

innovate creative

CAPABILITIES

**EXPERIENCE
PARTNERSHIP
RESULTS**

innovate |'ɪnɔː, vāt|

verb [no obj.]

make changes in something established, especially by introducing new methods, ideas, or products: *the company's failure to diversify and innovate competitively.*

- [with obj.] introduce (something new, especially a product): *innovating new products, developing existing ones.*

Hello!

It's our pleasure to introduce you to our experience and capabilities in graphic design.

Innovate Creative is your ideal partner and supplier for practical, productive marketing and promotional communications in print or online.

We are trusted experts to develop, design and create results-oriented materials. This Capabilities Statement explains what and how we do so much outstanding creative work. We invite you to put our expertise to task for your business.

We look forward to hearing from you about your communications goals.

Frank Petracic
Creative Director

HOW ARE YOU?

EXECUTIVE SUMMARY

Innovate Creative supplies smart marketing solutions with design and more.

Our long history (25+ years) of specialist business communications and design services has given us a wealth of experience and a long list of satisfied clients who appreciate our strengths to reliably deliver accurate, creative, quality results.

We plan and develop marketing campaigns and resources with innovative design, great content and quality production. Our expert services include:

- Campaign planning and strategy
- Concept development & design
- Integrated platforms: websites, microsites, pdfs, print material
- Identity development and branding refresh
- Content writing, copywriting and concepts
- Production artwork
- Production estimates & options
- Assemble a creative supply chain (photography, stock shot selection, illustration, printing, mail house, web developers, call centres and more!)
- Liaison with specialist suppliers

Although we are a small team we have tremendous capabilities. Following the current popular model of team-building on demand, we assemble suppliers or contract specialists for each project as needed. This keeps our overheads low and our clients satisfied with the savings.

We have worked for global and national companies, SMBs, ad agencies, Associations, NFPs and Government departments. Our strengths and capabilities answer all communications requirements.

THINGS WE DO EVERY DAY...

- Advertising
- Direct Mail
- Identity Design
- HR Communications
- Event Displays
- Trade Shows
- In-store promotions
- Packaging design
- Business Collateral
- Brochures
- Newsletters
- Take-Ones
- Point-of-Sale
- Promotional items
- Training Kits
- Sales Aids
- Website design
- Intranets
- E-mail & E-news
- Web banners
- Internal communications
- Incentive programs
- Publications
- Plus more...

OUR APPROACH: HOW WE DO IT

We work with you to deliver cut-through design with the best message.

Our design approach is second to none. Each challenge is unique. We do not use 'off-the-shelf' templates. All our work is original and on point for what it needs to achieve.

We work with any stakeholders, internal or third party suppliers, with an eye on regulatory responsibilities to any compliance authority (EGS: APRA, TGA, ACC, etc.).

OUR PROJECT PHASES

1 **PLANNING**
The brief, the plan, the process, the budget made clear from the onset

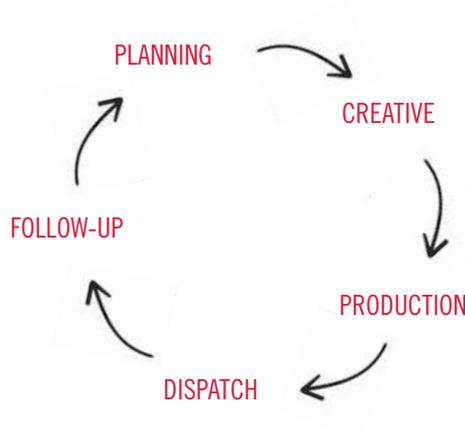
2 **Creative**
Show and explain our approach with layouts and content propositions

3 **PRODUCTION and DISPATCH**
Develop artwork and content text (copy) and produce them on approval

Distribute materials for launch via providers as digital or print campaign^s

4 **FOLLOW-UP**
Assess and analyse outcomes and work on continuous improvement

We have provided a more in-depth look at each of these Phases over the next few pages.



PHASE 1.

