



creative  
director

# vitæ

**creativity.**

leadership.  
planning.  
innovation.

brand aware.  
relationships.  
management.  
media.

**mulligan.**

terence.  
motivated.  
creative.

**vitæ:** life.  
development.  
creation.  
original.

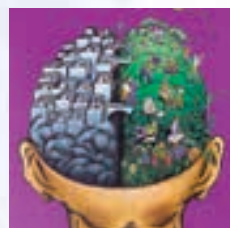
strategic  
thinking vs  
historical  
referencing.

## To find **the right creative director** to mastermind communications in the fashion industry **is a left brainer.**

**The task.** To find a creative director with a background in design and advertising, with a truckload of development experience, and to lead a team and drive the production and standards of creative communication materials upward.

**The method.** Search out someone with the experience in the design, advertising, publishing or media environments who is both business savvy and has an exceptional level of creativity and innovation. Someone with a dual hemisphered brain. A smart lateral thinker with the objectivity to produce the right end result from accessible resources. A team playing leader with the wits to be flexible enough to keep ahead of media marketing trends and set a few new ones. It's about 'building' relationships

**The answer.** Terence Mulligan. Call 0412 123 627.





# on the inside

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page29 and of course the call to action

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Creative Director

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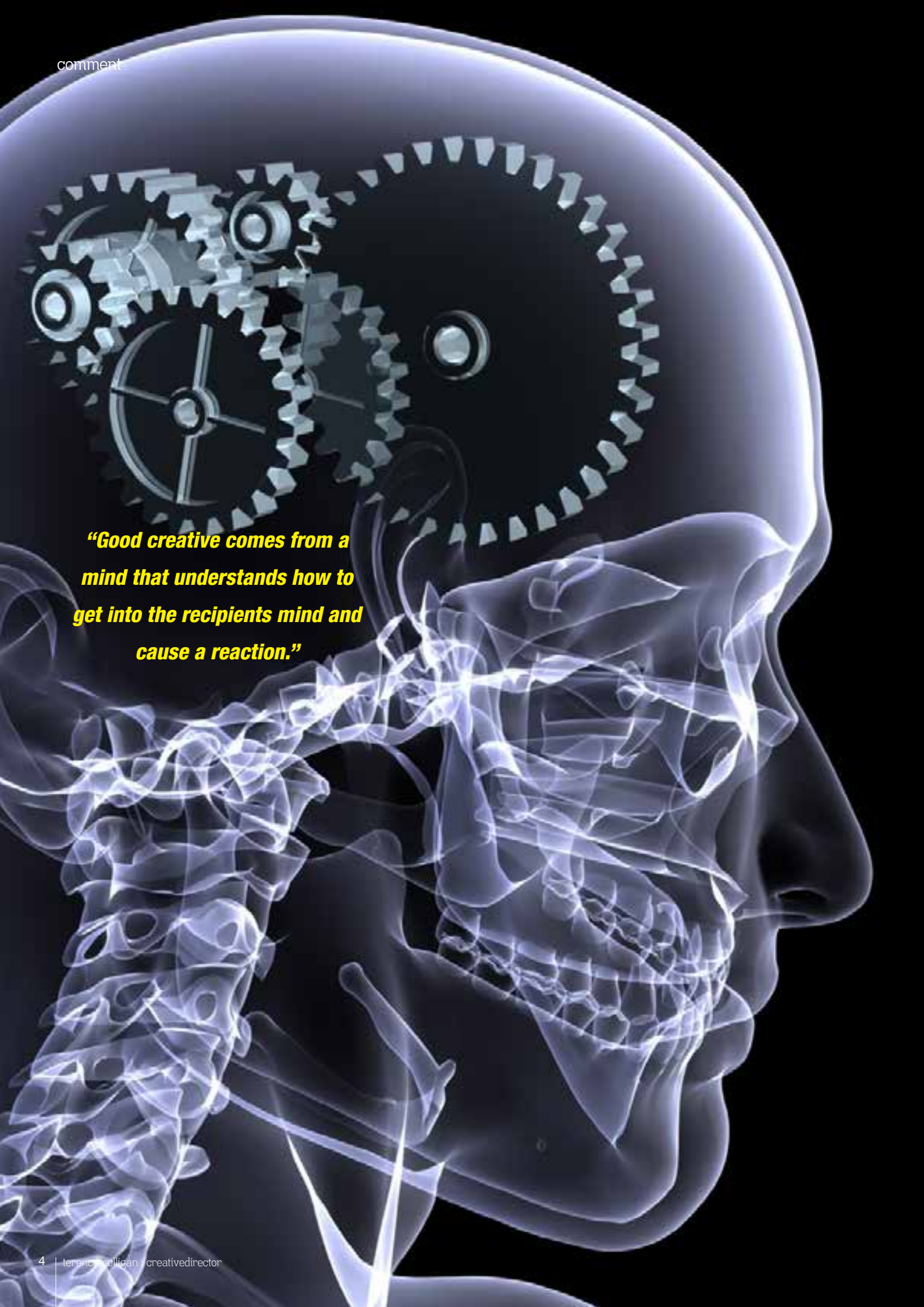
**Editorial**  
Terence Mulligan

**Creative direction**  
**Copywriting**  
**Design**  
Terence Mulligan

**Photography**  
Benry Axtmann

**Printing**  
Digital





***“Good creative comes from a mind that understands how to get into the recipients mind and cause a reaction.”***

# why psychology and psychographics are the key to the communications explosion and the reimagining of creative for traditional & modern media

The social media phenonemon is interesting. Interesting in that it is accessing an incredibly huge market but doesn't deliberately engender spend patterns. But most interesting of all, is that the way we speak to people in this medium, is the way we should always have communicated with them. As friends, by gaining trust, by offering something other than just 'a product', by speaking with them colloquially and honestly.

