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PRESS RELEASE: AT+M Marketing Announces New Ownership

Launceston, Tasmania - AT+M Marketing (AT+M), a leading digital marketing and media agency, is proud to announce its acquisition by Dan Canham, Founder of Tomorrow Strategy Co. and Owner of Becks Wiggins Stokes (BWS) Recruitment. Effective 1 November 2024, this transition follows over four decades of successful leadership by David and Julie Peck, who have guided the business since its founding in 1981.

Since its inception as Sprinta Print, AT+M has undergone significant evolution. Originally one of Tasmania's leading print production companies, the business expanded its offerings in 1988 with the addition of a design studio, enabling the company to manage both creative concepts and print production. In response to the increasing demand for digital services, Sprinta Print shifted its focus in 2001 to digital strategies, branding, and website development. This journey culminated in the 2004 rebranding to AT+M Marketing, establishing the company as a leader in digital marketing solutions across Australia and beyond.

"We are incredibly proud of the legacy we've built at AT+M. After more than four decades of growth and innovation, we felt it was the right time to pass the baton to someone who shares our passion for client success and business transformation. Dan's extensive experience and forward-thinking approach make him the ideal successor to continue AT+M's story."

- **David Peck**

"Working with so many wonderful clients who entrusted us with their marketing has been a privilege. We are confident Dan will carry forward the values we've instilled in the business and lead the agency to even greater heights."

- **Julie Peck**

"I am incredibly excited about the acquisition. AT+M has a remarkable history of adapting to the ever-changing needs of the business landscape. Its reputation for delivering exceptional outcomes and building lasting client relationships aligns perfectly with my broader vision. I look forward to working with the talented AT+M team to expand our services and continue providing innovative solutions for our clients."

- **Dan Canham, Owner/Director**

Canham added, "This change marks a seamless transition for our valued clients. They can expect the same high level of service and creativity AT+M is known for, with an even stronger focus on digital innovation. Next year, we plan to introduce new tools to help clients stay ahead in their industries."

AT+M will continue to operate independently alongside Tomorrow Strategy Co. and BWS Recruitment, with the existing team remaining to ensure seamless continuity for clients and partners. The acquisition marks an exciting new chapter for AT+M as it builds on its strong legacy while introducing cutting-edge marketing solutions to help Australian businesses, government departments, and community organisations thrive in today's competitive landscape. Importantly, AT+M will remain the same entity, with no changes to its bank accounts or ABN, ensuring uninterrupted operations for all stakeholders.

About AT+M Marketing

AT+M is a digital marketing agency headquartered in Launceston, Tasmania, servicing clients across Australia and beyond. From advertising campaigns and website design to brand development and online marketing solutions, we are 100% strategic and 100% creative. Our approach blends logic with creativity to ensure optimal results and long-term success for our clients.

About Tomorrow Strategy Co.

Tomorrow Strategy Co. specialises in providing affordable, accessible business strategy consulting for SMEs, addressing a gap in the market where medium-sized businesses struggle to access large consulting firms. By working closely with leaders, Tomorrow Strategy Co. helps companies overcome limitations and develop innovative strategies that drive sustainable growth, enabling them to realise their full potential.

About Becks Wiggins Stokes Recruitment

BWS Recruitment is a highly respected recruitment firm with expertise in matching top talent to industry-leading companies. Known for its strong reputation in the SME and NFP sectors, BWS Recruitment has established itself as a trusted partner in recruitment, helping organisations thrive by securing the best talent.

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