



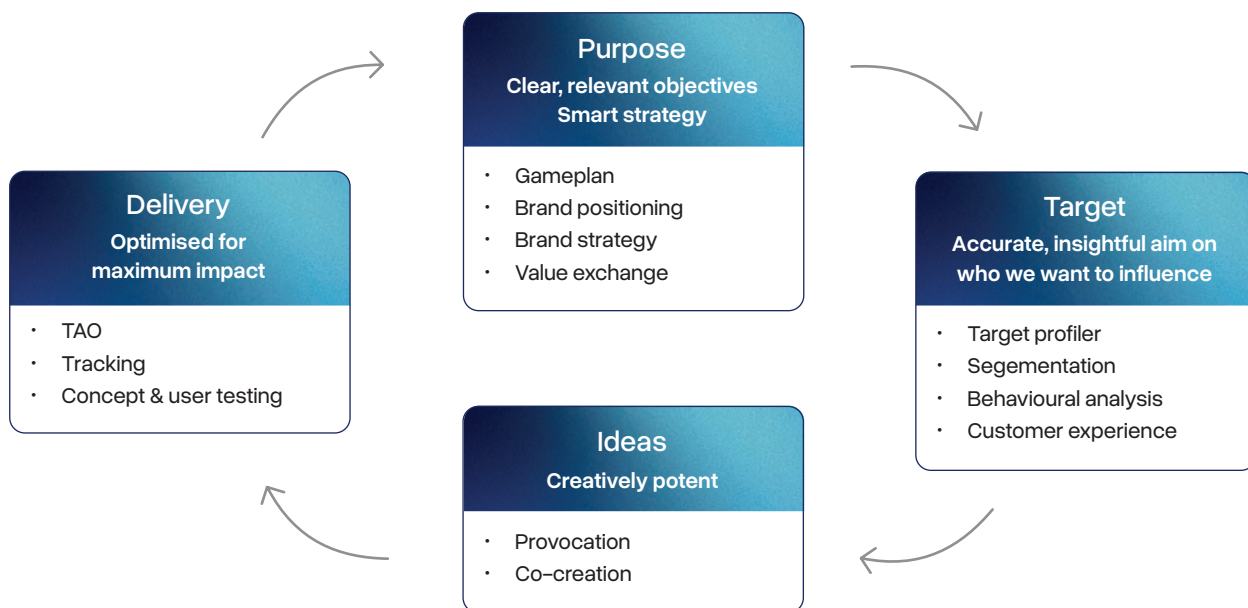
**4. Delivery**  
How effectively and efficiently we connect with people

When synchronised and sparked with marketing investment, this creates a flywheel of forward momentum. Which, over time, and fueled by consistent investment, becomes a sustainable flywheel of perpetual motion.

**Generating Rumble. Creating equity.**

The 'RUMBLE Flywheel' has been designed with a suite of proprietary tools. These can be workshopped with clients and stakeholders for better alignment and improved business synchronisation.

## RUMBLE Flywheel



For more information about our strategic approach and proprietary tools, please contact Remy Brassac at [remy@readytorumble.com.au](mailto:remy@readytorumble.com.au)

## Technology software we subscribe to and use

### Research –

Alchemer x Dynata x Recollective x WARC

### Strategy, insights and creative performance –

TAO x SQREEM ONE x Midjourney x Runway x TopazLabs

**Alchemer**

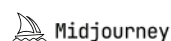


**recollective**

**WARC**

**TAO**

**SQREEM**



**runway**

**TopazLabs™**

# Doing business with RUMBLE does good for Queensland

At RUMBLE, we believe in our work doing good. Our pro bono work protects reefs, empowers young climate leaders, keeps kids safe, and even makes sun safety go viral. We have created many purpose-led ideas that deliver real-world impact.



We helped co-found **Citizens of the Great Barrier Reef**, a world-first organisation using technology, tourism and citizen science to drive global reef conservation. From its inception to the unveiling of the Citizens Monument on the Cairns Esplanade — created in collaboration with Indigenous artist Brian Robinson — we've helped galvanise a movement that begins on the Reef but now spans the planet.



We named and branded **Zero Positive (Zero+)**, a not-for-profit program helping schools map a path to net zero. It's practical climate action led by kids — and it's changing the way communities think about sustainability.