Word of mouth is the best form of advertising. So get people taliking. Communicating on a cerebral level can greatly influence cultural and personal thinking and cannot be under-rated. Knowing the personality profile of your target market allows you to deliver marketing in the format needed to by-pass resistance, increase your conversion rate and minimise your marketing costs. Psychographics deals with the unconscious filters and decision making processes of the target market.

Knowing the psychological dimensions of your market's 'wants' allows us to micro-manage the presentation of products and services to achieve the best results through creative crafting of the delivery.

## My Philosophy

"Every creative and production decision I make and implement is based upon a few psychology-based tenets. Because I firmly believe the majority of decisions that people make are based upon desire or want, I take the following into account...

Cognitive dissonance. Instant erudition. Peer approbation. Selective editing. But most importantly, the fact that all advertising is communication. And all communication is advertising.

A brand is only as good as it is marketed. A product is only as good as it is marketed. All communication is only as good as it is marketed. And in today's complex and saturated marketplace the best and most subtle of all marketing is and has always been 'word of mouth'.

This is why social media - facebook, twitter, youtube - are such good tools in spreading the word. And why advertising and publishing is changing into a social requirement rather than just performing reporting functions. It surprises me that so much 'public notice' style marketing still exists."

**Terry Mulligan**

**Communication needs are best solved by taking the right facts and applying imagination to them to create a solid concept in order to get solid results**

# advertising publishing people and all the other stuff

## **Terence Mulligan (Terry) and what he does**

Market assessment, account service, client care, creative concepts, copy, press, tv, radio, production, direction, management, mentoring, budgeting, presentations, marketing, strategies, publishing and guest speaking at business colleges and online webinars.

**Creating Communication! Delivering Communication!**

## **Marketing and Communications (Marcomms)**

As marketing manager for the SCAG, a group encompassing several car dealerships, a finance company and car racing team, Terence was responsible for initially setting up the marketing department and initiating systems and operations in a hands-on day-to-day role.

## **Advertising and marketing**

From finished artist through art director and copywriter to creative director in Auckland, Melbourne and Gold Coast mainstream and below the line agencies and communications organisations.

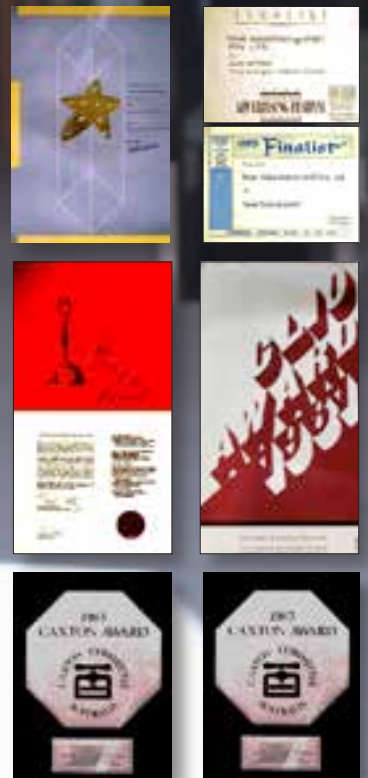
Heavily awarded finalist and winner of many Australian and International Awards for communications, advertising, design, copywriting, packaging and tourism excellence including Clios, International Ad Festival of NY, Caxtons, Banksia, National print awards, Art Directors Club, 'Award', Chicago Retail Awards!

Campaigns that sell education, motor vehicles, real estate, building development, computers, retail appliances, fashion, food and everything else under the sun. From originally writing and art directing hard-hitting ads for the general consumer to arting "designer" ads for niche publications in the pharmaceutical, photographic and fashion industries.

## **Publishing, branding and creative direction**

After breaking teeth at design school and on the print shop floor, spent over 30 years general experience in the advertising, graphic design and publishing industries. From total corporate image assignments to simple logotypes. Creating total brand structuring with corporate guidelines to complete corporate sales promotion materials. From ad campaigns to publication structures. From weekly newspapers to newstand glossies. From ideas to fully developed marketing plans and implementations. Studio planning, establishment and management, integrating new IT systems with established procedures including staff training and assessment.

