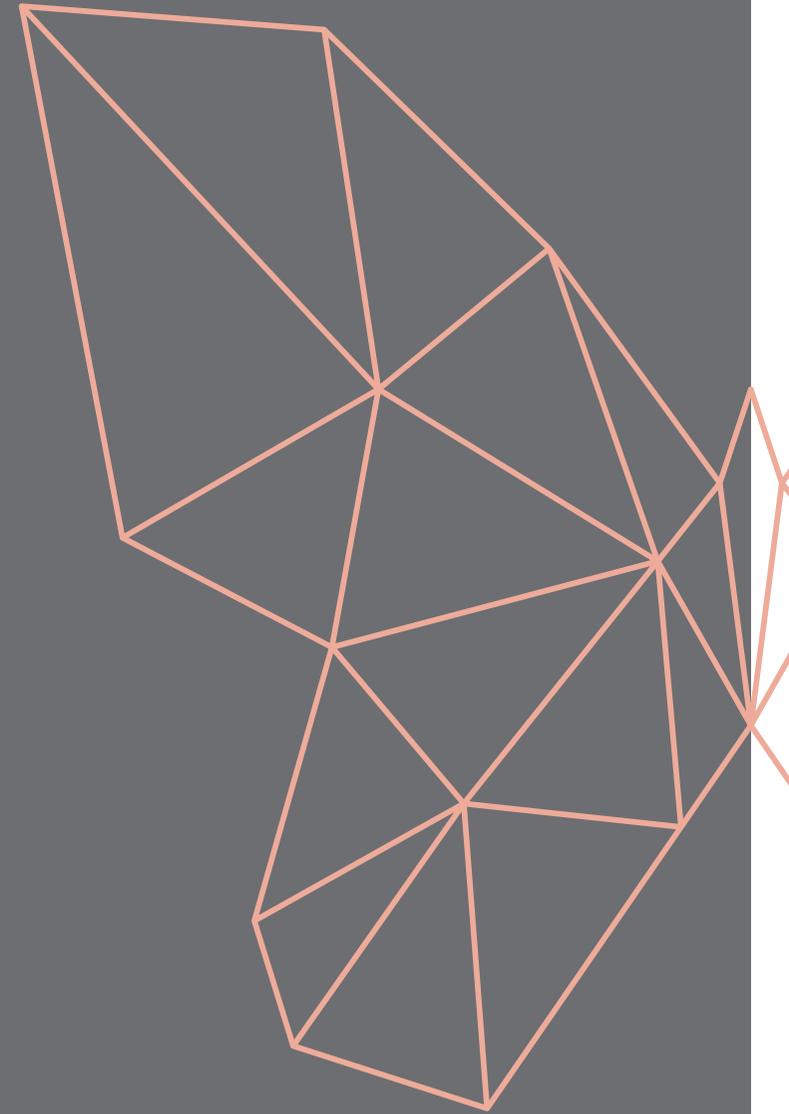


“ JUST WHEN THE CATERPILLAR  
THOUGHT THE WORLD WAS OVER  
IT BECAME A BUTTERFLY ”

Proverb





## MARY ANASTASIOU

Owner & Creative Director

**Creative by nature.**  
**Strategic by nurture.**

With more than 20 years in the Direct Marketing and Advertising industry, there's not much that Mary doesn't know about people.

From strategic thinking that generates brand awareness and acquisition, high impact creative that delivers results or social media and online strategies that keep you relevant, she'll find just the right mix to transform your business from meh to magic!

“ There's nothing more rewarding than knowing we have exceeded a client's expectations

It's what drives us to deliver strong, dynamic and memorable solutions - on time, on budget and *always* on brief ”

MARY ANASTASIOU

## Imagine how we can transform your business

At **Imagine Creative** our reputation has been built on developing strong, long-term relationships.

We get to know your business almost as intimately as you do - delivering results driven campaigns that achieve your objectives, so that you can focus on what you do best.

Think of us as your in-house studio, marketing department or just-can't-live-without assistant.

And the best part?

There's no middle man! You deal directly with our creative team ensuring that we have a greater understanding of your brief and can deliver strong, targeted solutions.

What's more, our lean infrastructure means your marketing budget will reach further than it would with most large scale agencies. Now, that's gotta be good for your business...

### Imagine your very own intergrated agency:

- Direct Marketing and Communication Strategies
- Lead Generation, Acquisition and Retention Strategies
- Graphic Design, Copywriting and Art Direction Services
- Logo Design & Brand Management
- Photography and Illustration Services
- Website Design
- Online and Social Media Marketing
- Content Creation
- Product Design and Development
- Point of Sale and Environmental Design
- Print Production and Fulfilment Services



**CLIENT:** Sanpellegrino  
**PROJECT:** Product Launch/Media Release,  
Creative Direction, Design and Fulfillment

Due to land just in time for Summer, how better to launch Sanpellegrino's 2 delicious new flavours (Clementina & Melograno e Arancia) than with a 'Taste of Summer' gift pack.

Delivered to key media, social influencers, buyers and retailers the pack contained: custom printed draw string beach bag, a sample of each of the new flavours, a Sanpellegrino Tshirt and custom designed media release.

**Imagine Creative** pulled the whole thing together. From concept development and creative to sourcing all the elements, designing the collateral pieces and assembly of the final packaging - all Sanpellegrino had to do was add their delivery labels and send them out.

Fun. Colourful. Memorable - exactly what Sanpellegrino asked for!

## SANPELLEGRINO

“

When you're launching a new product to a consumer market it's important to grab the attention of key media people and influencers quickly.

**Imagine** have always come up with fresh, innovative and fun campaigns that really reflect our range of products and create the impact we require.

We love working with **Imagine Creative**, they've become a really important part of our external creative team.

STEVE RAINEY, Sanpellegrino



**CLIENT:** Edlyn Foods  
**PROJECT:** Rebrand, Creative Direction, Packaging Design, Marketing and Collateral material

With over 80 years in the food service industry - Edlyn Food's packaging was starting to show serious signs of ageing.

**Imagine Creative** were asked to pitch concepts and creative alongside a number of larger Melbourne agencies.

From concept development, through to strategy and budget - our team was successful in delivering exactly what the client wanted at a fraction of the proposed cost of the other agencies.

We delivered a visual execution which is fresh, innovative and timeless. Our use of **Edlyn's** feature colour blue now sets them apart from major competitors (Nestlé, Cottees etc) and makes them far more visible and memorable to their trade market.

A complete overhaul of their photography, packaging and marketing collateral means that **Edlyn** now have a consistent brand look and message which will carry them well into the future.



“

**Imagine Creative** rebranded our entire range of products, developed a whole new look and style for our product photography, overhauled all of our packaging and produced at least 150 pieces of collateral and marketing material.

