

## **Hatched Media Continues To Disrupt Australian Media Industry By Signing Dairy Australia**

*Hatched Media is a media agency providing small, agile and dynamic teams to revolutionize marketing for the 21st century, and it has just announced the signing of a massive client in Dairy Australia.*

San Francisco, CA -- February 23, 2016 (FPRC) -- For too long media agencies have been judged on the size of their billings rather than the quality of their thinking. This has resulted in the media landscape being saturated by large global networks, and their quest for dominance has led to a generic offering, complete with major client and staff dissatisfaction. In an industry defined by sameness comes Hatched Media, a small but lithe agency that is disrupting the industry and landing major clients. Their latest signing is Dairy Australia, a monolith big enough to suggest that the company has now hit the big time by staying small.

Hatched is based on a different, superior and a better agency model. Fiercely independent, its profits aren't returned to international offices to fatten their overall bottom line. They're returned to the business, thus ensuring there are enough resources and time available to fully service clients.

Hatched Media believes better means better, and that the best way to attract new talent is not with an AFL season pass, concert tickets or a bottle of Grange. It's with better wages, a better work environment and by making sure their workload is achievable without committing to a 60-hour week.

This approach has won them both staff and business. Clients are starting to realise that the bright lights of a global network are not quite what they seem. In a world where everyone has access to the same data, it's the people who set Hatched apart.

One of the country's leading organizations, Dairy Australia, is one client who understands that sometimes smaller really is better. They have entrusted Hatched with their biggest campaign to date. The fully integrated campaign includes sponsorship of Channel 7's high-anticipated 'Molly' mini-series, integration into the Logie Awards and more.

Dairy Australia joins well-known brands such as Boost Juice, Village Cinemas, Fernwood Fitness, Hairhouse Warehouse, Melbourne Storm, Gold Coast Suns, Roll'd, Huawei and Dennis Family Homes, showing our approach is really hitting home.

Glenys Zucco (Consumer Marketing Manager- Dairy Australia ) agrees that bigger does not necessarily mean better and states, "Hatched Media have been a wonderful addition to our business- we were particularly impressed with the depth of insights behind the media strategy and recommendations. The team at Hatched are very responsive, highly professional and passionate all while being excellent media negotiators and have delivered great value for our media dollars At Hatched we know what it's like to start small and stand tall. Our success has come from the quality of our people and their thinking. We're staffed by media industry experts who know their business and their clients', without having to do a google search."

About Hatched Media: Hatched Media offer the big cost savings that the monoliths can deliver without the cumbersome turnaround times that tend to come with them. Dealing with just a couple of

people with decades of experience, clients reach countless numbers of audience as a result. Their focus on 'better' instead of 'more' means outstanding results at amazing value. For more information please visit: <http://www.hatchedmedia.com.au/>

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**Keywords**

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