



Thriving in the global digital era.

Ellis Jones provides strategic planning, marketing and revenue development services to leading arts companies and organisations during pivotal times in their evolution. We match a deeper appreciation for the value of arts to society with the strategic thinking that comes from years of advising government and business. Our passion for the arts is vivid in all of our work and reflected in all that we do.

The context for producing, staging and marketing the arts, artists and arts organisations is rapidly changing. The internet, new media and social media platforms bring not only new and larger audiences, but new avenues for performance and publishing of work.

Competition for the discretionary 'entertainment dollar' is intensifying as public funding shrinks, placing more emphasis on commercial business models and philanthropic support.

We understand these changes and help board members and executive teams plan for the future.

How we work with you

Business improvement

- Strategic planning facilitation
- Market and economic research
- Social impact measurement
- Social strategy and program design

Marketing and Communications

- Integrated marketing strategy
- Brand development and activation
- PR and media relations
- Government communications
- Audience development strategy
- Web and social media strategy

Creative

- Technical and report writing
- Visual identity design
- Campaign creative and execution
- Marketing materials
- Website and mobile applications

“The world of reality has its limits; the world of imagination is boundless.”

Jean-Jacques Rousseau

Clients

A selection of organisations with which we have worked:

**CHUNKY
MOVE**



Sotheby's
AUSTRALIA



Follow us

Follow us. We share content, workshop ideas and connect online every day. Talk arts with us.

