

Media release

04.12.17

FMS rebrands as Madden & Assoc.

Specialist communications counsel Financial Media Services (FMS) has today announced its rebrand to Madden & Assoc. (M&A).

The new brand reflects a deep financial sector heritage and points to an expanded future for bespoke communications advice to consumer, fintech and digital clients.

M&A currently services leading ASX-listed and private brands within the burgeoning financial services, wealth management and fintech segments. The financial services and insurance sector in Australia contributes more to the national economy than mining, and is growing at roughly 5% per annum.

The company has grown strongly since inception from referral and word of mouth – not once participating in a competitive pitch process.

“This is an exciting growth phase for our firm that has seen us recently relocate our CBD, Sydney offices, sign on a number of new clients, and make senior hires that we plan to announce in January 2018,” said M&A founder Bruce Madden.

M&A’s focus is on strategic message development and communications planning and execution services.

“As social cuts a disruptive swathe through traditional media/ PR models, we have chosen to stay channel agnostic. In other words, clients care less about the how, and are focused more on the why, or social purpose, behind their message,” Madden said.

Over the past 6 months, the agency has experienced a surplus of new business. New accounts include Crestone Wealth Management, Countplus Limited, ARCO Investment Management and Austock Life Limited.

M&A is excited to work with leading brands to produce strong outcomes by building and enhancing their reputational capital.

With the expansion of the business, M&A will be looking to recruit more senior and junior team members soon.

For more information contact

Bruce Madden
M 0412372543
E bruce@madden.com.au