

Smack

Bang

Welcome to

Our Playground

Branding isn't the product you buy.
It's who you believe you become when you buy it.

— Tess Robinson | Founder + Creative Director, Smack Bang



We all know emotion drives action.

At Smack Bang, we see brand as a story.

A story filled with emotion.

A narrative that evokes a feeling.

For us, every brand is a story underscored by an emotion that drives action.

Throughout human existence, storytelling has always been a profound way of driving action.

From ancient cave paintings to modern-day marketing, storytelling shapes our beliefs and behaviours, turning simple tales into powerful actions, whether it's sparking legends or convincing your 3 year old that the tooth fairy only visits those who brush their teeth.

Storytelling, throughout history, has been one of our greatest tools for igniting connection.



At Smack Bang, we create brands built from the foundations of meaningful and compelling stories that go beyond simply a reason for being.

We tell stories that go to the heart of human experience and elicit a deeply resonant emotional reaction.

Because, you guessed it, emotion drives action.

Our stories drive consumers to notice, engage, trust, convert, stay, and recommend.



A compelling story is your leverage to connection. It links your product to your audience, your culture to your team, your vision to your investors.

A brand without connection is just a product adrift in space, at risk of fading into obscurity.

At Smack Bang, we
build brands larger
than life.



Brands that are
immersive worlds, built
to draw you in, make an
impact and make you
feel something.

We turn ideas into stories, stories into brands, and brands into compelling cultures with cult followings.

We sculpt brands into vibrant universes, meticulously designed to captivate and connect, pulling audiences irresistibly into their orbit through a seemingly effortless magnetism.

'Brand' is the blend of strategy, design, content, and language that tells your story. When we build brands, we meticulously consider how each of these elements work to create the ecosystem in which the consumer will want to live.

We define all the ways the brand can live and breathe in the world—from campaigns to IRL interactions to packaging and beyond.



As a brand-centric agency, strategy and identity are our bread and butter, but our expertise flexes across many modalities collectively equipping our clients to win.

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So, who on earth are “we” and why would you want to work with us?

Enter stage left: Tess Robinson and Elodie Kongasiou

Get to know our Creative Director and Founder

Tess Robinson

Get to know our Co-Director

Elodie Kongasiou

Unlike other agency collaborations, when working with Smack Bang, our clients get to work with our two leading directors themselves.

Together, we collaborate with ease and lead with curiosity.

When a new brief comes in, we assemble the right team fit for the project.



We're small, and our size lets us work closely with our clients. We find this gives us our edge. Crafting brands with care and intention, as if they were our own.

We first start with
the thinking, before
doing the doing.

Every project begins with strategy.
Then, we use what we learn to build
a brand sure to resonate deep into
the future.

We create narratives and
identities informed by strategy and
underscored by unapologetic and
deep-rooted authenticity.

By aiming higher, working smarter, and finding wonder in the work, we help our clients connect with those who'll remain loyal for the longest.

The What:

We believe the best brands are built from two things: strategy and design. Strategy ensures design is meaningful and memorable; design brings strategy to life. But, like any power couple, it's when the two are combined that the world really sits up and takes notice.

As for our 'agency aesthetic' — we don't have a set flavour or style, but we do have an agency approach.

Our aim is to create work that is loved by your end consumer, not you. It is to build a brand that reflects who you are, not who we are.

For Who?

Sometimes we work directly with founders to build a brand from scratch. Other times we work with established brands that need to tell their story in a new way to get new results.

No matter what though, we work with companies looking to do things differently in order to do them better.

We're industry agnostic, but the common thread that weaves our projects together is less of a category and more of a mindset. We do our best work with people wanting to push boundaries, challenge categories and shake things up for good. Not every project fits the bill; but when it does, we come alive.

The Goal

The game plan is always to craft stories and systems that are scalable and allow you to make brand decisions easily.

So, if you keep hitting the same hurdles like:

Lacking cut-through in a saturated market.

Struggling to maintain cultural relevance.

Searching for a purpose that unites your team.

Battling to forge deeper connections with your customers.

Then get in touch with us.

[Book a Call with Tess](#)