In marketing, culture  
and success, start with the creative director





In any business it starts **with the people inside** and it ends **with the people outside...**  
who you are talking to **is what matters most...**

and it's not about the awards you win but the **rewards you earn!**

- communications & marketing
- strategies and planning
- digital communications
- creative concepts and development
- marketing solutions
- copywriting
- production
- media planning/buying
- branding
- corporate image
- interactive communications
- advertising concepts
- sales promotions

**Vision: To enlighten people with fresh creative ideas that enrich their psyche and influence their lives**

**Purpose: To achieve this vision with momentum, creative approach and delivery**

# experiential structure

- graphic design
- artwork
- print production
- television / radio
- web communications / platforms
- publishing - newspapers/magazines
- corporate videos
- event management
- original music/jingles
- sales tracks
- display materials
- sales collateral
- stationery
- brochures
- tender documents
- information memorandums
- annual reports
- rendered site plans/floor plans
- architectural renderings
- photography
- illustration
- outdoor media
- signage

**Terence's philosophy states: "creative reimagination must be achieved with a solid reason". Believing internal communications enable workable external communications he insists service is as important as marketing and the creative product.**

**There are low cost 'modern' approaches and options for business meaning overheads can be kept low and the cost to organisations fair.**

**Having total all round skills means as a controller of creative communications, Terence has a solid foundation from which to deliver solid results.**

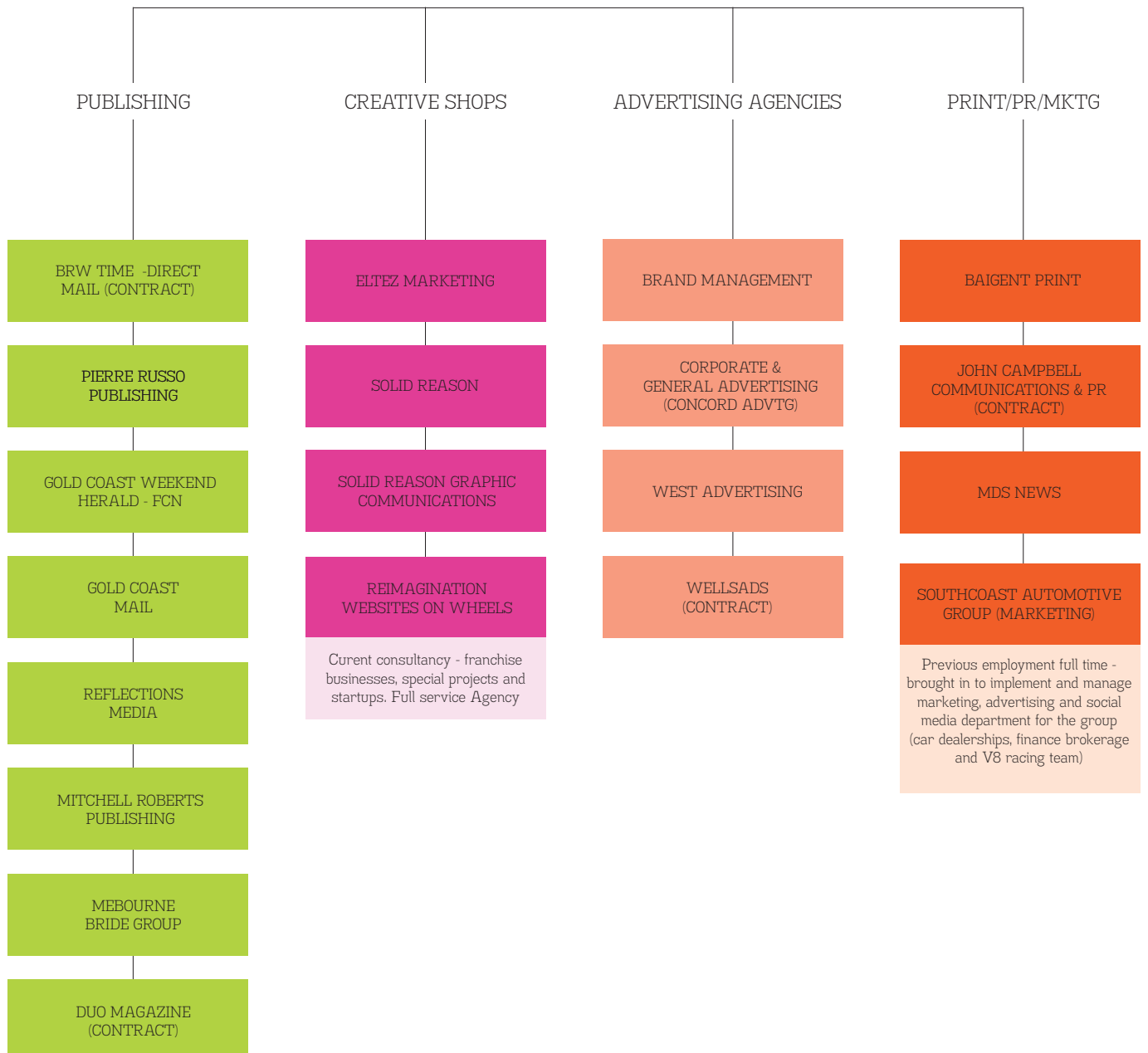


# different facets



# different approaches

CAREER CHART



# the creative edge

## Terence Robert Mulligan (Terry)

Creative Director

Born: 7 April 1958

Married, 2 children (independent)

**Mobile 0412 123 627**

creativereimagination@gmail.com

**Creative solutions come from applying imagination to the facts for a very solid reason. And making sure it resonates inside the recipients mind to create a 'sale'. It's mind vs mind. And nobody minds if everyone wins.**