With our budget, we couldn't have done half of this with a larger agency - **Imagine** provided exceptional value for money and the response to the new look has been fantastic.

ANDREW WILLIAMS, Edlyn Foods



**CLIENT:** FleetPartners  
**PROJECT:** Communication Strategy, Direct Mail Marketing and Collateral Design



FleetPartners (formerly Esanda FleetPartners) were unable to continue using their existing collateral material and required a subtle but significant change.

The transition needed to be smooth in order to maintain existing customer relationships and a continuation of their current goodwill.

Already finalised by another team, **Imagine Creative** took the new FleetPartners logo and translated it into a variety of collateral materials.

From product flyers and presentation documents to advertising, direct mail campaigns and email communications - the new look sets them apart from competitors and reinforces their current leading position within the market.

An extensive development of their brand guidelines also means that FleetPartners can maintain a strong visual consistency throughout their communication materials both here and offshore.

# FLEETPARTNERS

“

We've used **Imagine** to work on more than 100 collateral pieces and to develop our corporate Brand Guidelines.

Not only have the results been of a very high quality, with exceptional turn around times, but each job has been executed thoroughly.

In my experience we would have paid up to three times more for similar work from a larger 'big name' agency.

JULIE GUEST, FleetPartners

**CLIENT:** L.J Hooker  
**PROJECT:** HOBART - Strategic Development, Marketing Analysis and Campaign Development

The winners of a national competition for L.J Hooker Franchisees - the Hobart team were serious about taking full advantage of their prize.

Imagine Creative's Director, Mary Anastasiou, flew in to Hobart for a full day of strategic development and planning.

With the whole team on board (including management) Imagine Creative assessed all current marketing material and activity to determine it's effectiveness from both a lead - generation and cost perspective.

By the end of the day the team were armed with a more streamlined plan, a more effective use of their budget and a clearer direction for the next 12 months of communications.

The development of the clever 'Hero' campaign was at the core of this strategy.

Designed to highlight the idea that Real Estate agents are seen as 'Heros', 'Rock Stars', or 'Celebrities' - it offers L.J Hooker Hobart as the solution: a team whose reputation for delivering impressive results comes without all the hype or drama.



LJ HOOKER

“

Imagine Creative flew into our Hobart office for a full day of strategic development and planning.

By the end of the day they had done a complete assessment of our current marketing and collateral material and we had a much clearer direction for moving forward.

Imagine's advice and on-going guidance have been fantastic in helping us develop a concise plan and a more effective use of our budget.

SAM LESTER, L.J. Hooker - Hobart



**CLIENT:** Independant Distillers

**PROJECT:** Product Launch/Media Release, Creative Direction, Design & Fulfillment

Independant Distillers required two unique and high impact creative executions to deliver new products to an audience of key media, buyers and stockists.

Each with it's own unique personality and target market - our objective was to deliver pieces which not only told the story but would encourage recipients to take action.

For Somersby **Imagine Creative** delivered an 'old style' traditional fruit box complete with fresh apples and pears. Pitched to an audience of 20-30 year olds, this execution highlighted Somersby's use of fresh fruit in the product. The kit also contained a media release and custom branded USB keyring complete with images and product details.

The target market for Vodka Crusiers is younger, fresher, hipper - they demand something cool...

**Imagine Creative** custom designed this unique polypropelene 6 pack to hold the new fruit flavours. Featuring strong graphics for visual impact - the kit also contained custom branded USB keyrings complete with images and product details.



## INDEPENDANT DISTILLERS

“

We needed two unique ways to introduce our products to the media

**Imagine Creative** understood the brief in both cases and delivered solutions that were way beyond our expectations

What's more, they handled everything: from design and production right through to fulfillment and delivery

We're delighted with the outcome and the feedback has been fantastic!

KATE PHILLIPS, Independant Distillers

**CLIENT:** 28 by Sam Wood

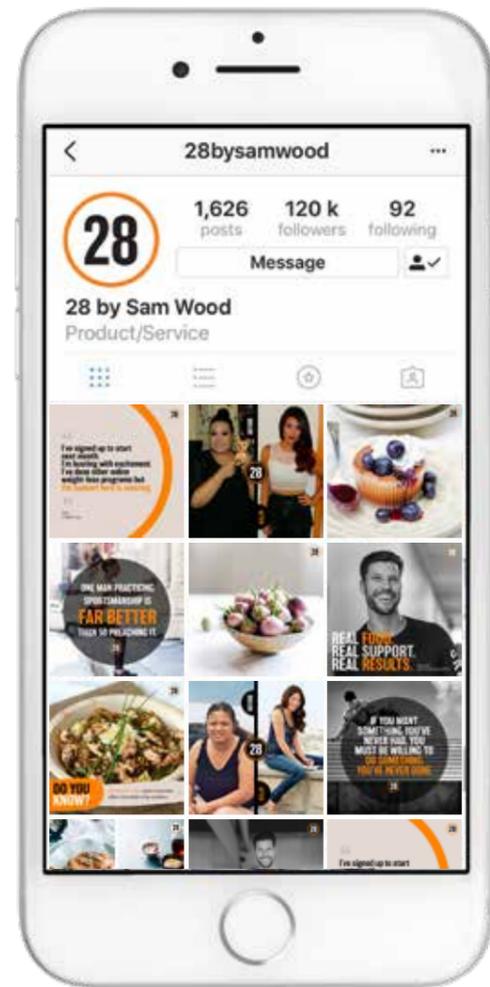
**PROJECT:** Brand Management, Communications and Marketing Strategy

After splitting from their mainstream agency and opting to bring everything in-house, 28 by Sam Wood engaged **Imagine Creative** to help them build their internal creative team, define their brand story and develop their business and marketing strategy.

We began by defining the 'story' then establishing the **28 by Sam Wood** guidelines document to create a strong visual presence for both on and offline channels.

We were then able to define 8 concise content pillars which gave the brand it's voice, it's USP's and consistent messaging across various lifestyle, mindfulness and health topics. From this an integrated marketing strategy was developed which included activities in social media, e-newsletters, blog posts, PR and various marketing collateral.

All this, coupled with the recruitment of some exceptional digital and creative professionals, means the **28 by Sam Wood** internal comms department is a well oiled marketing machine - resulting in a substantial boost in uptake for the 28 day health and fitness program and an increase in awareness for the overall brand.



