OUR PHILOSOPHY

We are a creative-minded, human-centred, tech-savvy digital agency that creates innovative ideas through building brands, products and experiences.

OUR MISSION

We exist to help people discover, define and develop their visions and ambitions through the digital world.
Rocksteady is an innovative, cutting-edge, digital agency based in Malta. We work on a diverse range of digital services and products, identifying opportunities for business development, promotion and online marketing, maintenance, server administration and hosting using the digital space and online services. We deliver a personal, passionate and tailored service to each of our clients.

Our unique blend of expertise and experience across the world of digital, branding and marketing enables us to create tech products, solutions and campaigns which truly transform brands and organisations, opening up possibilities, inspiring audiences and attracting customers.

We put people first and create, design and launch experiences that redefine industries in our constantly evolving digital era.

Learn more about us on: WWW.ROCKSTEADY.DIGITAL
The Maltese Islands

Surrounded by the Mediterranean Sea, the Maltese Islands are a rich tapestry of history, culture and natural beauty. The language of business in Malta is English, and the country has been a full member state of the European Union since 2004.

Malta’s approach to business promotion, development and a good standard of living make the island republic a destination of choice for relocation of business and personal residence. The island acts as a platform for international business and commerce providing legal certainty, a high level of professional advisers, a skilled workforce, lower overall operating costs and a business-friendly environment.

Main Reasons to Do Business in Malta

- Convenient time zone (GMT+1)
- Good weather and high standard of living
- A sophisticated, European business environment
- Reasonable set-up and operational costs
- State-of-the art communications infrastructure
- Malta Residence Schemes
- Highly educated and productive local workforce
- Excellent international schools
- A solid banking system
- An EU-approved tax system, with considerable tax efficiency
- Extensive network of double tax treaties
EVENT BRANDING & EXHIBITION SIGNAGE

If you have a big event coming up or an important exhibition, you need to design a stand that demands attention. We believe in keeping an open line of communication with the client, to create the stand you need with a timescale and budget that works for your business.

STATIONERY, MERCHANDISE & COLLATERALS

Stationery is a fundamental component of a company’s communication system and plays an important role in the first impression of a company. It is a key component of a brand and a way to maintain consistency across its visual identity.

BRANDING SERVICES

BRAND IDENTITY & CONCEPT

Branding is at the core of everything we do; every design, detail and decision is purposefully crafted to strengthen our client’s brands. We find the most effective way to communicate their message to their desired target audience.

BRAND GUIDELINES

We create standards and guidelines that reflect new brands as well as restoring existing brands. We produce brand identity guidelines that are easy to interpret and efficient to implement.
CREATIVE SERVICES

GRAPHIC DESIGN

We use our bold thinking to deliver digital marketing campaigns that break through the noise and connect with customers. Every piece of design that we create is linked to our clients’ strategic goals.

UX/UI

We make sense of the latest technology to design digital and physical products and services. We put the understanding of your customer at the heart of our process, ensuring we create user centric experiences that connect with them.

PRINTING & PACKAGING

Print and packaging design can be one of the most impactful ways to develop and represent a brand, event or idea. We know print and packaging design is integral to the perception and marketing of a brand and can compel consumers to engage with a product.

CAMPAIGN VISUALS

As experts in delivering visual campaigns, we know exactly what will stimulate online growth and engagement through a combination of static and interactive media.
WEB DEVELOPMENT

From developing a simple static page to a complex application, a website is often a brand’s first and most meaningful point of interaction with its audience. We create websites and applications with comprehensive content management systems and eCommerce solutions that deliver a powerful first impression.

ECOMMERCE WEBSITES

Through a deep understanding of our audience’s makeup and motivations, we design eCommerce websites embarking on a comprehensive research process uncovering key points in today’s consumer-centric, ever-changing environment.

MICROSITES & LANDING PAGES

Sometimes a campaign requires an approach that sits outside of your corporate website. We are specialists in creating bespoke campaign microsites and landing pages to help support a wider community, and improve conversions.

DOMAINS, HOSTING & MAINTENANCE

We offer domain and web hosting to help seamlessly establish your identity. When it comes to ensuring a smooth experience on your website, we can help organize the best managed hosting solutions maintained by our experts.
SOFTWARE SOLUTIONS

Every organization is unique. We focus on creating software solutions designed for specific vertical or horizontal applications across all sectors, by delivering cost effective solutions and bespoke developed software.

OFFICE 365 & EXCHANGE E-MAIL HOSTING

Office 365 gives you cloud-based access to all your favorite Microsoft Office applications, and Exchange e-mail hosting. We know how important it is for businesses to have the right email service with the right features such as a high storage space, protection from viruses and spam and effective support.

CLOUD SOLUTIONS

Whether you’re running applications that share photos or you’re supporting the critical operations of your business, our cloud services platform provides rapid access to flexible and fluid IT resources.

+ CLOUD CRM SOLUTIONS - We offer scalable applications for small, midsize and enterprise organizations, with a focus on sales and support.