### Award

Clio (New York)  
International Festival of New York (USA)  
Pan Pacific Advertising Awards (Australia)  
Pan Pacific Advertising Awards (Australia)  
Clio (New York)  
Caxton (Australia)  
Chicago Retail Awards (USA)  
Award (Australia)  
International Festival of New York (USA)  
Pan Pacific Advertising Awards (Australia)  
Caxton (Australia)  
Pan Pacific Advertising Awards (Australia)  
Pan Pacific Advertising Awards (Australia)  
National Print Awards (Australia)  
Banksia - Communications (Australia)  
Melbourne Art Directors Club (Australia)

### Designation

Finalist in top 10 worldwide - Apparel  
Finalist in top 8 worldwide - Apparel  
Finalist - Apparel  
Bronze - Apparel  
Finalist in top 8 ads worldwide - Automotive  
Winner best newspaper ad - Automotive  
Finalist in top 10 worldwide - Automotive  
Winner - Automotive  
Finalist in top 4 worldwide - Appliances  
Finalist - Landscape Architecture  
Winner best newspaper ad - Real Estate  
Finalist - Pharmaceutical  
Finalist - Pharmaceutical  
Bronze - Technological innovation  
Winner - Environmental Tourism  
Gold (Packaging) - Homewares

## Terence Mulligan: Myer Briggs Psychological Profile: INTJ (Mastermind) IQ: 126

**INTJs have original minds and great drive for implementing their ideas and achieving their goals. Quickly see patterns in external events and develop long-range explanatory perspectives. When committed, organise a job and carry it through. Skeptical and independent, have standards of competence and performance for themselves and others.**

Masterminds are rare, comprising no more than one to two percent of the population, and they are rarely encountered outside their office, factory, school, or laboratory. Although they are highly capable leaders, they prefer to stay in the background until others demonstrate their inability to lead. Once they take charge, however, they are thoroughgoing pragmatists.

In their careers, Masterminds usually rise to positions of responsibility, for they work long and hard and are dedicated in their pursuit of goals, sparing neither their own time and effort nor that of their colleagues and employees. Problem-solving is highly stimulating to Masterminds, who love responding to tangled systems that require careful sorting out. Ordinarily, they verbalise the positive and avoid comments of a negative nature. They are more interested in moving an organisation forward than dwelling on mistakes of the past.

Masterminds tend to be much more definite and self-confident than other Rationals, having usually developed a very strong will. Decisions come easily to them; in fact, they can hardly rest until they have things settled and decided. But before they decide anything, they must do the research. Masterminds are highly theoretical, but they insist on looking at all available data before they embrace an idea, and they are suspicious of any statement that is based on shoddy research, or that is not checked against reality.

They have self-confidence, sometimes mistaken for simple arrogance by the less decisive, which is of a very specific rather than a general nature. Its source lies in the specialised knowledge system. When it comes to their own areas of expertise - and INTJs can have several - they will be able to tell you almost immediately whether or not they can help you, and if so, how.

Perfectionists, with a seemingly endless capacity for improving upon anything that takes their interest. INTJs apply the criterion "Does it work?" to everything from their own research efforts to the prevailing social norms. This in turn produces an unusual independence of mind, freeing them from the constraints of authority, convention, or sentiment for its own sake. And reflects their pragmatism.

They possess the unusual trait combination of imagination and reliability. They are system builders and whatever system they are working on is for them the equivalent of a moral cause. Anyone considered to be "slacking," including superiors, will lose their respect - and will generally be made aware of this. They are scrupulous and even-handed about recognising the individual contributions that have gone into a project, and have a gift for seizing opportunities which others might not even notice.





# advertising

## research, branding, marketing

### Brand Management

**Position:** Senior art director and production manager

Research-based advertising agency dealing in above and below the line quality products and services in the computing, food, motor vehicle, real estate, travel and service industries

- Art direction of photography and illustration
- New product development
- Qualitative research and group discussions
- Art and graphic design

Clients: Lance Dixon Ferrari, Kellow Falkiner Rolls Royce - Rover - Jaguar, Blackburn & Lockwood, Talbot Diamond, Geo Hume, Wesson Boutiques, Warburton Health Care Centre

### Corporate & General Advertising

**Position:** Senior art director

Stand alone agency that sold creative to Concord Advertising (Melbourne)

- Art direction
- Studio management
- Account service

### West Advertising

**Position:** Creative director

Advertising agency dealing in above and below the line quality products and services in the computing, pet, motor vehicle, real estate, finance and tourism industries

- Art direction
- New product development
- Concepts and copywriting
- Design and art management

Clients: Max Kirwan Mazda, Hooker Housing Group, WestHomes, Becton Corporation, WJ Harper, Avalanche Apartments, Alumclad Home Improvements, Data Management, Guerlain, Bamix Australia, Humphrey Law & Co, Bendigo Pottery, Mt Buller Ski Lifts, Bamix Australia, Education Credit Union Cooperative

### Wellsads

**Position:** Creative director,

Advertising agency specialising in development industry and various other projects

- Creative and art direction
- Copywriting
- Client liaison
- Brand development, presentations
- TV and Video direction and editing

Clients: Devine Limited, AV Jennings, Sunland Group, Petrac, Southcoast Autos, Hope Island Resort, Finance Ezi, Metricon, Thakral, Living Choice