**FOOD**



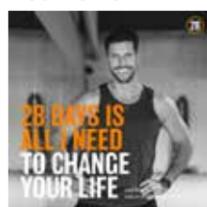
**LIFESTYLE**



**BEFORE & AFTERS**



**WOOD-ISM'S**



**MOTIVATION**



**ACTIVE RECOVERY**



**TESTIMONIALS**



**EDUCATION**



28 BY SAM WOOD

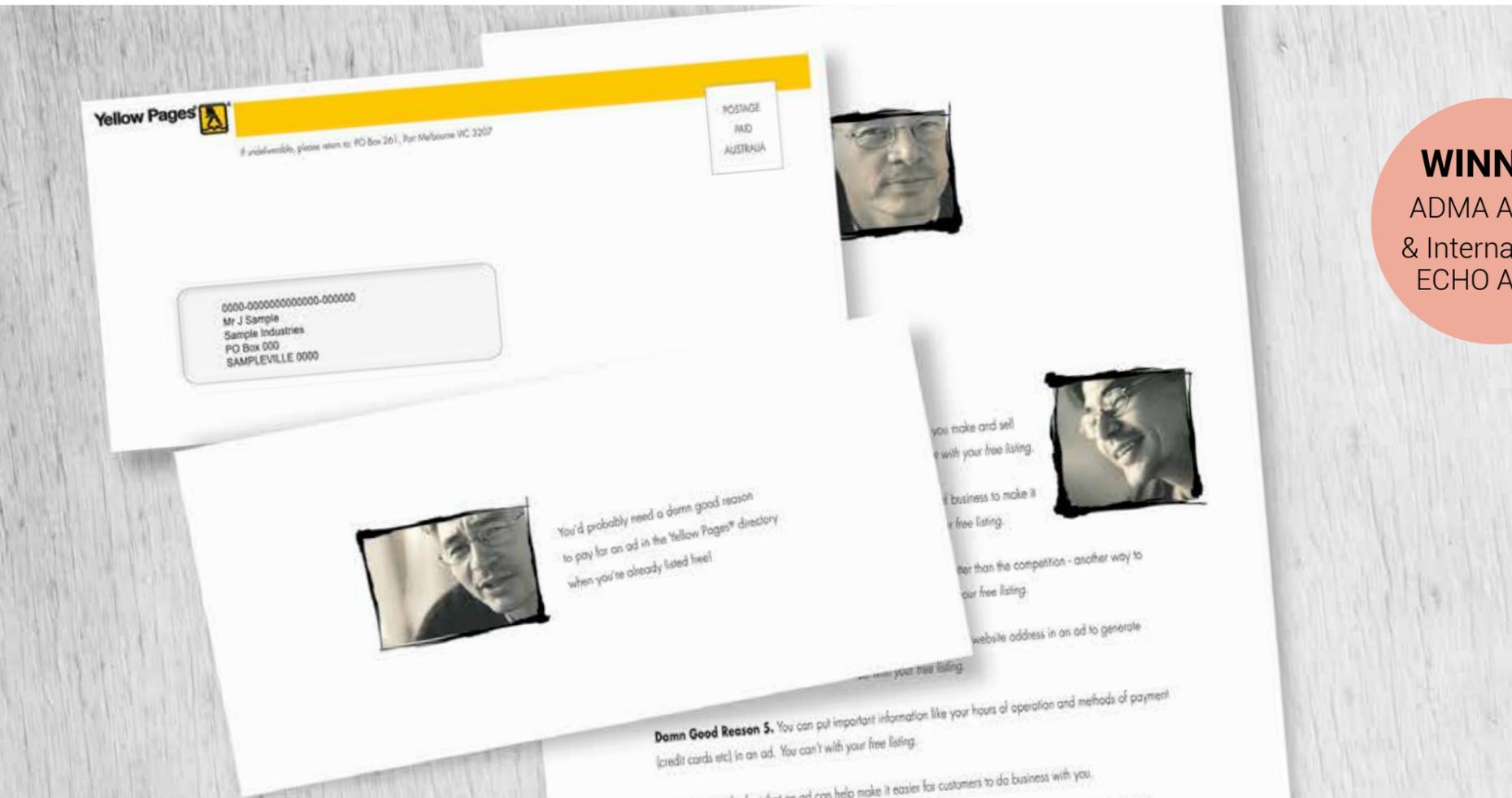
“

**Imagine Creative's** Creative Director Mary Anastasiou is one of those extremely rare creatives who just 'get' what you are trying to achieve.

She and her team have an inherent ability to capture the essence of something and communicate it with creativity and effectiveness.

From a value-for-money and business management perspective, **Imagine** has been a superb resource - their advise was crucial in getting the setup of our new direction right.

GEORGE MORAITIS, 28 by Sam Wood



**WINNER**  
ADMA Award  
& International  
ECHO Award

**CLIENT:** Yellow Pages

**PROJECT:** Direct Mail Campaign & Marketing Collateral.

Getting clients to purchase advertising in a large format publication when they're already listed for free, isn't easy, right?

This DM piece is an excellent example of how clean and uncluttered design along with a strong, yet simple, message can significantly affect cut-through and your final response rate.

Mailed to all businesses in the directory who held a 'free listings' - the communication provided them with 5 Damn Good Reasons to reassess their current advertising approach.

The client, being a little nervous with the headline: 'Damn Good' requested we test some softer versions: 'Really Good' and 'Pretty Good reasons'. Response rates were significantly lower than those of the original concept.

This campaign won a Silver Effectiveness Award (ADMA) and an International ECHO Award - further cementing its success and the overall effectiveness of the campaign.

## YELLOW PAGES

“

A great example of how simple design and language can effect the final communication  
  
‘Damn Good Reasons’ response rates were significantly higher than those of the softer tests

Yellow Pages

**CLIENT:** Nest Inspirations for Royal Doulton

**PROJECT:** Packaging Design & Artwork,  
Sales & Marketing Collateral

Royal Doulton, a name synonymous with class, elegance and premium quality products - already renowned for their linen, tableware and homewares, were now being licensed to produce a range of home fragrances and accessories, right here in Australia.

**Imagine Creative** were asked to produce a premium range of Aroma Reeds, candles, room sprays and fragrant home accessories to be launched through major retail chains and gift outlets.

Simple in its overall design, the range features 10 different fragrances differentiated by distinct colours.

Designed to blend in to the decor of any home, whether it be traditional or contemporary, this range is elegant and classy - a true reflection of the Royal Doulton brand.



## ROYAL DOULTON

“

After months of negotiating, we were really excited to finally secure the rights to the Royal Doulton brand.

We now had a unique opportunity to bring a premium range of home fragrances and accessory products to the Australian market.

**Imagine Creative** helped us pull the look together with a gorgeous design for our launch range of Royal Doulton Aroma Reeds and homewares.