+ CLOUD REAL ESTATE SOLUTIONS - We utilize cloud technology to offer a centralized system that allows our clients to manage their entire portfolio.
The unique blend of our expertise and experience across branding, marketing and tech allows us to create products, solutions and campaigns which transform brands and organisations, inspiring audiences and attracting customers.

**BESPOKE STRATEGY & MARKETING**

We excel in working with our clients to express and connect their identity with their desired audience. Branding is at the core of everything we do. We provide a digital centric approach to brand creation building a clear communication strategy for our clients.

**ADVERTISING & PUBLICATIONS**

By evaluating several factors including cost, circulation, editorial content, and market research we are experts in determining publications that fits best with your marketing goals.

**CONTENT MANAGEMENT & COPYWRITING**

Our content creation experts combine strategic insight with stunning visuals to capture your target audience at just the right moment, and ensure they stay to find out more.
With deep expertise in digital marketing, we provide services that deliver results and fuel business growth. We help our clients drive engagement, increase conversions, acquire new customers and increase profitability.

**SOCIAL MEDIA MARKETING**

Through more efficient social media targeting, we are able to reach our clients target audience effectively. We create strategies that improve a brands presence and attract new customers daily.

**PPC MARKETING CAMPAIGNS**

Great PPC management takes more than consistent effort — it takes strategy. We are professionals in creating relevant and intelligently targeted pay-per-click campaigns for our clients.

**SEARCH ENGINE OPTIMIZATION**

Our search engine optimization services are designed to increase visibility within the algorithmic search results to drive high quality, targeted and organic traffic for our clients.
MEDIA SERVICES

PHOTOGRAPHY/VIDEOGRAPHY

In order to provide our clients with dynamic campaigns that reach audiences in unique ways, we work on producing high-quality footage for real world applications. We are passionate about telling your story in the most engaging and effective way possible. We can offer high-quality, professional photography and videography.

GOOGLE STREET VIEW (360)

We can assist and help you create a high-quality virtual tour that lets people experience your location.

AUDIO-VISUAL

We help brands communicate their message in audio and video format to their target market. We produce and distribute audio-visual content, led by the demands of your audience and requirements of editorial quality.

RADIO

Whether you’re targeting B2B or B2C, we are partnered with local radio stations and to help you tell your story and generate results. We help businesses market through their messages, increasing their customer base.
BUSINESS SERVICES

SYSTEM PROCESS

Our team will collaborate with you and your providers to document your processes and infrastructure, to identify weaknesses, address security, compliance and overall risks to maximise your business potential.

SLAs & RETAINERS

We offer Service Level Agreements (SLAs) for ongoing support and consultation, allocating adequate resources to keep your business running smoothly and efficiently.

GDPR SUPPORT & IT AUDIT

We give guidance on how your company infrastructure is GDPR compliant and ensure that correct documentation is in place.

CONSULTANCY & START-UP ADVICE

We set direction and work as collaborators, turning your vision into a clearly executable plan.

GRANT SCHEME

We offer guidance on grant schemes and government funding to help fund your business and cover costs.
OUR VALUES

CREATIVITY
Creativity runs through our blood. We are inspired by the world around us.

DIVERSITY
We believe that embracing a diverse cultural workforce encourages creativity and drives innovation.

COLLABORATION
We are stronger together than apart. Our quality connections and team bring creative ideas to life.

PURPOSE
We motivate our talents to work on projects that are meaningful and have a tangible, positive impact on the world.

POSITIVITY
We value positivity, by promoting and cultivating a healthy work culture and environment, which is vital in any workforce.

CURIOSITY
We never want to stop learning from the people around us and our experiences.
We believe in hiring the best individuals for ourselves and the clients we work with. That’s why we’re partnered with Broadwing Job Placement Agency.

The focus of Broadwing is attracting, shortlisting, appointing and selecting suitable candidates for the placement of permanent, part-time or contract staff on behalf of its clients.

Broadwing values quality and specialization, focusing its resources on identifying unparalleled, highly-qualified individuals across all of its disciplines. With an international recruitment model and a key focus on technology, Broadwing is all about helping people and building relationships.

Broadwing’s goal is to provide exclusive employment expertise for Accountancy & Financial Services, IT, Online Gaming, Blockchain, Sales & Marketing, Legal & Compliance as well as Hospitality and Catering.

Manage your career on: WWW.BROADWING.JOBS

CheckMySalary is a free tool by Broadwing and built by Rocksteady allowing individuals to calculate their weekly, monthly, or yearly NET Salary based on the TAX rates in Malta.

Check out your Net Salary on: WWW.CHECKMYSALARY.MT
The Penthouse is a unique serviced office space that breeds productivity, innovation, and connection, through its first-class and luxuriously finished business space, projecting an image of success, for all its tenants.

Situated at the excellently designed Ewropa Business Center in Birkirkara, the business centre is one of the largest and most exclusive office buildings in Malta, offering the highest level of amenities for doing business.

The Ewropa Business Centre is located in Dun Karm Street, Birkirkara which is one of the most central areas in Malta.

Find out more on: WWW.THEPENTHOUSE.COM.MT