### Solid Reason (now Reimagination)

**Position:** Owner, manager, creative director

Consulting agency to direct clients and other agencies, public relations, direct marketing and communications companies

- Advertising strategies
- Press advertising
- Radio scripts
- TVCs and corporate video
- Media strategies, management and placement
- Graphic design and production
- Web site design and social imedia solutions
- Campaign concepts and promotion
- Production control
- Art and creative direction
- Brand and corporate imaging
- Administration
- Training

Clients: Trade Tech Share Market College, Toni & Guy Australia, Gold Coast City Council Economic Developement Branch, Freshnewmedia, The Southport School, Australia Fair Shopping Centre, Fleays Wildlife Park, BSC BodyScience, Anglican Schools Office, Stillwater Apartments, Liberty Healthcare, Ivan Mauger Training Academy, Integrity Funerals, GM Homes

# HERMÈS



# publishing

## **BRW, Personal Investment, Time**

**Position:** Consulting art director and designer for Beyond Direct P/L

In-mag subscription and direct marketing projects

- Concept development
- Art direction and design
- Photography direction

## **Gold Coast Weekend Herald (FCN)**

**Position:** Creative director, production manager, studio and IT manager

Start-up weekly newspaper. Hired to oversee creative and production. Went from boxed computers to first published in six weeks

- Implemented ISD line data transfer for art to Sydney with FCN staff and set up inhouse studio
- Trained studio staff in design software and layout
- Creative director and art director for advertisements and editorial
- Liaised with advertising sales staff to achieve material deadlines
- Coordinated editorial from editor, sub-editors and advertising sales into finished page forms
- Assisted in establishing new editorial sections
- Creative and copy for inhouse promotion and sales collateral

## **The Gold Coast Mail (TNG)**

**Position:** Creative director, IT and studio manager

Local weekly newspaper. Headhunted to establish and manage production studio

- Production manager for advertising and sub-editors
- Creative director for client based design projects
- Copywriter for ads when required
- Creative and copy for inhouse promotion and sales collateral

## **Pierre Russo & Partners**

**Position:** Creative director and studio manager  
Various publications including VACC journal

## **Reflections Media**

**Position:** Art director and designer  
Indy 500 program, various local govt magazines

## **Mitchell Roberts Publishing**

**Position:** Consulting art director and supplier of artists and studio staff

Design and production of a series of local magazines

- Set up an inhouse studio on a contract basis
- Provided all studio services including staff
- Consulted on art direction and layout as required

## **Melbourne Bride Magazine + Expos**

**Position:** Art director, designer, production manager, studio manager

A stable of very upmarket quarterly Bridal and Photography magazines and annuals, including Australia Bride, Melbourne Bride, Sydney Bride, Couture, Wedding Photography, and relevant Bridal Expos in Sydney and Melbourne.

- Coordinated advertisement design, copy and approvals
- Graphic design and layout
- Liaised with advertising sales staff to achieve material deadlines
- Creative and copy for inhouse promotions, sales collateral and advertisements

## **Duo Magazine (freshnewmedia)**

**Position:** Consulting art director and designer

Glossy Townsville lifestyle magazine

- Creative direction
- Art direction and design of special features
- Concept, copy and design of select advertisements



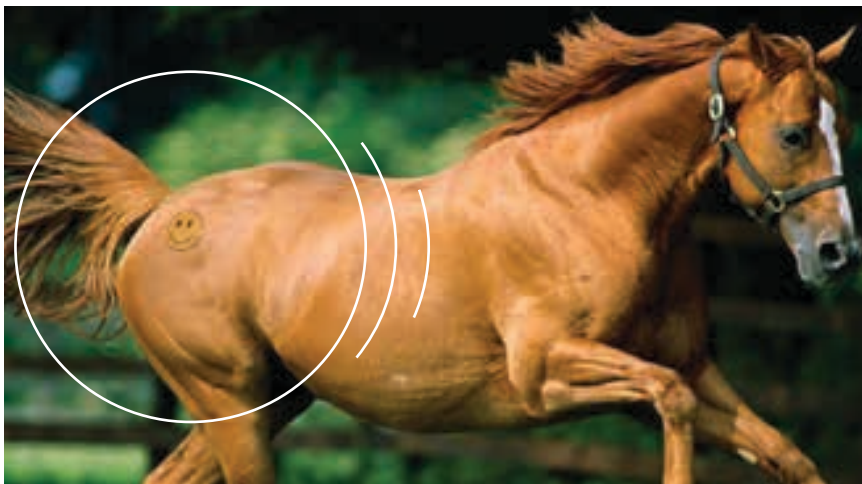


# branding & creative marketing nous

From initial development and execution of marketing direction and materials, including naming, corporate identification, sales collateral and product displays to fulfilment and production of above and below the line advertising, each project is individual in its needs and marketing process.

Experience where it counts - in all aspects of marketing, advertising and design - is paramount to success. Having a history of international and local awards, successful project outcomes and actual experience on both sides of the fence, can't hurt either. To deliver positive measurable responses takes skill, a fair amount of creative nous and an awful lot of energy. And the timing to strike when the iron is hot!

The examples overleaf are a shotgun scatter of history.

