



sharpenings

JANUARY 2017



BRANDSHARPENING.

We've been sharpening our clients brands in one way or another since we started our business in 1982. Now it's 2017 and we are fortunate enough to still be doing it.

Every one of the past 34 years has brought it's own unique challenges and 2016 was no exception. The variety and scope of the work we produced last year was a reflection of the diverse challenges facing each and every one of our clients as they engaged their customers across a multitude of channels.



1. We re-energised the brand of the **AEROMEDICAL SOCIETY OF AUSTRALASIA** and helped Tasmanian-based **KATE SMITH EVENTS** bring aeromedical, rescue and ambulance teams and industry leaders from all over Australasia to their 28th Annual Conference, held during 2016 in Queenstown, New Zealand.

2. We stood beside the **SOUTHERN STEEL** throughout their most commanding performance yet in the final season of the Trans-Tasman ANZ Championship Netball Series.

3. At the same time, we committed to another season of our sponsorship support of the **SOUTHERN STEEL** and re-branded the southern sporting powerhouse in preparation for the inaugural 2017 ANZ Premiership competition.

4. We continued to develop the exciting brand of the **E HAYES MOTORWORKS COLLECTION** in Invercargill through cross-channel exposure and merchandise. The unique private collection of classic and vintage motorcycles, vehicles engines and equipment centers around Burt Munro's legendary ORIGINAL 'World's Fastest Indian' and through focused brand development we have continued to strengthen market-share for this major regional tourism attraction.

5. Through integrated advertising, in-store sales promotion support and social-media engagement we continued to increase market

awareness for the iconic Invercargill retailer **E HAYES AND SONS** - New Zealand's largest independently owned Hammer hardware and variety store and home to the E Hayes Motorworks Collection.



6. We assisted leading engineering design, production and supply company **CM TRAILER PARTS** with understanding and developing core marketable values of their innovative brand.

7. In line with wider brand support including advertising, signage, packaging and sales promotion, we also redeveloped the website for **BLACKS FASTENERS** as the company capitalised on increased market growth around New Zealand.

8. We introduced a no-nonsense 'real' advertising approach for **LASERVISION EYE CLINIC MERIVALE**, highlighting the many practical reasons clients choose LASIK Eye Surgery. The campaign lays the foundation for the opening of their long-awaited rebuilt clinic, due for completion early this year.

9. The opportunity to bring operational brands established around New Zealand and the South Pacific together under a top tier identity for the **GCH AVIATION GROUP** allowed us to strengthen the brand value of one of New Zealand's leading aviation companies as they prepare to open their group operating headquarters at Christchurch Airport, mid-2017

10. We continued our sixteen year history with **BLACKWELL MOTORS** proudly advertising leading Holden, Mazda and HSV vehicle brands and automotive services for the company while they extended their market dominance by returning to the Central City and opening a bold new sales and service facility.

11. We extended online engagement opportunities for leading optometrists **CURTIS VISION** allowing them to offer convenient online booking options for their patients

12. We rebranded retail jewellery business, Marion McKellow Jewellery into **SOUL JEWELLERY** to reflect a more dynamic and contemporary design styling of their range of hand-crafted sterling silver and semi-precious stone jewellery.

13. We helped launch **GEOSUN ENERGY SOLUTIONS** onto the New Zealand market with a combination of brand, online and trade display collateral support to demonstrate to the rural sector the many economic advantages of using networked photovoltaic solar, biofuel or geothermal technology to provide customised, sustainable energy solutions.

We appreciate the opportunity to work with like-minded businesses and people who share our passion and belief in the value and importance of their brands. We are immensely proud of the results we have achieved for these and other clients whose work is unable to be featured here.

With your support we are looking forward to successfully sharpening brands again for another year.



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