

# Starting Fresh

## Y-FILES

NICK CHRISTIE



When it comes to tapping into the mysterious yet lucrative teens-to-30 market, this is the man to talk to

ADAM Penberthy knew he had his marketing and communications strategy right when people started referring to him as "the Gen-Y guy".

In September, Mr Penberthy, 23, celebrated the first anniversary of Brisbane-based Fresh Marketing — his boutique marketing and training consultancy — by throwing an exclusive party celebrating "All Things Y" (mid-teens to 30).

Originally from Toowoomba, and starting his first business in IT at 13, by the time he hit 16 he had employed his first full-time staff member. While his classmates were watching *Home and Away*, he was going over the finer elements of payroll, stock orders and client negotiating.

After finishing school, Mr Penberthy worked for Optus, eventually heading its corporate and consumer sales divisions for southwest Queensland.

With a strong sales background, a degree in marketing and public relations, and networks throughout business and government, he made the decision to go it alone.

"The day the money from my previous job stopped coming into my bank I was shell-shocked," he said. "I started with just my laptop, a mobile phone and some business cards and worked from home for the first four months."

In the early stages, Mr Penberthy learnt one of the most important lessons about running a start-up consultancy.



IT'S MY GENERATION: Founder of Fresh Marketing Adam Penberthy

Picture: Drew Fitzgibbon

"Initially, I took on everything I could get my hands on. That's not really the ideal way to grow a business," he said.

"You need to research clients before taking the next step with them, and have complete passion and conviction for what they want to do in their own business."

One factor working in favour

of Fresh Marketing is its unique place in the market.

"We are the only firm that specifically consults on ways businesses can engage and communicate with the elusive and marketing-savvy Generation Y cohort," Mr Penberthy said.

In its first 12 months his company quadrupled its budgeted turnover.

"Putting the obvious financial rewards aside, the biggest thrill I get comes from working in an ever-changing environment surrounded by positive, inspirational and forward-thinking people," he said.

"Plus, the satisfaction I get from reaching my goals makes the blood, sweat and tears all worth it."