

MEDIA RELEASE

CONTENTGROUP CELEBRATES BRAND CANBERRA AMI ACT CONTENT MARKETING EXCELLENCE AWARD

26 October 2017

In collaboration with the Canberra Business Chamber and the ACT Government, **contentgroup was last night recognised at the 2017 Australian Marketing Institute ACT Awards for Marketing Excellence.**

The Canberra Business Chamber and ACT Government, with contentgroup acknowledged as the supporting agency, won the 'content marketing' category award for the Brand Canberra program.

The AMI Awards celebrate individuals and organisations who have achieved extraordinary success from innovative and effective marketing practices.

The award is fantastic recognition for the work that Brand Canberra does as it seeks to share Canberra's authentic story with the world, through its content marketing approach.

canberra.com.au houses so many of the city's stories; from local entrepreneurs and social innovators to students and artists. The stories that are created and curated unlock the hidden gems of our vibrant and creative community.

contentgroup has been involved with the Brand Canberra program since the outset, and was responsible for writing the content marketing strategy. contentgroup has since worked on its implementation, most notably on the content creation and curation for canberra.com.au; chasing down the best stories that showcase the diversity of the city, as well as overseeing the establishment of the program's Facebook page earlier this year.

David Pembroke, contentgroup CEO and passionate Canberra advocate said the award was wonderful recognition for the city, the Brand Canberra Program and the team at contentgroup.

"On the day that Canberra was ranked #3 city in [Lonely Planet's best in travel 2018](#), for one of the city's key content marketing platforms to be acknowledged by the AMI was really special," David said.

"I'm very proud of our team; to see contentgroup's strategic communication approach implemented so creatively demonstrates the power of communication, and the critical role that content plays within that."

About contentgroup:

Established in 1997, contentgroup has grown into a comprehensive content communication and production company, aimed at helping government and the public sector strengthen communities and improve the well-being of citizens through effective content communication.

To learn more about contentgroup's story and the work that we do, visit: contentgroup.com.au/about-us/

To find out more about the Brand Canberra program, visit: canberra.com.au/about/

MEDIA CONTACT Jessica Conway | jessica.conway@contentgroup.com.au | (02) 6273 0232

contentgroup

www.contentgroup.com.au