ANDREW CURNOW, Nest Inspirations for Royal Doulton



**CLIENT:** Sensis  
**PROJECT:** Direct Mail Campaign & Media Launch.

Like most major organisations Sensis is under contract with a large national agency for the majority of its advertising. The team at **Imagine** have worked in a support role for Sensis and slot in when marketing managers have tight budgets, need faster turnaround or require 'out-of-the-ordinary' creative.

In the fast moving telco market, new product launches are common - winning the attention of key media and social influencers is not.

**Imagine** developed a creative, three-dimensional invitation (a magnifying glass and an invitation with small 6 point text).

The response was strong - people felt important because the invitation arrived as a package not just a letter; they were intrigued by the contents of the box and enjoyed the quirky, interactive nature of the invite

Sensis reported the attendance at the product launch was higher than previous events and staff noted positive feedback from those who received the invitation.

“

**Imagine Creative** promptly came back with a number of concepts which all hit the mark

the team were very easy to deal with, fast and efficient - exactly what we've been looking for in an agency

I wouldn't hesitate in recommending their services

MELISSA MARSH, Sensis



**CLIENT:** Immuron

**PROJECT:** Travelan Packaging Design & Marketing Collateral  
Protectyn Packaging Design & Marketing Collateral

With the launch of 2 new colostrum based products on the market, Immuron required packaging designs that gave each its own distinctive look.

Designed to protect the gut from nasty 'Bali Belly' causing bugs, both products were available through retail outlets and pharmacies.

Travelan is easily purchased over the counter, whilst Protectyn, a far more potent product, was available by prescription only.

Imagine Creative created two clearly different designs: one targetted toward a more B2B client (Doctors, Nurses and Healthcare professionals) the other to a B2C consumer market.

Creative for both on and offline marketing channels were developed to establish brand awareness and drive enquire and generate sales.

So far, Travelan has been listed by social media and travel influencers as the No:1 'must-have' travel product to pack.

IMMURON

“

Two of our best selling products!

Imagine Creative have been instrumental in the development of high impact packaging that really stands out in a retail environment.

Their clever concepts and creative marketing campaigns mean we've quickly established B2B partnerships and strong awareness for both products in a consumer market.

TRAVIS ROBBINS, Immuron



**CLIENT:** Love Real Estate

**PROJECT:** Logo Design, Brand Development, Environmental and Collateral Design.

A new management team for **Love Real Estate** required a brand new image reflective of their fresh attitude and management style.

**Imagine Creative** did a complete assessment of existing communications to determine suitability and establish a clear direction moving forward.

It just made sense that we would use 'LOVE' at the core of all creative, marketing and future communications. Even the tagline came easily: 'If home is where the heart is, shouldn't you love where you live?'

The strong use of red and the introduction of the heart shaped ribbon gave the new brand a warm and friendly feel.

Across all communications our aim was to focus on the 'emotional triggers' associated with buying or selling property.

The press campaigns were specifically designed to establish what love for your home really is: 'finally finding that perfect bathroom', 'somewhere close to the perfect school or park for the kids' or simply 'how a space makes you feel'.

## LOVE REAL ESTATE

“

**Imagine Creative** were engaged to rebrand all 6 of our existing Real Estate offices.

From contemporary new logo, brand identity, office fit-outs and signage right through to sales collateral, sales flyers and press ads - they've delivered a solution that we're really proud of.

In fact, you might say - we LOVE it!

MICHAEL LOVE, Love Real Estate



## THEOBROMA – THE CHOCOLATE LOUNGE

**CLIENT:** Theobroma - The Chocolate Lounge

**PROJECT:** Logo Design, Brand Development & Environmental Design.

Theobroma (The Chocolate Lounge) is an established retail outlet in Hawthorn. Specialising in handmade chocolate and featuring 'the best hot cocoa in Melbourne' - their brand awareness was compromised by a dated logo and stale corporate identity.

An opportunity to create a new retail outlet amongst the trendy new stores in the Docklands (opposite Telstra Dome) provided an opportunity to refresh the brand and to develop stronger 'street appeal'.

**Imagine** designed a dynamic logo which held its own amongst the established competition whilst hinting at 'years gone by' and traditional chocolate techniques.

The new identity formed the basis for the integrated visual communication including retail signage, packaging and various POS elements.

The success of this flagship store sees the Theobroma franchise expand into additional stores across Victoria.

“

We were competing on a retail level with Koko Black and Max Brenner our corporate image required an upgrade which would stand up against the heavyweights in designer chocolate

**Imagine** helped us achieve a contemporary new look which reflected our philosophy - we're really happy with the final branding and it's extended into the store displays beautifully!

GEORGE RIONITIS, Theobroma - The Chocolate Lounge



**CLIENT:** EnergyLend

**PROJECT:** Logo Design, Brand & Guidelines Development, Marketing & Collateral Design.

Establishing yourself in a highly competitive market isn't easy - even if you have a well regarded reputation and experience that exceeds 20 years in the finance industry.

Darren came to **Imagine Creative** with a relatively loose brief for what he wanted. "Strong, powerful and high impact". We knew his target market were those in the construction game looking for Solar Energy finance - so the final brand had to be simple and 'no bullshit'.

Our initial assesment of the market indicated that the colour blue was the most prevalent so our approach was to go in the other direction. Yellow, being the opposite colour on the spectrum, immediately gave the brand the impact Darren was looking for.

This, coupled with the simple graphic of the 'Power' symbol gives the brand its strength and power.

Designs for marketing and collateral material as well as a comprehensive guidelines document means the brand now has a cohesive visual identity across both on and offline channels.

“

I needed a strong brand so that I could target a specific market, where the competition is well established. **Imagine Creative** were able to interpret my needs perfectly and the end result was much better than I had originally expected.

Mary (and the team) also clearly defined the brand and style guide so that I was able to take it to other service providers I was working with. With this we have been able to create consistency in our presentation.

DARREN SAYERS, EnergyLend



**CLIENT:** Mums Toxic Free

**PROJECT:** Logo Design and Brand Development

Kellie's aim is to educate mums on the potential dangers toxicity has on their family and home environment.

Her objective: To create a brand that was friendly, yet professional with a strong emphasis on the natural range of products that she would be promoting to replace the dangerous chemicals found in the average Australian home.

**Imagine Creative** created a fresh and dynamic brand which ticked all the client's boxes. Incorporating earth colours, the green leaf of a beautiful Australian native and Kellie's personal signature has given this brand a strong, yet very personal feel.

With a range of chemical free products and an online community to support mums on their journey to a healthier home in the pipeline - this promises to be an exciting on-going project for us to work on.

And, we just love it when the client is happy.