Our famous **Ugly Xmas Rashie**, created for Cancer Council Queensland, turned heads from Bondi to Berlin. Designed for Aussie sun safety with a festive twist, RUMBLE has helped raise almost \$500,000 in donations to date, supporting causes from cancer research and Surf Life Saving to reef preservation and whale conservation.



In remote Far North Queensland, we partnered with the Indigenous community of **Napranum** to co-create a Croc Safety campaign and lobby state government — grounded in local stories and culture. The work offered an Indigenous lens on the importance of crocodiles as totems for First Nations peoples, while promoting broader community behaviour change around irresponsible croc interactions.

And for the **Daniel Morcombe Foundation**, RUMBLE created Safe Bedrooms — a confronting but vital digital campaign helping parents understand the online risks children now face, and promoting a clear checklist of actions to help keep their kids safe.



## QAGOMA

RUMBLE is a member of QAGOMA Chairman's circle.

## RUMBLETOWN PATHWAYS

### Rumbletown Pathways Scholarship x QUT

In partnership with QUT, we designed and created a scholarship to champion diversity and inclusion within the marketing and advertising industry in Australia.

Available to one student per year, the Rumbletown Pathways Scholarship is open to current QUT undergraduate or postgraduate students from diverse backgrounds, particularly those from traditionally underrepresented backgrounds and minority groups.



### Supply Nation for supply diversity

We actively seek opportunities to engage Indigenous businesses for suitable services through Supply Nation.



### ecoBiz Sustainability program

Our participation in the ecoBiz program helps us improve sustainability across our operations.



### Members of B1G1

We align our business with purpose by supporting local and global giving initiatives through B1G1.

# Why work with RUMBLE

- ✓ Proven track record with large-scale and sensitive projects.
- ✓ Extensive experience in helping government agencies communicate effectively.
- ✓ Extensive experience working within complex stakeholder environments.
- ✓ Cross-disciplinary team combining strategy, design, creative concept development and technology.
- ✓ Flexible, collaborative and compliance ready.
- ✓ Committed to inclusive employment practices and accessibility.
- ✓ Widely recognised by industry for best practice and effectiveness.
- ✓ Doing business with RUMBLE does good for Queensland.

## Category Expertise

- Arts, Culture & Events • Automotive • Behaviour Change • Education • Financial & Professional Services
- FMCG / Packaged Goods • Gaming • Government & Public Services • Health • Natural Resources
- Property • Retail • Travel, Tourism & Leisure

## Industry Awards & Recognition

AdNews



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**AdNews** Small Agency of the Year 2024

**Mumbrella Travel Marketing Awards** 2024 Ad Campaign of the Year & PR Idea of the Year (Highly Commended)

**B&T Awards** Independent Agency of the Year – Finalist 2024, 2021

**B&T State Agency of the Year** 2018 – Finalist 2022, 2021

**AdFest Asia Pacific Independent Agency of the Year** 2016

RUMBLE campaigns have been internationally awarded and featured in global publications including **Lürzer's Archive** and **CB The Work**

RUMBLE's founders have won 60+ international awards including **Cannes Lions Grands Prix**, **One Show Best of Show** and Australia's first ever **D&AD Black Pencils**

## Compliance & Standards

- ✓ **Environmental Management Policy**  
Minimising impact through sustainable practices via ecoBiz
- ✓ **Domestic & Family Violence Response**  
Safe and supportive workplaces for all staff
- ✓ **Indigenous Procurement & Support**  
Actively working with First Nations suppliers and communities through Supply Nations
- ✓ **Diversity, Equity and Inclusion**  
Guided by our Equal Employment Opportunity & Discrimination policy and initiatives.
- ✓ **Privacy & IT Usage Policy**  
Clear governance of digital data and infrastructure

## Advertising Council Australia Accreditation

We are an accredited member of Advertising Council Australia, the national industry body for advertising agencies. This accreditation means we follow recognised professional and ethical standards, invest in ongoing training and development. It also reflects our active involvement in shaping responsible, future-focused advertising practices across the industry.



## Business Details

**Registered Entity Name:** RUMBLE Strategic Creative Pty Limited  
**Established:** 2014 **ABN:** 32 169 020 115 **Ownership:** 100% Queensland owned  
**Location:** West End, Brisbane, Queensland **Phone:** 07 3036 2000  
For an extended capabilities statement, please contact Remy Brassac at [remy@readytorumble.com.au](mailto:remy@readytorumble.com.au)



## Contact

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