



**STANDOUT
PROVIDE
ONLINE
OFFLINE
THINKING
GENERATING
FOOTFALL
SALES
TRAFFIC
AND
CONVERSION**

Iconography & Identity




Concept and creation of brand and product logos with clear guidelines and direction of use.

Brief Creation




Helping to form clear and concise briefs, making any creative process more effective, achieving desired results.

Social Networking



Strategy and resource provided for social networking activities.

Advertising




Above the line creative, direction and provision to through media.

Copywriting

Quick brown fox

The super quick coffee-brown fox high jumped over the lackadaisical lazy dog.

Online Strategy




What to do online, where to do it, how often, when and why.

Promotion Mechanics




Ideas on how to promote your products and services, spike traffic and drive frequency.

Twitter




Set up and maintenance of Twitter accounts for your brands and business.

Instore Promotions




Captivate and motivate your captured audience through effective instore graphics and messaging.

SEO




Search engine optimisation through content and links, providing organic traffic to your site.

Marketing Channel Strategy



How to invest your marketing budget, based on your objectives, product and target audience.

E-Commerce




Well built easy to check out websites that sell your online products.

Photography



Photography of product, ingredients, location, people, fashion and packs.

Art Direction



Location, styling, theme and art direction of photo shoots for product or people.

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3D Animation



Product, characters, packaging or full scenes can be animated in 3D.

Point-of-Sale




Concept, design and production of instore point-of-sale to create clear point-of-difference.

Cross Marketing



Connecting aligned brands and businesses within our client portfolio.

Data Capture




Google Analytics, Google Adwords, Google Checkout, reporting and recommendation.

Print Production



Sourcing, print, production, supply and fulfilment of brochures, literature, point-of-sale etc.

Branding



Creation and development of brand for product, business or service.

Google Implementation

Google


Google Analytics, Google Adwords, Google Checkout, reporting and recommendation.

Exhibition Design




Design and creation of look and feel and graphic execution for exhibitions.

Website Design and Build



User journey, site map, information architecture, design, build, test and implementation.

Literature Design




Concept, format and creation of offline literature.

Brand Rejuvenation



Identifying tools and implementing strategy to rejuvenate a brand, product or service.

ECRM (E-Flyers)




Concept, objectives, design, build and strategy of E-Marketing campaigns.

Packaging Design




Concept, design and creation of new packs for FMCG.

Online Games



Consumer engaging games that promote networking and capture data.

Project Management




Timelines, expectations and day to day management of all projects.

Core Look Creative



The base foundation for creative for any campaign or multi-media project.

Facebook



Dedicated Facebook Fan pages, Facebook Connect, content implementation resource.

Image Retouching



Image creation, image enhancement and image manipulation.