



**You're Sitting on
Something Big.**

WHO WE ARE

**PEOPLE FIRST.
ALWAYS**

**STRATEGY-BASED
CREATIVITY**

**LONG-TERM
THINKERS**

We help people who are super motivated, believe in their brand and what's possible. It's about building real relationships, working closely together, and finding those out-of-the-box solutions that make things click. We're here to offer support, creative ideas, and stick around for the long haul because when your brand does well, we feel like we've won too. And above all, we want the whole journey to feel fun, collaborative, and something that truly excites you.

[LEARN MORE](#)

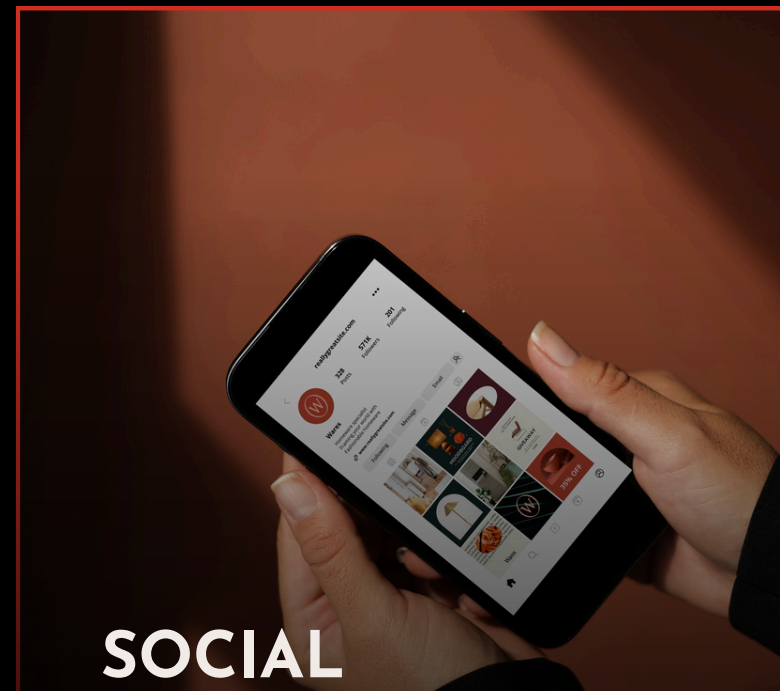


WHAT WE DO



MEDIA CAPTURE

- Photography
- Videography
- Drone Media
- Interviews
- Podcasting



SOCIAL MEDIA

- Strategy & Analysis
- Social Management & Ads
- Influencer Partnerships



EVENTS COVERAGE

- Interviews/Vox Pops
- Live Streaming
- Photo & Video



BRANDING IDENTITY

- Strategy Development
- Audience Analysis
- Branding Media



Hannah Pengilly

**SOCIAL MEDIA & MARKETING
SPECIALIST**

Hey! I'm Hannah. I've been in the social media industry for over five years, working on both my own channels and helping others grow their presence. My expertise lies in creating highly engaging short-form video content, which has helped me build a combined following of over 5 million across TikTok, YouTube, and Instagram. Throughout my career, I've collaborated with brands like Spotify Studios, Apple, Student Edge, and Prime Video—crafting viral content that boosts visibility and drives real connection. When I'm not working, you'll usually find me chasing waves around Batemans Bay or hanging out with our four pups on the farm.



Geoff Pengilly

OWNER & CREATIVE DIRECTOR

Hey, I'm Geoff but my friends know me as Pengo. I've been creating content since before Instagram and TikTok were even a thing, bringing over 35 years of creative experience into every project I'm involved in. Whether it's video, photography, or marketing strategy, my passion is creating something that inspires and motivates. This has led me to walk alongside small businesses and individuals, helping them promote their brand and story. When I'm not behind a camera or flying a drone, you'll probably find me at Bunnings planning my next DIY project, catching a few waves down the coast, or tasting the perfectly roasted brew at the local cafe.

OUR TEAM



PENGO POD:
A Spotify Original Podcast

- 1 Partnered with Spotify Studios to develop, pitch, and market the original podcast PengoPod.
- 2 Created a youth-focused series making art and creativity feel fun, cool, and accessible.
- 3 Produced a viral video campaign generating over 240 million views on Instagram.
- 4 Built a loyal audience and brand identity through strategic content and social media marketing.



MAKERS OF MURRUMBATEMAN:
The Moving Feast

- 1 Captured high-impact visuals across 10+ venues to showcase Murrumbateman's food and wine culture.
- 2 Delivered real-time content to boost event attendance and online engagement during the Moving Feast.
- 3 Built a reusable media library for future tourism and marketing campaigns.
- 4 Helped position Yass Valley as a must-visit destination, driving awareness and regional tourism.



TAMAN KUDA CLUB:
Digital Marketing Strategy

- 1 Increased community engagement by highlighting real stories of growth through riding.
- 2 Boosted enrolments with targeted ad campaigns promoting weekly classes and special events like Easter Camp.
- 3 Improved brand awareness through consistent, values-led social media content.
- 4 Helped Taman Kuda attract new families with strategic, results-focused digital marketing.

BASED IN
CANBERRA, ACT
YASS VALLEY, NSW

VISIT OUR WEBSITE AT
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CONTACT US ON
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DARK HORSE
CREATIVE

**LET'S CREATE
SOMETHING
AMAZING
TOGETHER.**

YOUR JOURNEY STARTS HERE.

