

We acknowledge Aboriginal and Torres Strait Islander peoples as the Traditional Owners of the lands on which we work, throughout Australia.

We pay our respect to Elders past, present and emerging, and we acknowledge their culture of storytelling through art, dance and music, from which we draw inspiration.




A photograph of three hikers resting on a wide set of stone steps that lead up a hill. The hiker on the left is propped up on their elbows, looking towards the valley. The hiker in the middle is lying flat on their back, wearing a red baseball cap. The hiker on the right is sitting cross-legged, gesturing with their hands while talking. They are all wearing backpacks. The background is a vast, hazy mountain landscape with dense green forests and distant peaks under a soft, overcast sky.

WE INSPIRE GROWTH FOR AMBITIOUS BRANDS

because we believe the future belongs to brands ambitious about
contributing to people and the world





XD, CX, EX, BX

Communication

Consulting

INSPIRATION FROM THE INTERSECTION

Design

Purpose &
Brand Advisory

Commerce, Data
& Technology





BRANDS ARE MEMORY STRUCTURES

The text 'BRANDS ARE MEMORY STRUCTURES' is displayed in a large, bold, black sans-serif font across the center of the image. The text is overlaid on a collage of three landscape photographs. The first photo on the left shows a wide river valley with green hills and a blue sky with white clouds. The second photo in the middle shows a hot air balloon floating over a green field with a winding path. The third photo on the right shows a rocky mountain peak with a blue sky and white clouds.

Bunches of memories and associations and feelings that we rely on to decide how to choose



