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Vision6 Launches First-Ever National Brand Campaign “Simply Reliable”

Australian owned and operated email and SMS marketing software company, Vision6, announced the launch of its first-ever national brand campaign and new brand platform “Simply Reliable”.

Founded in 2001, Vision6 was one of the first email marketing software providers in Australia and has since been relied upon by thousands of Aussie businesses and organisations for over 20 years. And with data privacy assurance becoming a core strategic asset to the SaaS industry, the campaign highlights Vision6’s commitment to providing reliable local support, data privacy and security, and an email and SMS marketing software that’s been perfected for decades.

The campaign features some of the Vision6 staff, with a short cameo from co-founder and CEO Mathew Myers.

“It's a great pleasure to be working alongside such a passionate and talented group of people and being part of their career journey as much as them being part of the Vision6's. And this brand campaign is a perfect example of that passion and teamwork coming together,” Mathew Myers said.

The campaign was filmed at the Vision6 HQ, in the newly built Transport House office building at the Fortitude Valley Transport precinct.

Currently supporting thousands of Aussie brands, Vision6 intends to use the campaign to highlight Fortitude Valley as Australia’s new tech capital. Myers adds:

“With Australia housing some of the best tech startups in the world, we wanted to launch a campaign that celebrates being a part of this growing industry - as the line says ‘forget Silicon Valley, think Fortitude Valley.’”

Sydney-based creative agency, Circul8, led the strategy and creative behind the campaign and worked with production agency, unko, to bring the “Simply Reliable” platform to life.

Alana Stocks, founder & managing director of Circul8 says, “We’ve been relying on Vision6 for the past 15 years so when they asked us to strategise a brand platform and create their first ever national brand campaign, naturally we were stoked!”

The campaign will be on digital, programmatic and social media platforms. There are also plans to roll out the campaign to digital out-of-home, which aims to highlight the Valley as home to many Australian tech companies, focussing on the messaging “Think Fortitude Valley”.

To view the full campaign ad, head to the [Vision6 YouTube channel](#).

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About Vision6

As Australia’s most reliable email and SMS marketing software, Vision6 is passionate about helping marketers and agency professionals to get more customers and grow their business. Since 2001, Vision6 is relied upon by thousands of businesses for its industry-leading marketing solution, real person local support, data sovereignty and security.

Contact

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For brand logos, imagery and assets, please [visit our newsroom](#).