



Tanya Sim

Managing Director
Block Branding

WHEN Tanya Sim and Mark Braddock set up Block in 2002 they were driven by a singular desire to pioneer a new model for brand development in an industry that was still dominated by traditional advertising agencies.

What started out as a couple of computers in a makeshift basement office is now a thriving creative agency with many of Western Australia's biggest brands on its client list.

Ms Sim sees Block as part of a small but ground-breaking group of WA companies that are diversifying WA's economy and promoting Perth's creativity on the international stage.

Block's revenue continues to grow year on year and this year alone it has secured \$500,000 in new business.

As managing director, Ms Sim is proud the business has retained some of its earliest clients, an achievement she puts down to a team approach.

However staying true to 'the Block manifesto' has also been a strength for this small but agile creative team.

"The manifesto states that we aim to do what is right for our clients, not just what they want ... we endeavour to challenge our clients and be completely honest in our counsel," Ms Sim says.

"The manifesto provides the backbone for our business and it ensures that we are very clear on what we stand for."

Block now has 11 full-time staff and Ms Sim says the business is close to its optimal size of 15 staff.