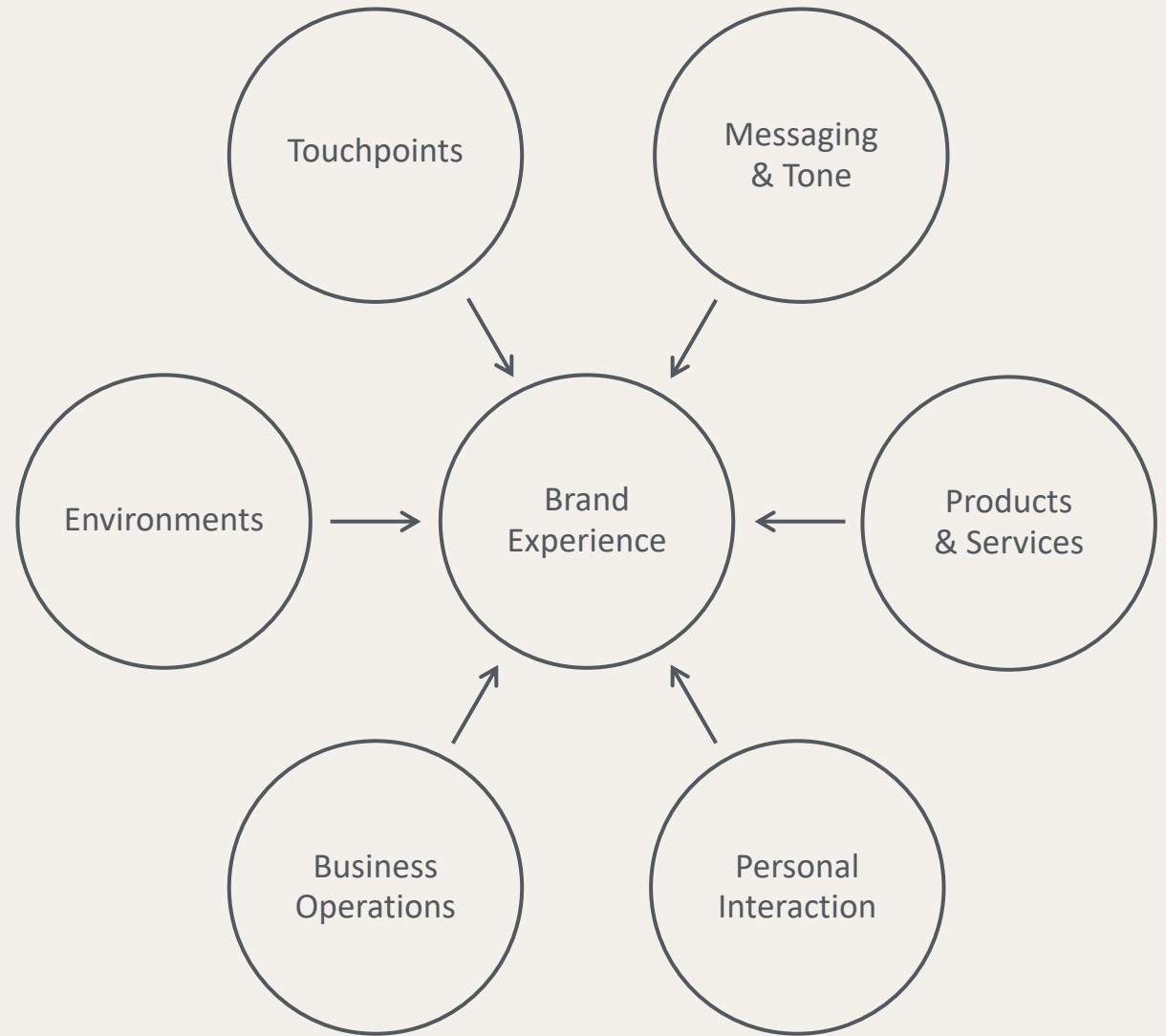


If you can create **Emotional** shortcuts to understanding your brand, you create stronger **memories**, by tapping the fast, nimble, non-conscious brain.



A BRAND \neq A LOGO

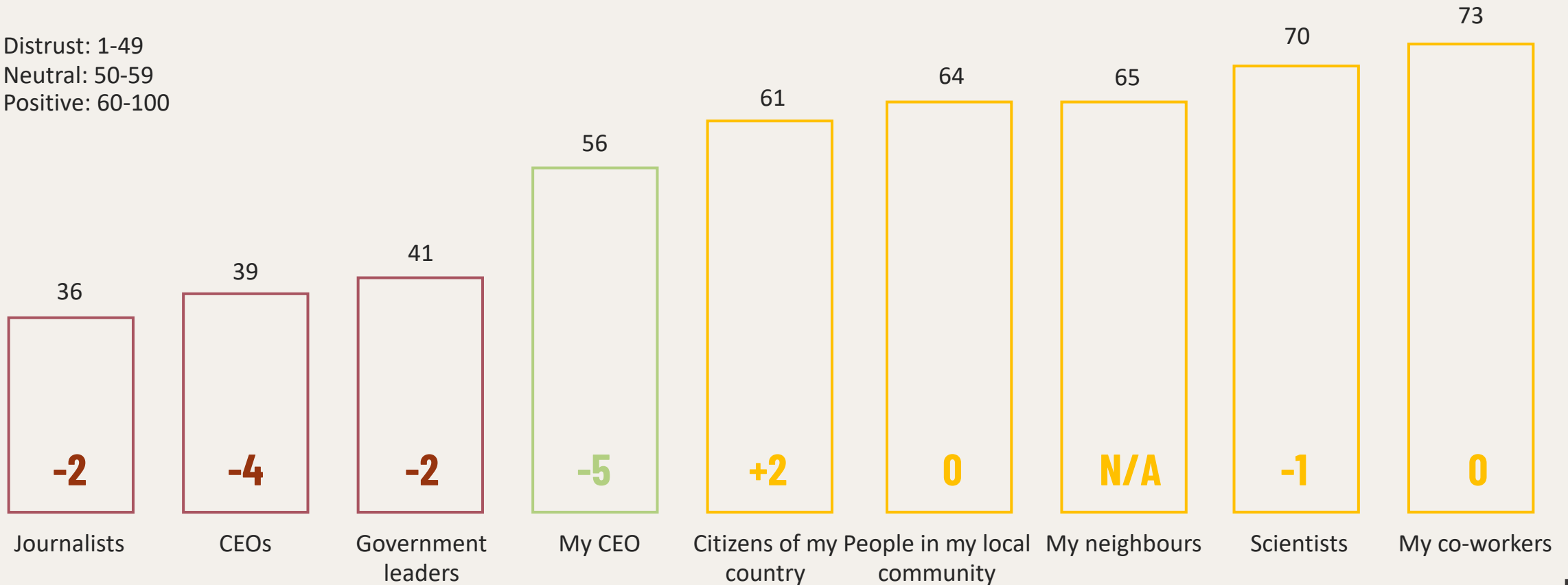
Building your brand is really building **an experience.**