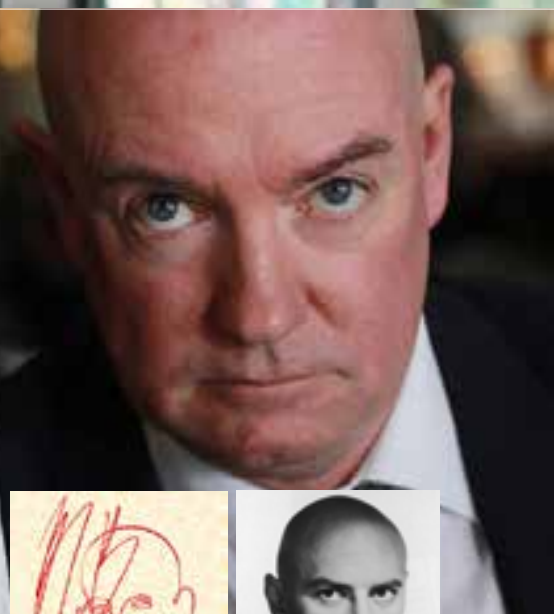


**High design values** treated with **lateral imagining** are what take great ideas and turn them into something brilliant.

Artistic talent and a **high aesthetic** are the tools a **great creative** thinker uses to create points of difference.

branding is more than  
a hot iron on a horse's behind

it is an integral part of business identity...  
occasionally it creates thoroughbreds



*Just because Max Brenner, of Chocolate fame, has branded himself the 'bald man' doesn't mean he owns it. Originally there was his 'near namesake' Yul Brynner, the original King of bald men. And now there is "Mulligan" which literally translates as 'the bald man' (after the Irish monks) so who really owns it? Be it known that a strong short espresso instead of chocolate-anything is the pep of choice of a man who knows what it means to live his brand.*



# portfolio recent

## campaigns

**Special project campaigns incorporating the full gamut from concepts to construction.**

Re-arting Mazda's look into wall sized murals.

Conceiving total campaigns for signage, TV, web and magazine campaigns for specific projects.

Development industry sales suite design and installation, signage, collateral, advertising.



North Beach offers a rare opportunity to live an affordable lifestyle just five minutes from the beach and only 20 minutes from downtown. North Beach offers residents close proximity to local amenities, shopping and schools. And an attractive opportunity for owners or investors with the Queensland Building Boost Grant of \$10,000\*. Plus another \$7,000\* if it's your first home. Centrally located in the Northern Beaches area of Townsville, North Beach is smack dab between the busy and the beach. For block sizes and prices call 4774 4956 today.

**NORTH BEACH**  
Between the busy and the beach  
[www.northbeachqld.com.au](http://www.northbeachqld.com.au)



# web social tv



Controlling website design, development and construction.

TVCs and corporate videos for plethora clients in various industries, including automotive and development.

Recommending strategies and interfaces for social media campaigns, various industries.

Developing and controlling structure and 'content' of numerous social networks across several industries and platforms.





# portfoliohistoricalbycategory

## property

### Devine Homes and Devine Limited (Later Metro Properties)

Various Queensland and Victorian estates and high rise residential projects

Imaging, concepts, branding, advertising, sales display design, art and construction, council and funding briefs, tenders, websites, television, signage, sales collateral

Casino Towers, 151 George St, Brisbane  
33 storeys, 214 apartments

Hamilton Harbour, Hamilton, Brisbane  
3 buildings, waterside project

River Place, 79 Albert St, Brisbane  
38 storeys, 315 apartments

Victoria Point Docklands, Harbour Esplanade,  
Melbourne, 41 storeys, adjoins Edihad Stadium

Festival Towers, 108 Albert St, Brisbane  
38 storeys, Hamilton Harbour, Kingsford Smith Drive,  
Brisbane, Residential towers & commercial precinct

Metro Properties inner-city Brisbane residential hi-rise  
New York inspired projects



### Niecon Developments

Various projects and internal communications  
Logos, concepts, branding, advertising, council and funding briefs

The Oracle, Broadbeach, Gold Coast, Queensland  
Two residential towers, retail & commercial precinct  
Logo, advertising, brochures, plans books, sales collateral, on-site signage, sales display, virtual tours, magazine

Reflection on the Sea, Coolangatta, Queensland  
20 storeys, 81 apartments, retail  
Logo, advertising, brochures, plans book, sales collateral, on-site signage, sales display

Reflection Tower Two, Coolangatta, Queensland  
20 storeys, 121 apartments, retail  
Logo, advertising, brochures, plans book, sales collateral, on-site signage, sales display

Aqua, Broadwater, Gold Coast, Queensland  
20 storeys, 105 apartments, retail  
Logo, advertising, brochures, plans book, sales collateral, on-site signage, sales display

Ultra Broadbeach, Gold Coast, Queensland  
28 storeys

Logo, advertising, brochures, plans book, sales collateral, on-site signage, sales display





## Metricon Qld Homes and House & Land projects

Seabreeze, Pottsville, NSW  
Coastal estate with 2000 lots in 17 stages  
Logo, advertising, brochures, sales collateral,  
on-site signage, sales display, website, television

Breeze Bargara Beach, Bundaberg, Queensland  
Coastal estate with 98 lots in 3 stages  
Logo, advertising, brochures, sales collateral,  
on-site signage, website

