

# ® Reimagination

reimagining metro marketing  
knowledge at localised prices



capability statement

## core competencies

### Advertising services

#### Creative

- Concept and copy
- photography
- artwork

#### Graphic design services

- Branding
- Print collateral development
- Brochures, newsletters, posters, banners, press kits, etc.
- Display and tradeshow graphics
- Print, billboard and web advertisements
- Signage and Point of Sale

#### Digital

- Website design and development
- Social media set up and consultation
- Email campaigns
- Social media

#### Marketing consultation

- Audits and recommendations
- Target marketing
- Messaging and branding
- Market research

## services and skillsets

- strategies and planning
- mainstream / digital communications
- creative concepts and development
- copywriting / art direction
- production / artwork
- media planning / buying
- branding / corporate image
- advertising creative and production
- graphic design and artwork
- print production
- sales promotion / displays
- television / radio / corporate video
- web communications / platforms
- publishing - newspapers / magazines
- sales tracks / display materials
- sales collateral / stationery / brochures
- tender documents / IMs / annual reports
- rendered site plans / floor plans
- photography / illustration
- outdoor media / signage
- IT troubleshooting

## differentiators

Reimagination incorporating Websites on Wheels (WoW) is an award-winning full-service advertising and communications business owned by Terence Mulligan who specialises in comprehensive communications campaigns, graphic design services, marketing and public outreach. WoW also develops high-impact web design and development through ultra value based formats and incorporating social media aspects.

Terence has successfully satisfied hundreds of local and national clients on thousands of projects with innovative ideas, original design and quality production. Providing one-source solutions and creating, developing and implementing all communications in-house.

As a home-based business, overheads are minimal, so the value is reflected as savings back to the client.

## industry experience

- property development and construction
  - hi-rise / residential / industrial
- real estate / retail / IT
- motor dealerships / racing teams
- State and local council projects
- sport, health and pharmaceutical
- commercial and industrial services
- government and community groups
- schools, education and training

# the mid north coast's newest full-service agency is an all-in-one communication expert

## contact

Terence Robert Mulligan (Terry)