## MUMS TOXIC FREE

“

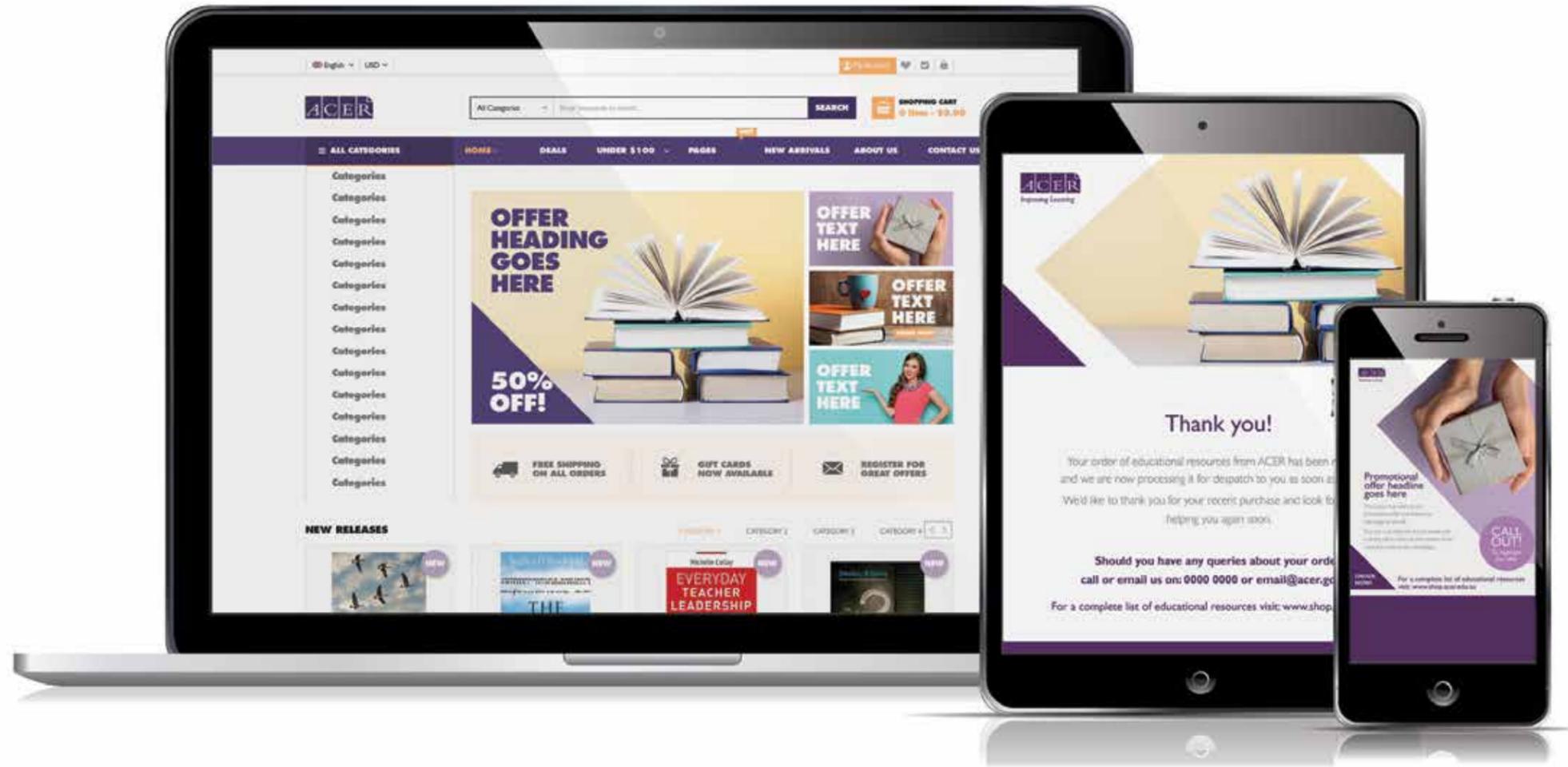
It's been such an awesome experience working with you!! I've loved it and I love, love, love my new logo!

I can't wait for the other fun projects we will do together.

Your guidance and advice has been truly amazing and I'm learning so much from you.

Thank you Mary!

KELLIE NIEPOSTYN, Mums Toxic Free



## ACER PUBLISHING

**CLIENT:** ACER Publishing

**PROJECT:** E-Commerce Website Design, Sales Channel Communication Strategy and Collateral Design

With their internal studio already at capacity - the Marketing Team at ACER Publishing needed an agency to take on their overflow and to deliver new, innovative creative quickly and cost effectively.

**Imagine Creative's** brief was to redesign the existing e-commerce site, (with the user experience in mind) to ensure the sales process was as simple and easy to navigate as possible.

Our team assessed the current sales channels including e-marketing campaigns, gift vouchers, online ads and banners to determine their efficiencies before redesigning collateral which communicated far more effectively.

The results: A series of strong and visually cohesive online elements which will engage visitors, make the site visit a pleasant experience and the sales process and customer retention strategy a simple and convenient one.

All this in a far quicker turn-around time than the existing in-house studio could deliver and at a fraction of the estimated cost.

“

The team from **Imagine Creative** have been amazing.

After the submission of a creative brief and a quick catch-up they provided me with outstanding and efficient service

Their ability to read between the lines in conjunction with their years of experience means they don't just understand our needs but also deliver an outstanding result on brief and in record time.

DANIELA BUEHRIG, ACER Publishing

**CLIENT:** Skin Alive

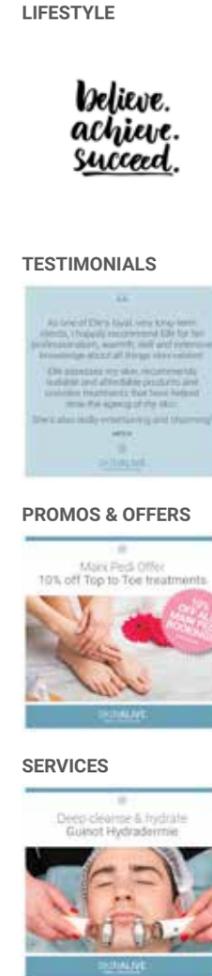
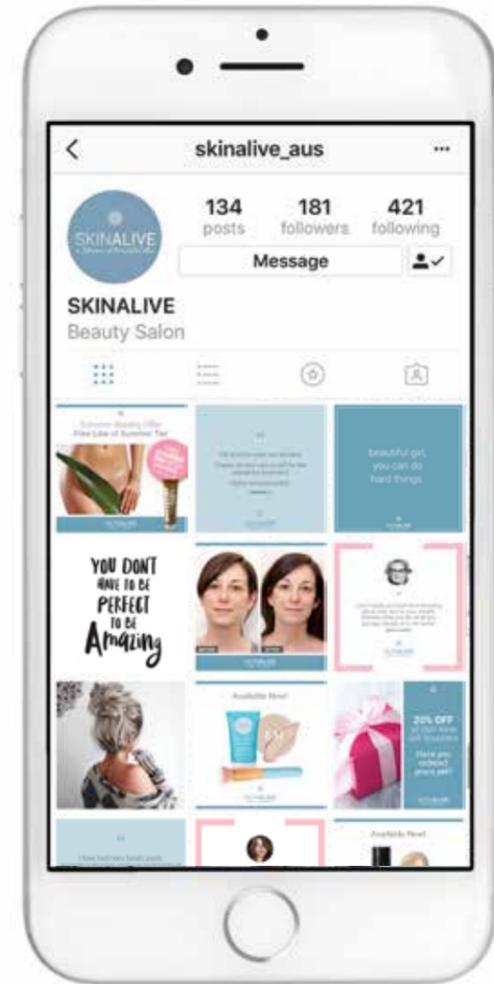
**PROJECT:** Logo Design/Brand Management, Content Design and Creation & Social Media Management