Riva Vue, Murwillumbah, NSW  
Country estate with 236 lots in 3 stages  
Logo, advertising, brochures, sales collateral,  
signage, sales display, website, entry statement

Sea Borne, Innisfail, Queensland  
Coastal estate with 359 lots, marina, resort and unit  
complexes  
Logo, brief materials, sales collateral, illustrations

Point Vue, Banora Point, NSW  
Suburban estate with 90 lots  
Logo, advertising, brochures, sales collateral,  
signage, sales display, website, television, entry  
statement

Metricon Homes  
Various estates throughout Brisbane and SEQ  
Logos, advertising, brochures, plans books, sales  
collateral, on-site signage, sales displays, television

## Thakral Corporation, Various national real estate development projects

The Glades Residences, Robina, Queensland  
Golf course estate with six precincts  
Logos, advertising, brochures, sales collateral, on-site  
signage, sales displays, television, design style guide,  
newsletters, direct mail, eco program, celebrity  
affiliation: the Designer Boyz

The Lodge @ The Glades, Robina, Queensland  
Golf course holiday resort apartments  
Advertising, brochures, sales collateral,  
on-site signage

The Oasis Shopping Centre, Gold Coast, Queensland  
Four level urban shopping centre with monorail  
Centre signage recommendations, monorail  
advertising, retail catalogue/magazine



# portfoliohistoricalbycategory

## property

### The James Anthony Group, (Raymar) Developers specialising in high rise residential and retirement complexes

Corporate identity and internal documentation

Grande Pacific Broadwater, Southport, Queensland  
24 level tower, 108 dwellings, resort facilities, 3 levels  
aged care

Logo, press advertising, brochures, marketing  
collateral, on-site signage, website

Trilogy, Budds Beach, Surfers Paradise, Queensland  
Residential three tower with resort facilities

Logo, sales and marketing collateral, advertising,  
signage, website

Allure, Surfers Paradise, Queensland  
14 levels, one per floor residences on absolute  
beachfront

Logo, sales collateral, advertising, signage

Gold Coast Holiday Park, Queensland  
Camping, cabins, motel near the theme parks  
Logo, sales collateral, signage, advertising

North Point, Martha Cove, Mornington Peninsula,  
Victoria - 10 waterfront 2-storey homes at Martha  
Cove Logo, sales and marketing collateral,  
advertising, website



### Martha Cove, Mornington Peninsula, Victoria Unique City Pacific funded development with precincts governed by different developers

Corporate communications, precinct marketing,  
advertising  
events/expos, website

Precinct: Brindabella Point

24 rare large waterfront homesites

Logo, sales and marketing collateral, advertising

Precinct: Waterfront Homes

24 rare large waterfront homesites

Logo, sales and marketing collateral, advertising

Precinct: The Views

10 waterfront 2-storey homes at Martha Cove

Logo, sales and marketing collateral, advertising

Precinct: North Point

10 waterfront 2-storey homes at Martha Cove

Logo, sales and marketing collateral, advertising





## Petrac Group Land developers

Development and/or enhancement of corporate identity, advertising, above and below the line marketing, sales collateral

Pacific Pines, Gold Coast, Queensland  
Residences, tavern, community hall & shops  
Advertising, sales collateral, signage, marketing

River Cove, Hope Island, Queensland  
Exclusive 24 lot gated peninsula estate  
Logo, advertising, sales collateral, signage, electronic marketing, other marketing materials

Orchard Beach Heights, Redland Bay, Queensland  
Large residential estate  
Logo, advertising, sales collateral, signage

Bay Breeze, Wellington Point, Queensland  
38 eco-friendly allotments with 'smart home' options  
Logo, advertising, brochures, sales materials, signage

Leisure Life, Redland Bay, Queensland  
Retirement community of freestanding houses and apartments in a landscaped environment  
Logo, press advertising, brochures, marketing collateral, signage, shopping centre displays



## over60s

Various development projects specific to Retirement and Over 50s lifestyle choices

Development and enhancement of corporate identity, advertising, above and below the line marketing, sales collateral

Victoria Towers, Southport, Gold Coast (Southport RSL) 35 level tower, resort facilities, aged care  
Logo, press advertising, brochures, marketing collateral, on-site signage, sales displays, newsletters, promotions, television, seminars, website, development of finance programs

Grande Pacific Broadwater, Southport, Gold Coast, Queensland, 24 level tower, 108 dwellings, resort facilities, 3 levels aged care

Logo, press advertising, brochures, marketing collateral, on-site signage, internal documentation, website

Living Choice, Sunshine Coast and NSW  
Retirement communities in several locations

Press advertising, brochures, marketing collateral, on-site signage, television, celebrity affiliation with John Wood





# portfoliohistoricalbycategory

## publishing

### Creative Direction:

- Glossy bridal magazines
- Wedding photography annuals
- Fashion magazines
- Council magazines and journals
- Trade journals
- Weekly newspapers
- Subscriptions and internal collateral

### Development and design:

- One-off council magazine
- Epicurean magazine
- Glossy Indy program/magazine
- Newspaper sections

### Advertising:

Advertisement concept, copy, design  
and production for all the above

### Administration:

Client liaison, department  
management, collaboration,  
budgeting, team leading,  
training, mentoring