*Creative and Graphic Services*

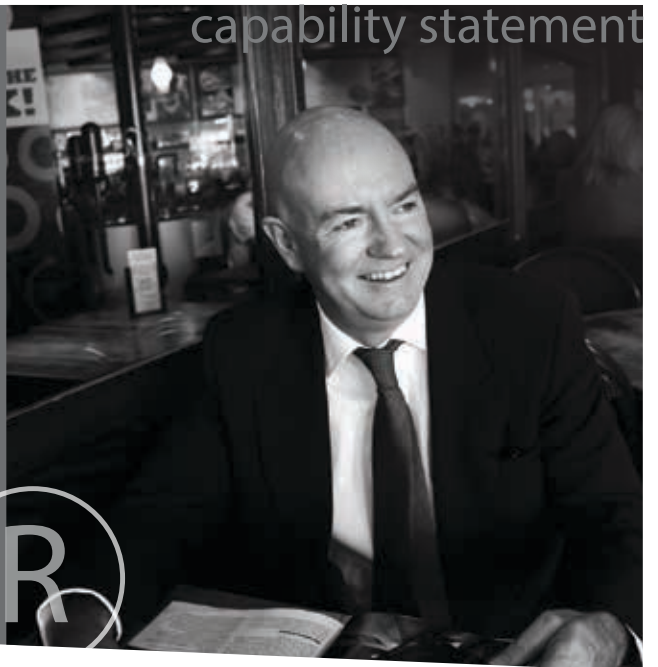
14 McLennan Street, Laurieton

NSW 2443, Australia

Mobile 0412 123 627

creativereimagination@gmail.com

reimagination.com.au



## past & present clients

**Automotive** Lance Dixon Ferrari, Kellow Falkiner Rolls Royce - Rover - Jaguar, Max Kirwan Mazda, Southcoast Automotive Group  
**Real Estate** Blackburn & Lockwood, Talbot Diamond, Geo Hume, WJ Harper **Property Developers** North Beach Estate, Townsville, James Anthony Group, Martha Cove Resort, Hooker Housing Group, WestHomes, Becton Corporation, Avalanche Apartments, Stillwater Apartments, Devine Limited, AV Jennings, Sunland Group, Petrac, Hope Island Resort, Metricon Homes, Metricon Land, Thakral, Niecon Developments **Fashion** Toni & Guy Australia, Guerlain, Wesson Boutiques, Humphrey Law & Co, Le Petite Olivier **Health/Eco** BSC BodyScience, 88 Beach Body, Warburton Health Care Centre, *Liberty Healthcare*, The Clean Air Factory, Waste2Energy **Finance** Finance Ezi, Education Credit Union Cooperative, Trade Tech Share Market College, *GM Homes*, The Investors Club, B2B Fintech **Retail and Services** *Integrity Funerals*, *Premier Funeral Group*, Australia Fair Shopping Centre, Fleays Wildlife Park, Alumclad Home Improvements, Data Management, Bamix Australia, Bendigo Pottery, Gold Coast City Council Economic Development Branch, *Sanctuary Caskets* **Publishing** Freshnewmedia, Australian Bride, Fairfax Community Newspapers, Tweed Newspaper Group, *Your Social Club* **Education** The Southport School, Anglican Schools Office, various Anglican high schools, Ivan Mauger Training Academy **Retirement** Living Choice, Victoria Towers, Grande Pacific **Food** P'nut crackers, Slush Puppy, Currumbin RSL, Angel Bay Foods, Bankhouse Wines (NZ) Nicolinis Pizzeria, De Vito Waterfont, Bambino Ristorante **Website Development** - Integrity / Premier Funerals, South Coast Autos, Vegan Megan, Hello Hoi An Vietnam, Nicolinis by the Bay - Vic, Shane Way Marine, People and Culture Services Consultancy

## personal experience

Marketing Manager - South Coast Automotive Group (SC motors Brisbane and Tweed, Finance Ezi, V8 racing teams)  
Creative Director owner - Reimagination / Websites on Wheels  
Art/Creative Director - various Melbourne advertising agencies  
Production Manager Newspapers - Gold Coast Mail / GC Weekend Herald  
Production Manager / Art Director - various glossy fashion, photography and local govt magazines in Qld, Vic and national  
Creative Director - Wells Ads specialising in property and more  
Consulting Art Director - Duo magazine Townsville

## awards

**Clio (New York)**  
*Finalist* (worldwide x2) - Apparel, Automotive  
**International Festival of New York (USA)**  
*Finalist* (worldwide x2) - Apparel, Appliances  
**Caxton (Australia - newspaper ads)**  
*Winner* (x2) - Real Estate, Automotive  
**Award (Australia)**  
*Winner* - Automotive  
**Chicago Retail Awards (USA)**  
*Finalist* (worldwide) - Automotive  
**Pan Pacific Advertising Awards (Australia)**  
*Finalist* (x4) - Apparel, Landscape Architecture, Pharmaceutical (2) **Bronze** - Apparel  
**National Print Awards (Australia)**  
**Bronze** - Technological innovation - Retail  
**Banksia - Communications (Australia)**  
*Winner* - Environmental Tourism  
**Melbourne Art Directors Club (Australia)**  
**Gold** (Packaging) - Homewares

## major projects

**Property - Full branding and marketing for:** Oracle Twin Towers - Reflections I & II - Casino Towers - Hamilton Harbour - Festival Towers - Victoria Point, Docklands - Metricon Seabreeze and Point Vue - Glades Residences **Retail - Marketing and creative for:** Toni & Guy franchise - Bamix Australia - Australia Fair Shopping Centre **Health - Brand Development for:** BSc Body Science