

Branding Agency DOUBLESTAR CO Launches Digital Division of 6 lead by Tiffany McPherson

DOUBLESTAR CO, a brand agency from Sydney, announces the launch of its digital division, DBLSTR DIGITAL, driven by growth and demand for digital experiences.



Sydney, New South Wales Feb 6, 2024 (Issuewire.com) - [DOUBLESTAR CO](#), a brand agency from Sydney, announces the launch of its digital division, [DBLSTR DIGITAL](#), driven by growth and demand for digital experiences. This expansion follows last year's expansion into film and reflects the agency's success in delivering superb design and brand experiences in Australia, France, and the Philippines.

The new digital division of six serves small to medium-sized businesses seeking the highest design quality. It even comes with a cyber-retro new brand befitting of DOUBLESTAR's unique and irreverent approach.

Digital clients have included Advanced Navigation, BodyWRL, CMNL, and Datarock to name some of over 20 web design clients.

In Sydney, [Tiffany McPherson](#) [pictured], formerly of Undigital, joins as Digital Lead and Senior Account Manager. Her role is pivotal in ensuring DOUBLESTAR CO's digital services align with its established brand service standards.

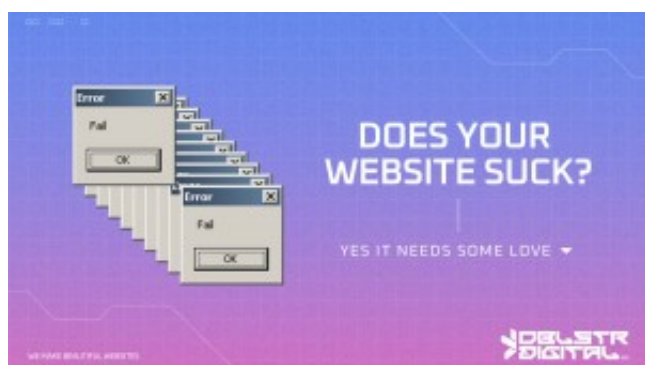
Embracing a collaborative approach, DOUBLESTAR CO partners with other digital agencies for their technical expertise, meeting the complex demands of today's digital products with a hybrid strategy.

Jye Smith, Co-Founder and Managing Director states: "Expanding into digital is a natural progression for DOUBLESTAR CO. We aim to provide clients with beautiful, functional, and accessible digital experiences."

Tiffany McPherson adds: "Collaborating with other digital agencies is vital. It allows us to combine technical skills and innovation, enhancing our digital solutions for clients."

Baptiste David, Co-Founder and Executive Art Director, remarks: "Our design-lead approach is fundamental. We strive to create visually stunning experiences that resonate with our clients' brand identities, understanding and integrating diverse cultural and medium nuances."

This digital expansion underscores DOUBLESTAR CO's commitment to excellence in design and brand experience. The agency is set to redefine digital branding for its select clientele with this unique approach.



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