DIGITAL SHIFT

CASE STUDY

AGENCY DEVELOPMENT / 2014-2023

Digital SHIFT

Building an agency that could scale around the work



Illustrative cover artwork from the published case study

WORKFLOW

Combine teams → Build a core → Add specialists → Win larger work → Adapt

The challenge

Clients needed broader expertise than a small agency could keep on payroll. Digital SHIFT wanted to cover strategy, design, development, marketing and production while keeping a consistent team close to each client.

Discovery

Marc Thornton brought together talent, clients and resources from three agencies and acquired a fourth. A permanent multidisciplinary team formed the core. A network of specialists joined when a project needed deeper development, photography, video or other expertise.

What changed

The core grew to more than 12 full-time staff. Digital SHIFT won work linked to brands including Clipper Teas, Thomas J. Fudge's and Whole Earth, and became a source of extra specialist capacity for larger agencies.



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Read the online case study

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