Having been established for a number of years, Skin Alive's new owner felt the brand required an overhaul.

Rather than ditching the existing brand (and potentially causing client confusion and loss of market share) **Imagine Creative** opted to refine the existing logo by creating a more modern and contemporary look.

The colour was updated to a cooler and more sophisticated blue and the font chosen gave the overall brand a timeless and more elegant look and feel.

From here we were able to define the client's content pillars and build a communication strategy for both on an offline channels. Guaranteeing the new owners a stronger hold in the local market and an increase in their overall bookings within in the first 3 months of the rebrand.



# SKIN ALIVE

“

**Imagine Creative** have been working on our promotional and marketing material for quite some time.

When I took over the business from my business partner, I felt I wanted to freshen it up and put my own stamp on it.

**Imagine** have helped me create a brand which feels as timeless and elegant as Tiffany's.

I really love it and the colours are gorgeous!

ELLE PISTILLI, Skin Alive

**CLIENT:** Platter Perfection

**PROJECT:** Logo Design/Brand Management, Website Design  
Content Creation & Social Media Management

Like many startups, **Platter Perfection** came to us with a logo that had been 'put together quickly' by a friend. In their 6 short months of business, their attempts at social media and brand awareness had fallen short, to the point where the client was frustrated and considering ditching the business all together.

**Imagine Creative** rebranded the startup with a logo that featured a much more delicate design and appealed to both the wedding and events industries and a more feminine market. We then developed a strong visual identity and brand strategy which focussed on increasing their social activity to build awareness for the brand.

The development of 6 'entry level' **Gourmet Graze Box** products meant that the client now had a number of cost effective products which could be leveraged to upsell her larger **Grazing Tables** and catering options.

All this, plus the completion of their e-commerce website and some clever cross promotions with social influencers and this little startup is looking at a long and healthy future.



**#PERFECTPAIRS**



**#WEEKLYWINES**



**INSPIRATION**



**PRODUCTS**



**LIFESTYLE**



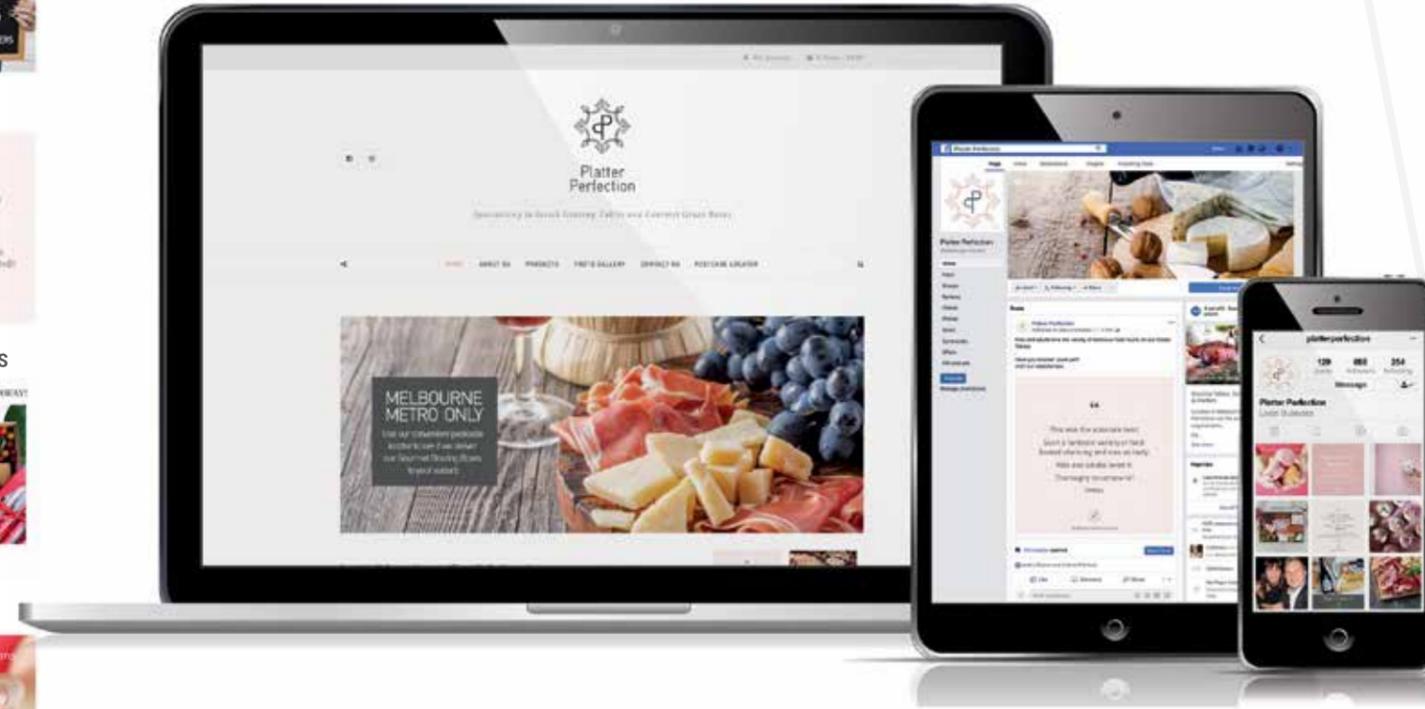
**TESTIMONIALS**



**PROMOS & OFFERS**



**EDUCATION**



# PLATTER PERFECTION

“

Thank you (Mary) **Imagine Creative** for making my life so much easier.

Your level of professionalism and expertise coupled with the fact that you understood the direction I needed to take my business - is priceless and a rarity these days.

With you handling all the Marketing and Social Media for Platter Perfection, I can relax knowing that my offerings will be seen by the right customers.

