

# New outdoor agency: eco water street stenciling and walking boards are going mainstream

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by **ROBIN HICKS**



Encyclomedia Networks, an outdoor creative agency specialist based in India, has opened for business in Australia.

Formerly operating through a local partner, **MediaTag**, advertisers can now deal directly with Encyclomedia.



Encyclomedia is being funded by Melbourne-based venture capital firm, Deasil Group, the former owner of MediaTag. Encyclomedia will operate out of Deasil Group's offices in St Kilda, Melbourne.

The company will be run by woman-in-charge Charlotte Gorham, formerly general manager of MediaTag.

"With buzz around 'shopper marketing' and focus on 'shopper' mindset, the challenge for brands is to reach people with on-the-go lifestyles. While TV, press and radio advertising has a place, its non-traditional and ambient media, such as mobile billboards, walking boards, eco water street stenciling and bike ads that are becoming mainstream," said Gorham. "Street level engagement is a powerful way for brands to be seen, felt and experienced."



Gorham

"The launch of Encyclomedia brings a breath of fresh air to the Australian advertising market," she added. "With original, high-impact 3D-like campaigns, brands know they are working with global experts to achieve recognition and spark conversations."

Encyclomedia Networks, which is the brainchild of Mumbai-born Mukesh Manik, now operates in 15 countries.