PERCENT TRUST, IN AUSTRALIA

Change,
2022 to 2023

- Distrust: 1-49
- Neutral: 50-59
- Positive: 60-100





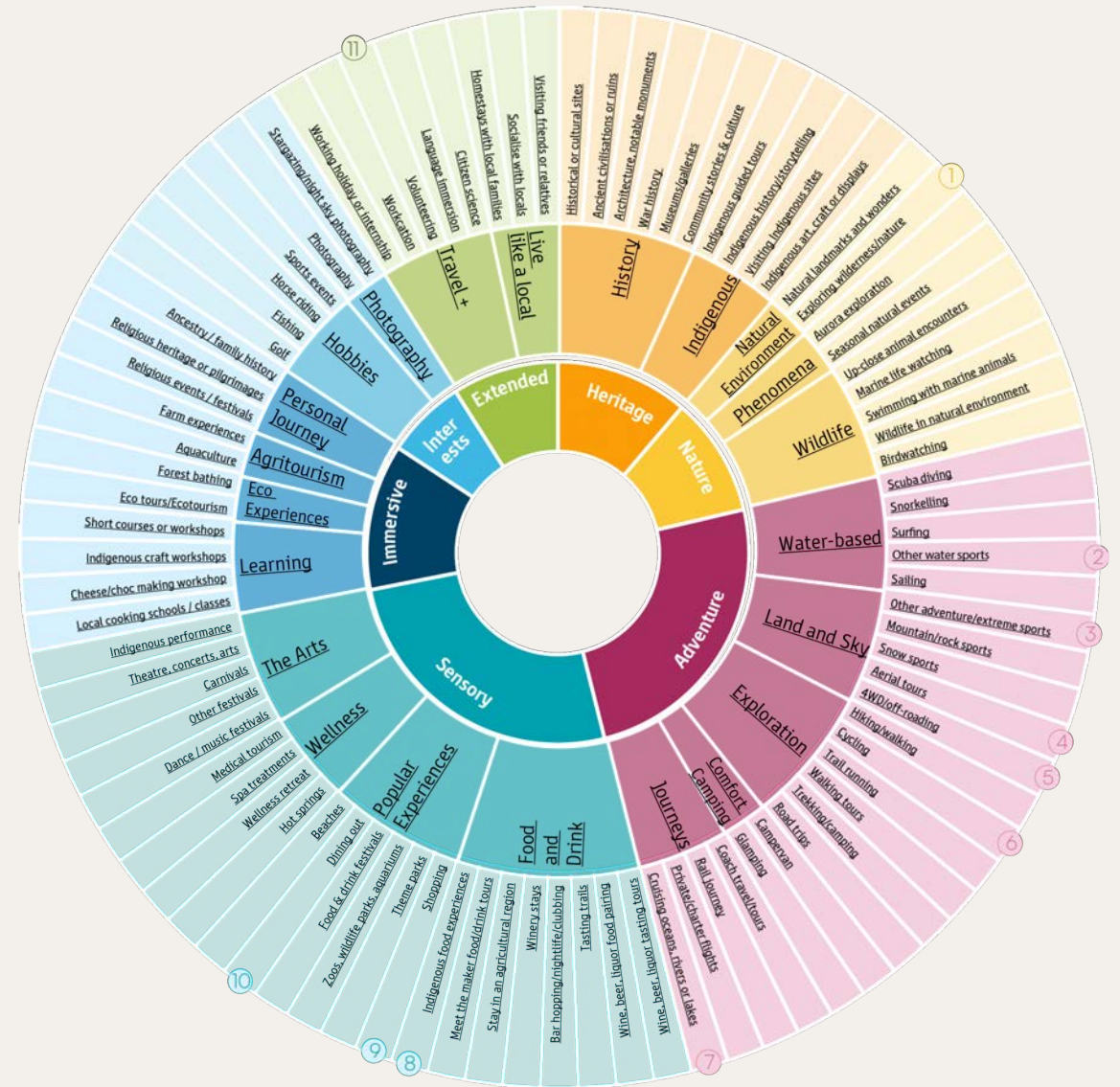
HAPPINESS = EXPECTATIONS - REALITY



As our sector has matured, we've recognized the fragmented nature of demand.

This has fragmented budgets and demands smarter ways to reach audiences.

User generated content has filled this void.





FOR , **IS A**

WHICH PROVIDES .

UNLIKE

WHICH PROVIDES .





