



MEDIA RELEASE

Where To Media rebrands to Avid Collective, a network of seven Australian digital media brands

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Digital publisher Where To Media today announced it has rebranded to Avid Collective, an audience-led branded content solution, an entity that now represents a network of seven owned media brands.

The rebrand arrives following the significant growth of the Where To digital brand, that guides viewers on 'Where To' spend their time and money across Australia. In addition, the group has also seen rapid growth across several new media brands that have been launched in the last year.

The Avid Collective network now consists of media titles that focus on local experiences, travel, home inspiration, shopping, sustainability, wellness and pop culture. The new media brands include 'Add To Cart Australia', 'For The Home Australia', 'Where To Travel', 'Thriving Planet AU', 'Best Life Australia' and 'Culture Feed AU' (see further information below).

Avid's network of brands communicates to digital audiences via a unique, short-form video format called 'video articles'. The video articles, when sponsored, directly integrate brands into the content format. The group publishes more than 1,500 video articles per month through its network of websites and social pages, reaching more than six million Australians.

Avid Collective Managing Director and Co-Founder, Luke Spano, said the rebrand is the result of several new media title launches throughout 2019, and the recognition that one brand was needed to represent the whole group.

"Our business has quadrupled in size over the past 12 months and the rebrand reflects our diverse suite of digital brands," Spano said. "We are focusing on passion points that we know Australian millennials love and we are communicating in a way that is engaging, accessible and unique.

"Brands everywhere are losing the attention war. More than 4 in 10 online Australians are using ad blockers and over half of the population subscribe to a streaming service like Netflix or Spotify, making it harder than ever to reach them. In addition, poor brand integration and a lack of ability to effectively capture audience attention are resulting in less effective advertising than ever before.

“Avid’s short-form video articles, created by journalists to provide an informative and engaging experience, and the use of first-party data to deliver highly personalised experiences, have proven to be up to three times more effective at engaging people than traditional content on mediums like Facebook and Instagram,” he said.

Avid Collective currently works with some of Australia’s biggest brands across a variety of industries including retail giant eBay, Pernod Ricard-owned alcohol brand Kahlua and iconic Australian tourist attraction site, BridgeClimb.

“We sell advertising to help grow the businesses that we work with and strive to make a significant impact with every campaign. We don’t limit ourselves to helping brands fill certain impression quotas, we want to make a difference to their bottom line,” Spano said.

Avid Collective will soon announce several new senior additions to its commercial and digital team.

The Avid Collective Media Brands

Where To Australia: Where To - Sydney | Melbourne | Brisbane | Perth | Adelaide |

Where To Australia showcases the best things happening for the people of each Australian city. Whether it be events, bars, food, arts & culture, product launches, movies, travel or adventure.

Where To Travel:

Where To Travel is a curated feed of the best destinations to explore, places to stay and top-rated things to do. This is the guide for Aussies interested in travelling within Australia and overseas.

Add To Cart Australia:

Add To Cart is a curated shopping feed. We trawl the internet for the latest, greatest and most exciting products to inspire Australians to indulge in a moment of treating themselves or others.

For The Home Australia:

For The Home is the home-inspiration feed. It covers product ideas, design trends and practical tips for around the house, all to help Australians express themselves through their home.

Thriving Planet AU:

Thriving Planet delivers curated content and practical tips about the environment and sustainability, to inspire Australians to make changes in their lives so that we can all live on a thriving planet.

Best Life Australia:

BLA cuts through the noise to deliver Australians tips, tricks and hacks on how to live their best life. It trawls the internet to bring them curated content on health, fitness and wellness with the aim to encourage people to improve themselves just a little bit every day.

Culture Feed AU:

Culture Feed is the fastest-growing pop culture page for young Australians. It delivers curated content about all things pop culture and millennial news. From new musicals in Melbourne, to the latest goss from MAFS, Culture Feed covers it all.

About Avid Collective

Avid Collective is an audience-led branded content solution, that represents a network of seven owned digital media brands. The network of brands communicates to digital audiences via short-form 'video articles'. Avid publishes more than 1,500 video articles per month through its network of websites and social pages, reaching more than six million Australians, and using a social and mobile friendly format. Across the network of brands - Where To focuses on local experiences, Where To Travel on travel experiences, For The Home Australia on home inspiration, Add To Cart on shopping, Thriving Planet AU on sustainability, Best Life Australia on wellness and Culture Feed AU on pop culture. More information at: avidcollective.com.au