# ecological

**Various clients that have an 'eco' conscious aspect in the world of recyclable, re-useable, eco everything, some products are worth the effort.**

Ecovillage - Highlands, Currumbin Valley, Gold Coast  
International award winning acreage eco-estate  
Corporate image, advertising, brochures, marketing collateral, signage, television, audio visual, website

Hideaway Currumbin Valley, Devine Limited, SEQ  
Acreage estate with bushland-set enviro-built homes  
Corporate image, photography, jingle, concepts, presentation materials

Germfree 24, Zoono Pty Ltd, National  
Nano-technology product that organically bonds to skin to provide long-lasting protection against viruses  
Corporate image, sales collateral, packaging, advertising, marketing

The Clean Air Factory - Germinator, National  
Industrial strength air purifying machinery  
Logo, sales collateral, photography, marketing

Waste 2 Energy, The Brian Russell Group, Australasia  
Energy conversion systems  
Corporate image, sales collateral, marketing



# retailservice

**Samples of campaigns for consumer products and services in various markets**

bamix Australia  
bamix and magimix food processors, and others  
Advertising, sales collateral, catalogues

Bendigo Pottery  
Tourism destination with product sales division  
Advertising, sales collateral, promotional, corp AV

David Fleahy Wildlife Park  
Tourism destination  
Advertising, outdoor, collateral, mascot creation

Toni & Guy  
Essentials Hairdressing Group  
Franchise development including co-ordinating creative style guide for first salons in Australia

Australia Fair Shopping Centre  
One of Gold Coast's largest centres  
Advertising, promotions and research studies

Le Petit Olivier  
Natural Olive based French cosmetic products  
Development of sales strategy





# portfoliohistoricalbycategory



**Food and beverage industry clients and projects.**  
From confectionery to clubs and hotels, there is creative branding that can help everybody

P'nut Crackers, SRS Qld Pty Ltd, National Snackworld brand of confectionery  
Branded as 'a nutty nibble, baked not fried' television campaign, jingle and vision.

Slush Puppie, Stafford Group, National Flavoured crushed ice drink  
Sales and marketing collateral, promo product artwork

Currumbin RSL, Gold Coast, Queensland  
Full entertainment Service Club  
Advertising, jingle, television, brochures

ANZCO, Angel Bay Foods, Australia & New Zealand  
Wholesale gourmet takeaway, burgers and steaks  
Rebranding, photography, advertising, sponsorship

Baja Mexican Restaurant, Surfers Paradise,  
New restaurant in the heart of Surfers Paradise  
Graphics, signage, advertising, point of sale

Bankhouse Wines, Marlborough, New Zealand  
Concept and identity development  
Identity and packaging



## design

**Boutique businesses and design projects in the architecture, furniture, fashion, health care product and sporting industries.**  
**Small successful businesses and franchises that deal in the finer things of life have special needs when marketing.**

Thomas Hughes Constructions, SEQ  
High end architectural renovations and constructions  
Rebranding and marketing through coffee table books and prominent signage

Dare Gallery, Gold Coast, Queensland  
Contemporary furniture franchise  
Sales and promotional collateral, signage

Lady Marmalade, Main Beach, Gold Coast  
Exquisite lingerie and corsetry  
Branding, advertising, signage and promotions

Liberty Health Care, National  
Aged care mobility, bed, chair and sport products  
Branding, advertising, signage and promotions

Niecon, The Oracle, Gold Coast, Queensland  
Special project: Surfboard  
Branding and production





# finance

**A selection of Investment industry clients from money lenders to home buying organisations. Investment takes many forms, but it all comes down to getting people to give you their money**

The Investors Club, National  
Investor club for suburban real estate buyers  
Rebranding corporate identity, advertising, marketing collateral, display/expo collateral, audio visual, website, office fitouts/signs

Platinum Finance Corporation, National  
Multi-layered home and personal finance advisors  
Corporate collateral, stationery, presentation materials, signage, website updates

FinanceEzi, Queensland & NSW  
An independent loan company  
Logo, sales collateral, advertising, signage

B2B Fintech, Queensland  
An independent b2b finance organisation  
Logo, sales collateral, marketing, advertising, seminars

Spectrum Finance, National  
Housing investment for Armed Forces personnel  
Logo, sales collateral, advertising



# automotive

Various motor vehicle dealers, Melbourne, Victoria  
Ferraris for Lance Dixon. Rover, Jaguar and Rolls Royce for Kellow-Falkiner. New Mazda and used cars for Max Kirwin Motors. To private sales of cars, specialist vehicles and stage coaches from the Bendigo Pottery museum.

Creative direction, art direction and copywriting.  
Media placement, research and brand development.

Southcoast Automotive Group, two motor vehicle dealerships in Brisbane and northern NSW incorporating new Nissan, new Mazda and used cars  
Development of corporate identity, dealership appearance and advertising structure, recording celebrity events including Steven Johnson, Luke O'Dwyer and Joe Frazier. Logos, press advertising, brochures, marketing collateral, internal collateral, on-site signage, interior displays, newsletters, creative development of promotional concepts and themes, television - new and corporate adaptations displays, newsletters, creative development of promotional concepts and themes



# call today

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