

FUNDING, LEGAL

Weinman takes stake in ad agency Encyclomedia

OLIVER MILMAN SEPTEMBER 13, 2011

Serial entrepreneur Philip Weinman has made his latest investment, taking a stake in global creative advertising agency Encyclomedia Networks.

Weinman, head of venture capital firm Deasil Group and StartupSmart blogger, has become chairman of the global business and will oversee the launch of the agency in Australia.

The equity stake and cash amount of the investment are undisclosed, but Weinman says that Deasil owns 100% of Encyclomedia's Australian operation.

Previously, MediaTag acted as Encyclomedia's local agent, but now Australian clients will deal directly with the business, which will be run day-to-day by "woman-in-charge" Charlotte Gorham.

The agency specialises in making "high impact" advertising, such as 3D designs, guerrilla advertising and experiential marketing.

High-end work such as 3D rendering will take place in India, where Encyclomedia originated, with printing undertaken in Australia.

Weinman says that he decided to invest in the business due to the point of difference it offers to other advertising agencies in Australia.

“They don’t do TV or print ads – they do ads that draw your eye and get you look for a long time,” he tells StartupSmart.

“We own 16 companies so I won’t be working full-time on this, but I’m certainly very passionate about it.”

“I’m personally not a big fan of TV ads and this provides a great solution. This is ideal for any company, large or small. No other company has tried to create this kind of advertising yet because the cost is prohibitive.”

A five-strong team will be tasked with selling Encyclomedia’s services to creative and media agencies. The Australian operation will attempt to sign up the local offices of Coca-Cola, McDonalds and Samsung, which are all global clients of the company.

Gorham, says: “Encyclomedia’s high impact 3D-like designs grab attention and result in brilliant ‘life-like’ simulation that achieve greater cut through and offer a cost effective advertising option for brands to leave a real and lasting consumer impression.”

“While TV, press and radio advertising has a place, it’s non-traditional and ambient media, such as mobile billboards, walking boards, eco water street stencilling and bike ads that are becoming mainstream. Street level engagement is a powerful way for brands to be seen, felt and experienced.”