I now have the time to focus on what I do best... food!

IRENE CASEY, Platter Perfection

**CLIENT:** Roar Loud - Women's Online Fashion Brand

**PROJECT:** Logo Design/Brand Management, Content Design and Creation & Social Media Management

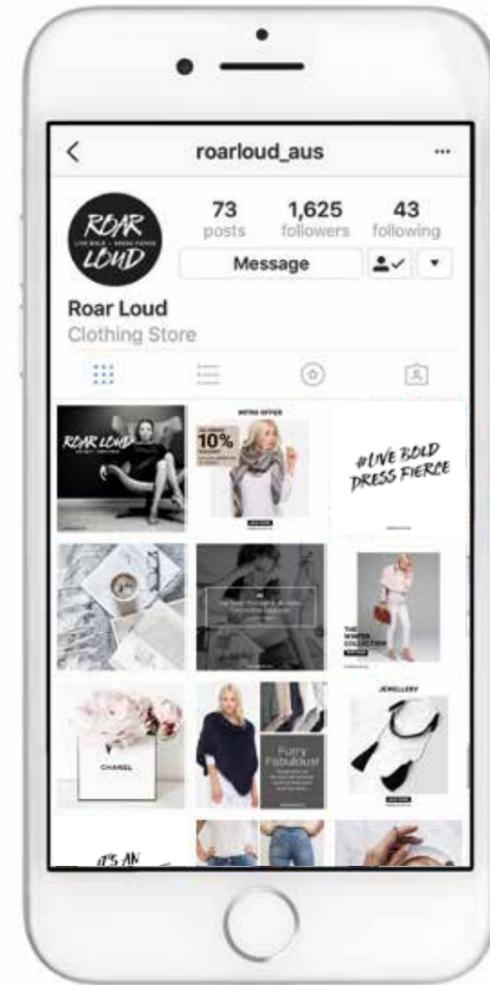
With the market already flooded with women's online fashion retailers - it was important to launch this brand with a bang.

This new range of beautifully made clothes and stunning accessories was indeed, special and would appeal to a very particular online buyer.

The Roar Loud woman is bold, she's brassy, she's unapologetically herself with a little bit of attitude and a whole lot of style.

**Imagine Creative** created a strong, bold and contemporary brand which forced you to pay attention.

That coupled with clever creative thinking, a strong marketing & communication strategy and the development of high impact online content meant that the brand began to build a solid and loyal following very quickly.



