



# CAPABILITY STATEMENT



**DRAGONFLY  
MEDIA**

# COMPANY OVERVIEW

With a multi-disciplinary, vertically integrated team of experts, Dragonfly Media is a digital marketing consultancy with a proven track record in providing research-based advice & implementation.

Dragonfly Media offers a broad range of digital marketing and automation services to improve business growth & efficiency.

Dragonfly Media is committed to fostering a culture of responsible and informed decision making, strategy & implementation; enabling clients to effectively manage their marketing assets, prioritise campaign needs, and develop long-term marketing assets and business growth strategies.



## KEY CAPABILITIES

Dragonfly Media is a consultancy, strategy and implementation team with a proven track record delivering research-based solutions. This enables clients to optimise the value and globally scale business, freeing them up to focus on their core business.



Branding



Marketing Asset Audits



Digital Marketing & Websites



Life Cycle Marketing Modelling



Artificial Intelligence



Awareness Campaigns



Digital Transformation



Marketing, Video & Graphics Design



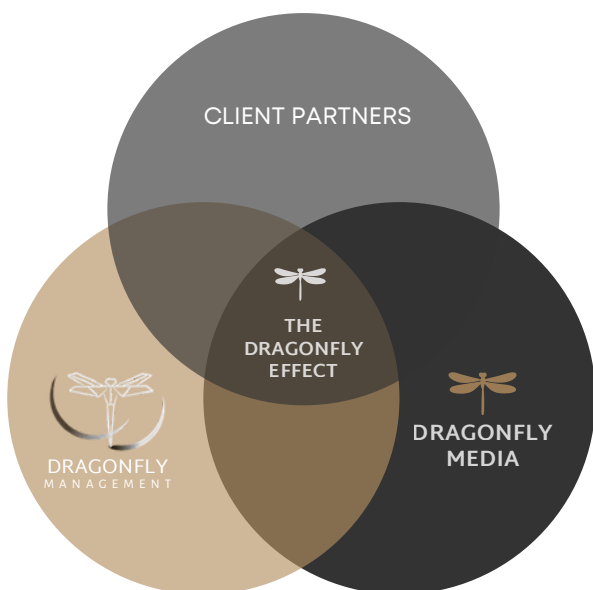
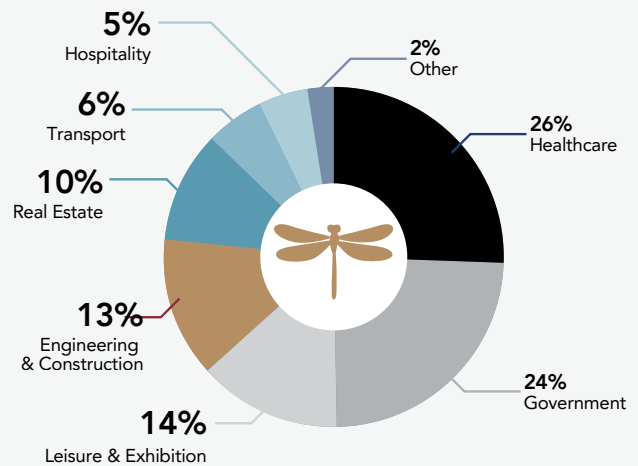
## SECTORS

**Dragonfly Media services a diverse portfolio of clients in the public, private and government sectors.**

With decades of marketing experience, working across diverse organisations throughout the world.

Dragonfly Media is well positioned to provide clients, across a wide range of sectors, with the advice they require along with implementation that gets results.

Our customer base has grown steadily globally, through the development and implementation of reliable, robust strategies that deliver results for our clients that are aligned with their business objectives.



## PARTNERSHIPS

**We see business as long term partnerships and in collaboration with Dragonfly Management, Dragonfly Media helps businesses have a full 360 view of business for global growth not just marketing and sales.**

Dragonfly Media as a foundation partner for clients in marketing and automation, providing a marketing platform for businesses, whilst building systems to a business that allows them to grow their sales and marketing side. When applied with finance and corporate advisory from Dragonfly Management, we bring together the full cycle of business process for successful business outcomes and growth.

We call this the Dragonfly Effect a reliable data driven intuitive interface, enabling complex, business problems to be easily interpreted & solved to help prioritise investments and map out long-term marketing asset management growth strategies.

## CASE STUDY

Engineering and project management Consultancies around the Asia Pacific have partnered with Dragonfly Media to ensure their marketing fits their value services offerings. For example, Dragonfly Media provides marketing consulting and implementation services including marketing & IT audits, business branding, marketing collateral design, businesses marketing analysis, marketing asset management strategies to help best represent and structure their large traditional organisation front facing to their audience and win successfully long term business.

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Dragonfly Media were brought on initially to do an marketing audit in 2024, which then led to further discussions about more long-term marketing strategies. Since working with Dragonfly Media, we have implemented brand guides and capabilities statements, which has allowed us to tender successfully for government infrastructure projects in the pacific islands.

**ARTHUR KANG | DIRECTOR, BLUE PACIFIC ENGINEERING**



### Contact DragonFly Media

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