Inspired brands have three characteristics. They are:

ELEVATING



We feel good when we think and act in an altruistic way. Elevating brands demonstrate a positive impact on society and a caring approach to their own customers.

MAGNETIC



This talks to the social power of a brand in making us feel like we are making a popular, exciting choice.

MOTIVATING

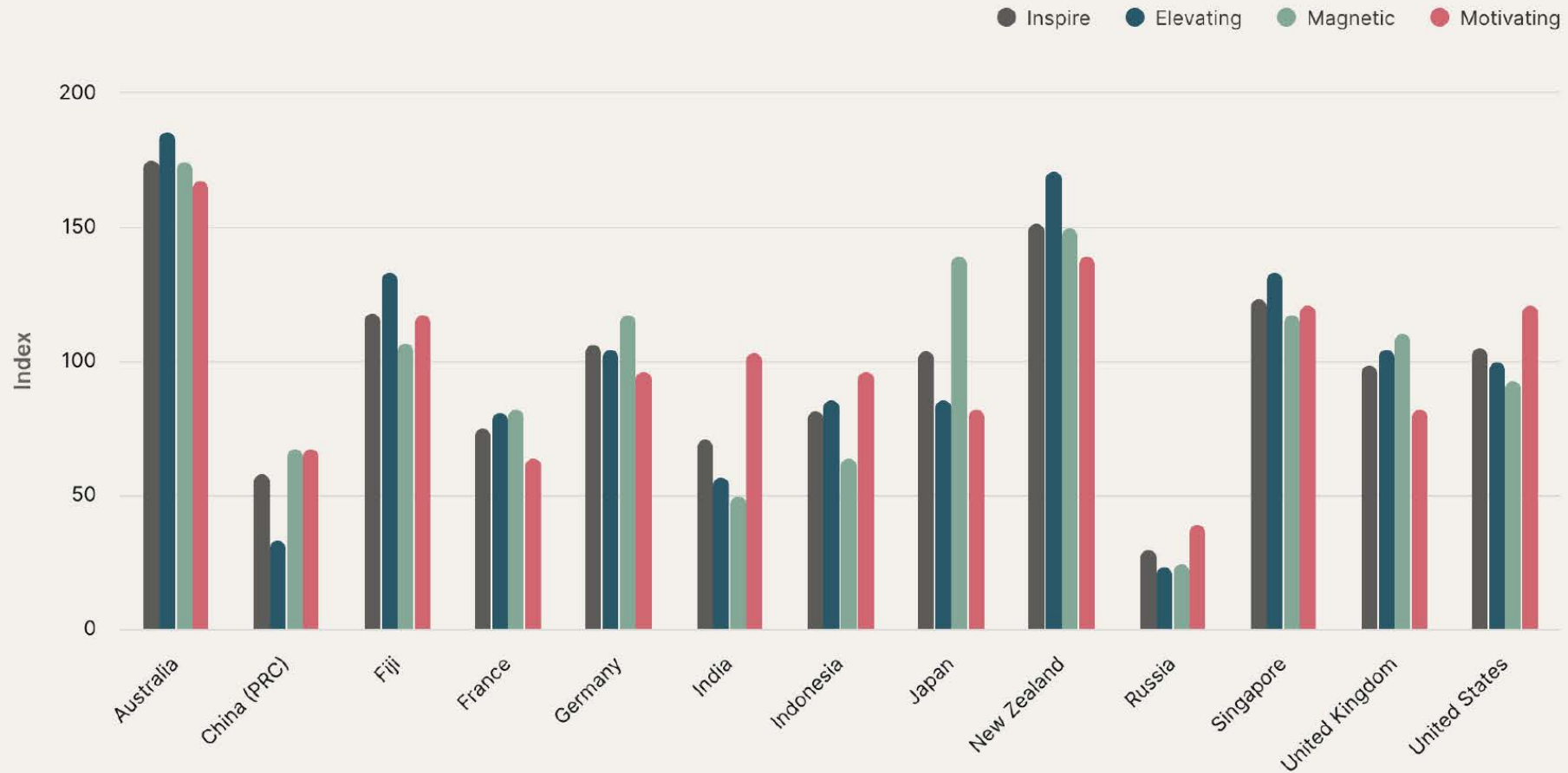


Motivating says that the brand offers a something different that will help you accomplish your goals.

How well a brand scores on these characteristics results in our proprietary Inspire Score.