PLANNING

STRATEGIC PLANNING

Your team would benefit from our marketing insights from years of working with a variety of clients, all relevant to your business propositions and offerings.

Here's how we assist you in planning, defining and preparing for campaigns:

- Identify opportunities or gaps
- Examine past success strategies
- Look at the marketplace & competitors
- Engage internal stakeholders across the business
- Target specific audience segments
- Consider communications channels
- Define a project brief
- Assign parameters (timing, budget, metrics)
- Develop a clear, effective creative proposition
- Identify potential offers and Calls To Action

All projects are a reflection of how well they're briefed. We follow a briefing template that we share with our clients. This helps identify purpose, goals and parameters so everyone works from the same starting point to achieve the best result at the finish line.

WORK

PHASE 2.

CREATIVE

CREATIVE DEVELOPMENT

Whatever we design and create –a refreshed website, direct mail campaign, a promotional brochure or a new ad, our creative discipline is the same. We take great care to follow client instructions and expectations while we challenge ourselves creatively.

Here's how we approach every creative task to deliver outstanding results:

- Review the brief to understand requirements
- Develop a concept consistent with brand
- Find a clear, compelling way to deliver a message
- Present ideas to client in layouts with content draft
- Take feedback on board to adjust design and content
- Present a refined final creative execution
- Check and proofread all details before production

We shoot for the WOW factor in all our projects. If it doesn't stand out, it isn't doing the job. Every communication challenge is important. Our goal is to deliver unparalleled quality and cut-through with every creative task.

PHASE 3.

PRODUCTION & DISPATCH

PRODUCTION PROCESS

We're sticklers for well-coordinated graphic production in all channels. Whether it's working with digital developers or printing companies, our experience is valuable to ensure exact specifications are met.

Every stage of production is important. Accuracy and accountability are essential.

- Define a production schedule
- Create a production brief
- Identify all specific requirements
- Gather cost estimates
- Award the project with exact terms
- Provide all pre-press/digital files
- Check and proof for quality
- Finalise bindery requirements (printing)
- Arrange dispatch and delivery

We respect the evolution of technology and have stayed on top of it for over 20 years. With the advent of digital printing and web development, any business now has more options to create meaningful messages. The key is getting them right and making them look good.

PHASE 4.

FOLLOW-UP

CONTINUOUS IMPROVEMENT

There's always room for improvement. Evaluating and learning from every experience is how we grow and excel. We believe in having open discussions with clients to understand how they feel about every job and to find out what we can do better.

Every project can benefit from process improvement. It helps to assess all outcomes.

- Review all stages of work performance
- Align benchmarks or KPIs
- Identify any shortfalls
- Challenge any process
- Imagine alternatives
- Explore feasibility for improvement
- Implement a change strategy
- Have a go!

The classic Continuous Improvement model works:



We believe in putting it to work for all our projects with all of our clients.

WITH YOU

OUR BACKGROUND

We are a small team with tremendous capabilities. We assemble who we need for specific project requirements. This gives us 'pick of the bunch' capabilities for team-building. It also keeps economies in check for all projects, something our clients truly appreciate.

Clients are assured of one-on-one interaction with the people who get the job done.



KEY PEOPLE

CREATIVE DIRECTOR AND MANAGER **FRANK PETRACIC**

Frank knows the ropes in design, advertising and print production with over 30 years' experience running his own design studios. He has served global ad agencies and major brands to develop outstanding communications campaigns. Frank has lived and worked in Sydney since 1988 and has seen remarkable changes in the industry. He continues to broaden his skills with ongoing training.

CREATIVE STRATEGIST & SENIOR WRITER **KAREN ROBBINS**

With 30 years' experience at global agencies in USA, Canada and Australia, Karen is a multi-faceted writer and project strategy consultant of marketing communications. Winning awards for direct marketing, websites and advertising, Karen has had integrated roles to develop campaigns for Royal Australian Navy, Toyota, British Airways, AMP, Westpac, EMC, Symantec and a growing number of SMB services companies.

EXPERIENCE

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