

BUSINESS LOOKS SMARTER WHEN IT'S ONE TO ONE

strategy
design
advertising
web & digital
print

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14
02

STATES

We're a full-service creative agency, with design studios in just about every Australian capital city.

STUDIOS

We've 14 support bases across Australia specialising in various disciplines of design.

DESIGNERS

A vast talent pool of designers with years of extensive experience in design and advertising.

LATERAL THINKERS

A team of very talented strategists and managers who make our every campaign see the light of day.

CREATIVE HEADS

Two business supports who helps us in achieving the best possible solution for our clients.

OUR SERVICES /

strategy
design
advertising
web & digital
print

OUR LOCATIONS /

NSW	QLD
Alexandria Botany Chatswood Circular Quay Wollongong	Geebung Southport Townsville
VIC	WA
Moonee Ponds Richmond	Perth CBD
ACT	SA
Canberra Phillip	Hilton

WHO ARE WE

our profile

We're a full-service creative agency with design studios in just about every Australian capital city.

What this means for you?

We're able to provide our clients a nimble, responsive local graphic design service, backed up by some fairly impressive agency resources at a national level.

Our design team is battle hardened! So we've probably already encountered some, if not all of the issues you face – certainly the pressures of balancing budgets and timings. Between the group, we've developed a significant box of tricks that we like to call upon from time to time when your problems need to disappear fast.

So, we're a group of creative puzzle solvers, located on your doorstep, commercially realistic and ready to go when you are!

121creative®

+61 (02) 8962 8530, INFO@121CREATIVE.COM.AU, 121CREATIVE.COM.AU



WHAT WE DO

our services

We help you communicate with your customers, through strategic advice and innovative design across relevant marketing channels.

How we do this /

By translating your business ideas into a unique set of brand materials, to broadcast through relevant media channels to the people who need to see it, we design, we write, we print, we upload, we blast – and more.

Our service offering /

A partial list of our most useful products and services includes:

strategy
design
advertising
web & digital
print

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WHY US

our value proposition

When you entrust a 121Creative agency with your **design** and **marketing** needs, we work **one to one** with you to deliver a **clever, commercial** solution that becomes a genuine **business asset** for you.

How we prove this /

Our **one-to-one** approach resulted in 80% increase in customer conversion for Lend Lease in the Atherstone customer acquisition project in 2013.

one-to-one /

Collaborative / Partnership /
Collective / Synergetic / Personal /
Conversation / Guidance /
Focussed / Genuine /
Complementary.



OUR APPROACH

one-to-one approach

Our one-to-one approach to working with our clients is demonstrated through the 4 C's



01 Commercial /

This is not about design and art; this is about a strategic direction to make your business better with a smarter, more engaging public persona that resonates with your customers.

Profitable, Genuine, Pragmatic, Realist, Passionate, Trusted, Quality

02 Collaborative /

We never forget it's your business and we work with you endlessly to deliver the right marketing and promotions that make you and your brand proud.

Inclusive, Partners, Collective, Synergetic

03 Creative /

Finding new solutions to old issues is the challenge we love and we are continually looking at ideas to give your business the edge through innovation and design.

Innovative, Creative, Witty

04 Comfortable /

This should be an enjoyable process and you should be comfortable with our people, our places, our processes and most importantly, your outcomes.

Warm & Friendly, Fun, Playful, Positive

OUR MODEL

how we work

At 121 Creative our senior creatives work directly with our clients to streamline the process and keep it cost effective.

Our promise to you /

Expect innovation, collaboration, fun and genuine results in everything we do.

What it means for you /

What distinguishes us from other agencies is our one-to-one approach of collaborating with our clients without having many layers.

This allows us to maintain a close and honest relationship with all our clients, resulting in the design of clever commercial solutions that become genuine business assets.



OUR PROCESS

design process

The Five Phases of Our Design Process

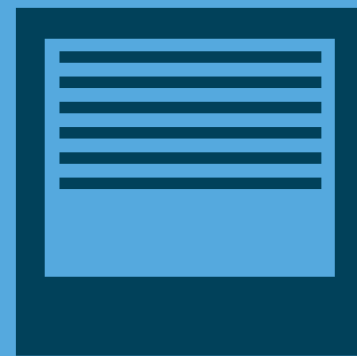


01

Discovery

Conducting Market Research:

Identify Target Markets, clarify goals and research market trends



02

Interpretation

Clarifying Strategies:

Synthesize learning's from the research & clarify brand strategy

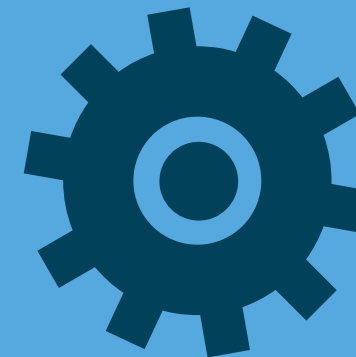


03

Ideation

Concept Development:

What do we create?
Brainstorm big ideas and develop design concepts



04

Prototyping

Explore Opportunities and touch points:

Finalise design concept, feedback and refinement



05

Execution

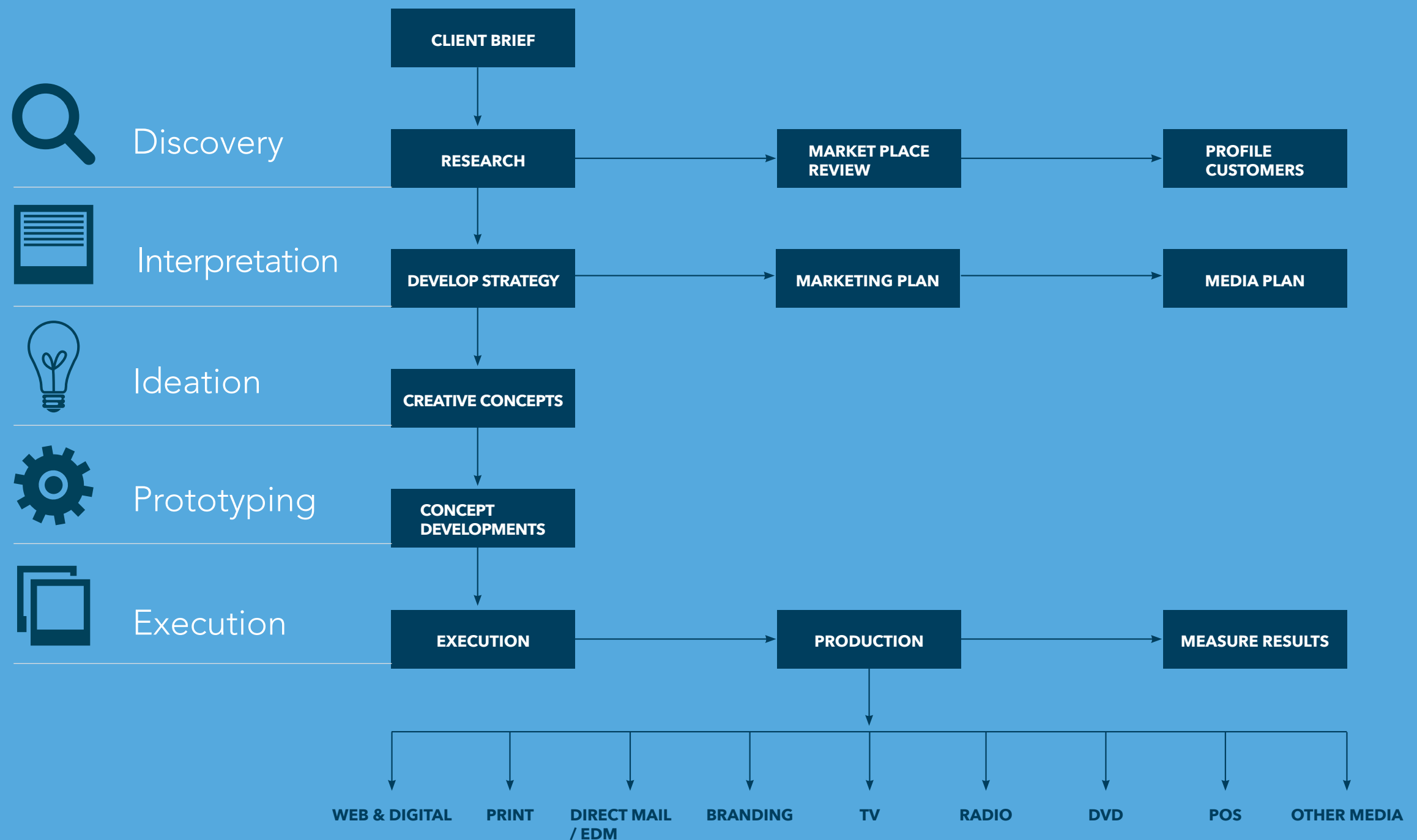
Launch, Measure & Manage:

Build synergy around the new brand and develop launch strategies and plan

OUR PROCESS

design process

This is how we do it



OUR CLIENTS

partnerships

Who we do it for

Wilson Security

Lend Lease

Telstra

RTBU

Toll Ipec

La Trobe University

Essendon Mazda

AARN

The Australian Psychological
Society

The Mental Health Professionals

Network

Australian Liquor Marketers

Dental Ceramics

Impetus

Kennedy Guy Lawyers

RPM Australia

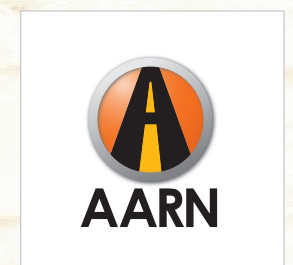
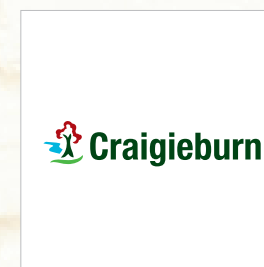
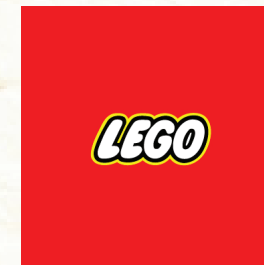
The CPS Group

The Quality Pharmacy Group

MPE Electrics

Essendon Podiatry Clinic

Ampliar Coaching



THANK YOU

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