**BRANDING**



**INSPIRATION**



**QUOTES**



**FUN**



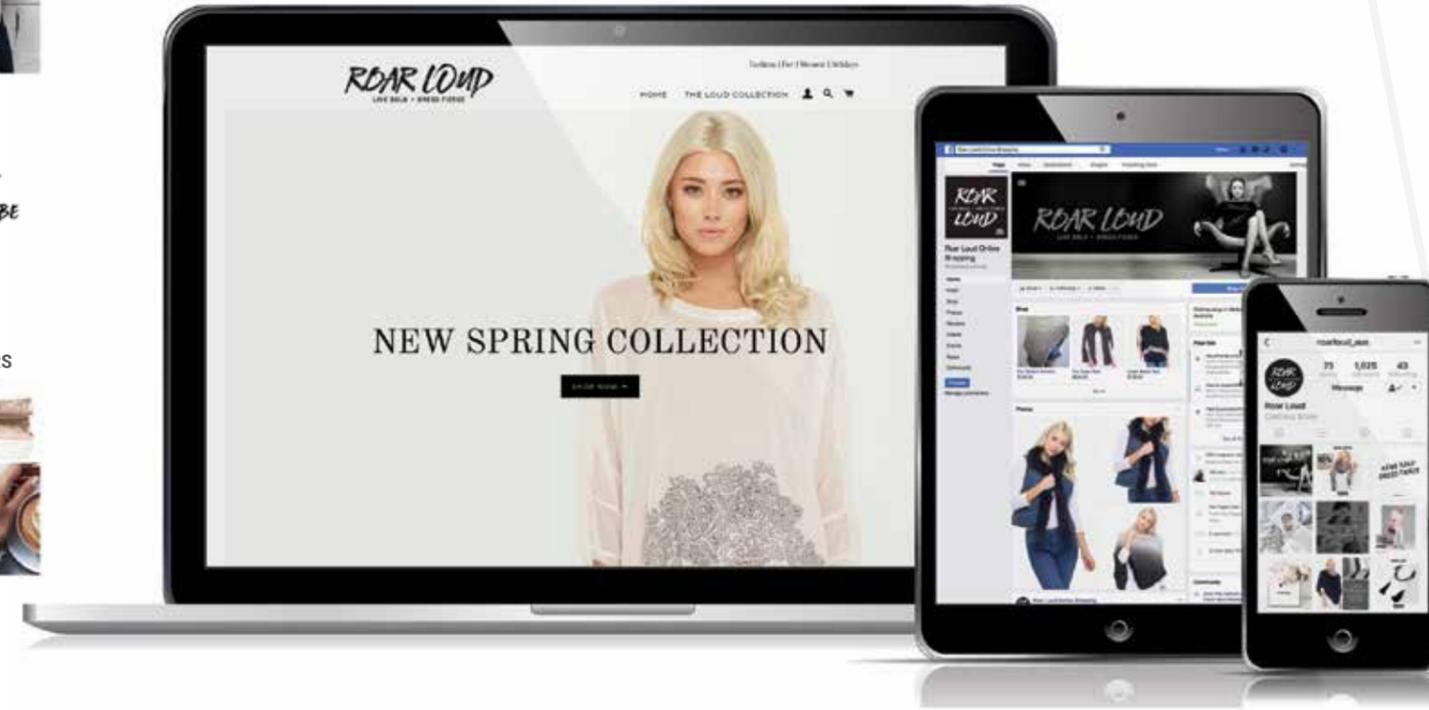
**PRODUCT**



**PROMOS & OFFERS**



**LIFESTYLE**

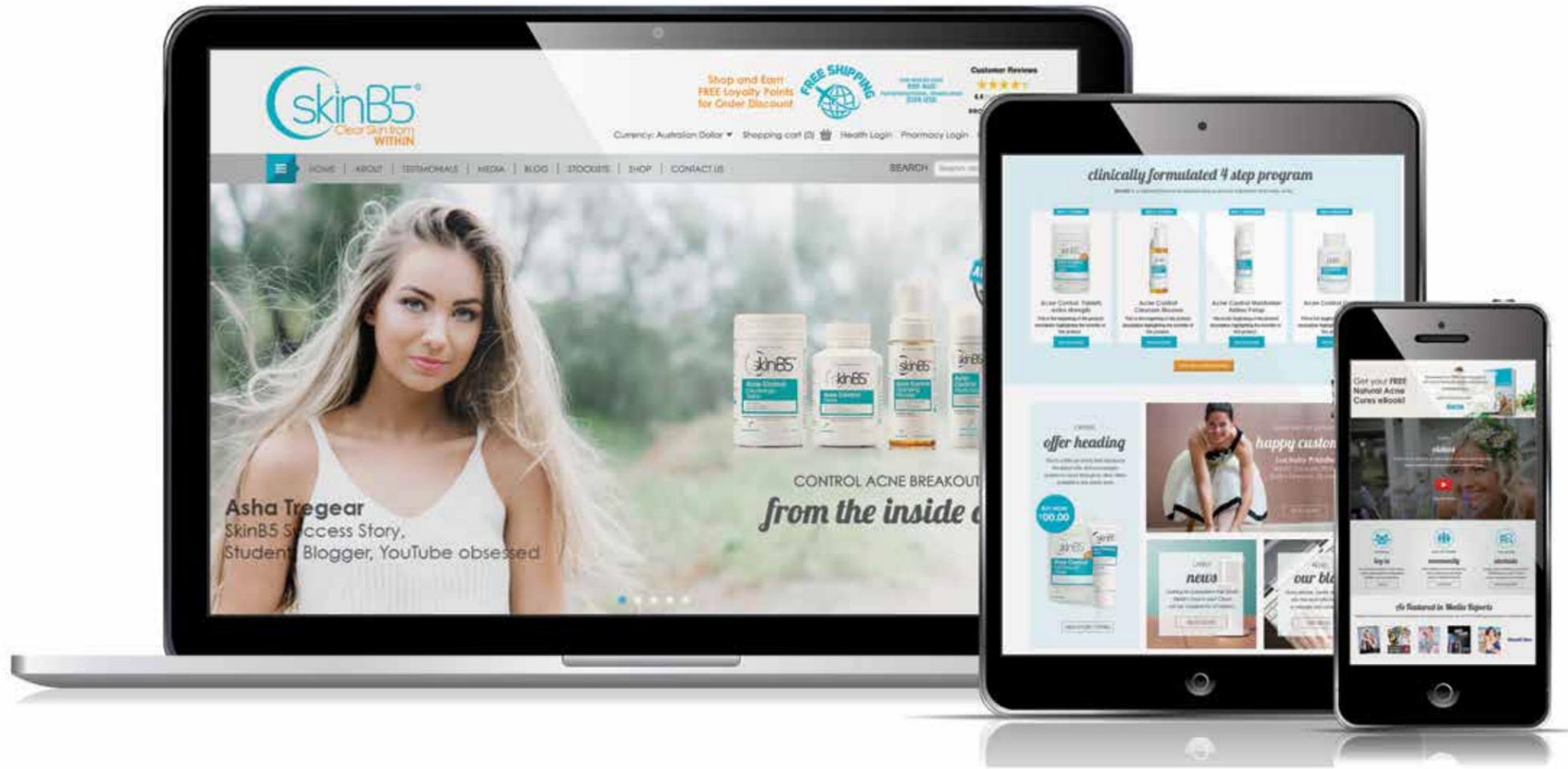


ROAR LOUD

“

I came to **Imagine Creative** with a million and one ideas. They returned with a communication strategy and concepts to cover it all - and then some...

VICKY PULPETT, Roar Loud



**CLIENT:** SkinB5  
**PROJECT:** Brand Strategy and Guidelines, Iconography  
Design and Website Design (front end)

Clunky, difficult to navigate and featuring pages and pages of information that would never be read - the SkinB5 website was in need of a serious overhaul.

**Imagine Creative** worked with the team to develop a stronger brand strategy - defining content pillars, clearer USP's and key communication messages which were compelling and easy to understand.

The website was then designed to make it easy for the user to purchase SkinB5's simple to use 4 step program.

From the high impact sliders featuring testimonials from real SkinB5 clients, social media influencers and high profile celebrities to the series of icons which visually communicated the products key features and benefits - the site was designed to move visitors through the sales funnel quickly and easily.

Product offers and must-have downloads created data capture opportunities the client will use for on-going marketing activities.

“

Our old website was clunky and difficult to navigate.

**Imagine Creative** helped us with our brand strategy, a comprehensive brand guidelines document and finally with the redesign of a far more streamlined and user-friendly website.

With an increase in visitors and an obvious spike in online sales - we couldn't be happier with the way it's turned out.

JUDY CHUNG, SkinB5



**CLIENT:** Naturamin

**PROJECT:** Brand Strategy and Icon & Website Design  
(front end)

As a startup whose main product sales would be driven through online channels, the team at **Naturamin** knew that their website and online presence needed to be good.

Promising to 'boost your brain, improve your focus and strengthen your memory' **Naturamin's Brain Booster** was making some pretty strong claims which had to substantiate in a simple way.

**Imagine Creative** defined the products USP's, key features and benefits and designed iconography and an interactive site that is both engaging and informative.

A strong landing page inviting visitors to order their free sample enables **Naturamin** to capture data immediately, whilst the icons visually communicate the products key features.

Easy to navigate, visually simple and functioning well, this website will see the **Naturamin** brand well into the future.

NATURAMIN

“

**Imagine Creative** were easy (and fun) to work with.

They've created a high impact visual identity and a website that performs well and really communicates our unique product's key USP's.

So far we're really happy with the way the online launch has come together and initial sales are looking promising.

PAUL SCHEMBRI, Naturamin

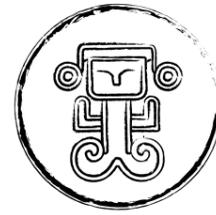
**CLIENT:** Various  
**PROJECT:** Logo Design & Brand Management

With online creative sites like fiverr and canva flooding the internet, it's easy for people to think that they can get a logo 'on-the-cheap'.

Our experience has proven time and again that getting your brand right is crucial to the success of any business.

There's a strategy and philosophy behind every company that needs to be reflected in the image you present to the world.

Get it right and you have a brand that will carry you through a lifetime. Get it wrong and you'll be starting from scratch sooner than you think and at twice the cost.



**ROMANIN**  
Accountants



## LOGO DEVELOPMENT/BRANDING



IMAGINE  
CREATIVE

# WE'D LOVE TO HELP YOU TRANSFORM YOUR BUSINESS

Coffee is always a good idea - especially when it comes with a friendly chat and clever insights into how you can improve your business.

Our Creative Director Mary Anastasiou would love to meet you!

Please feel free to reach out to her directly:

**P:** 1300 139 398

**M:** 0417 055 836

**E:** [mary@imaginecreative.com.au](mailto:mary@imaginecreative.com.au)