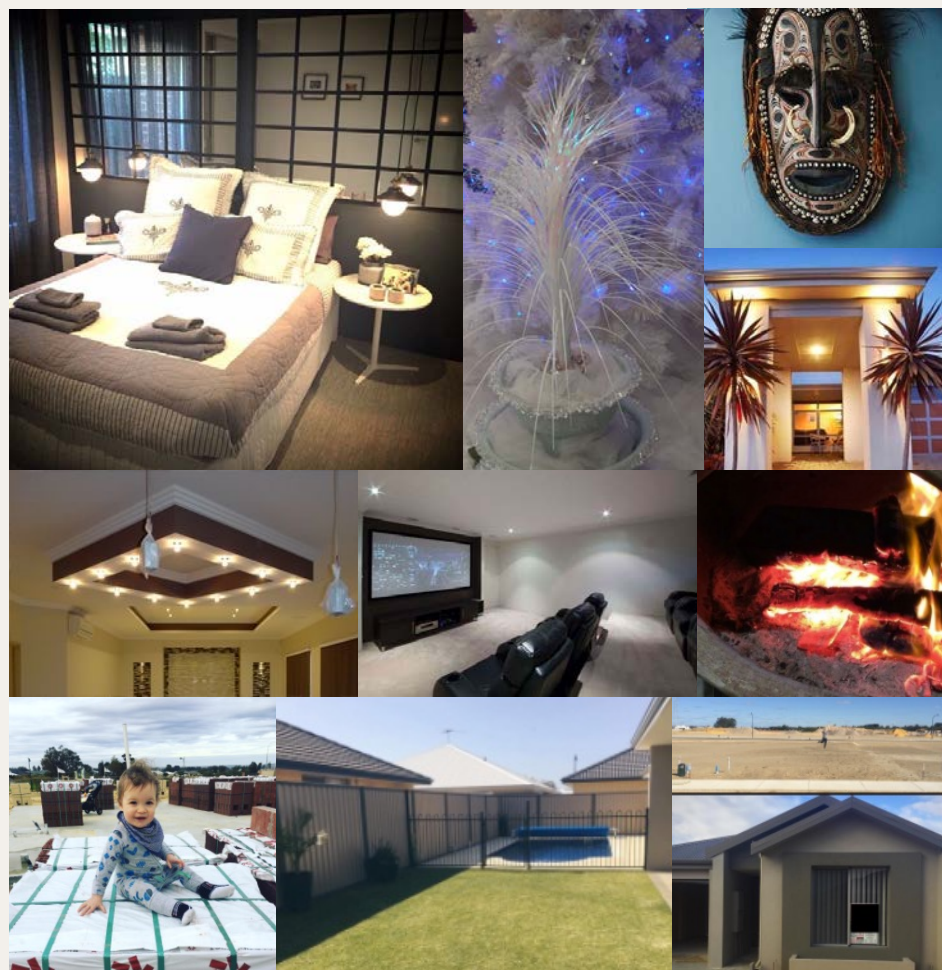
THE DESTINATIONS THAT MOST INSPIRE AUSTRALIANS





IT'S MONDAY.
TIME TO TAKE
OVER THE
WORLD.

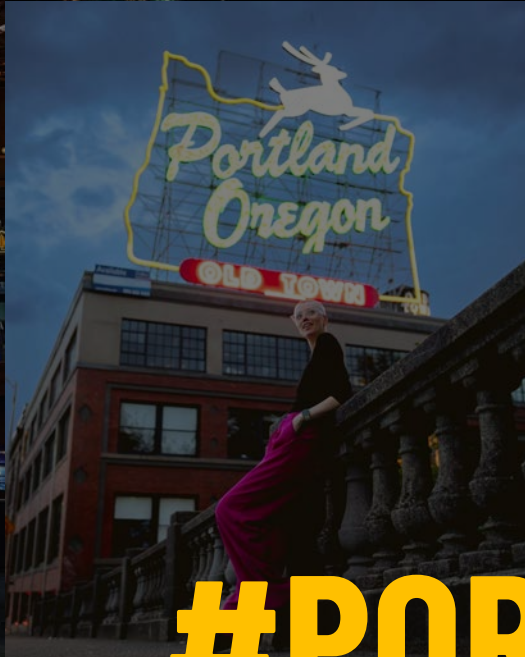
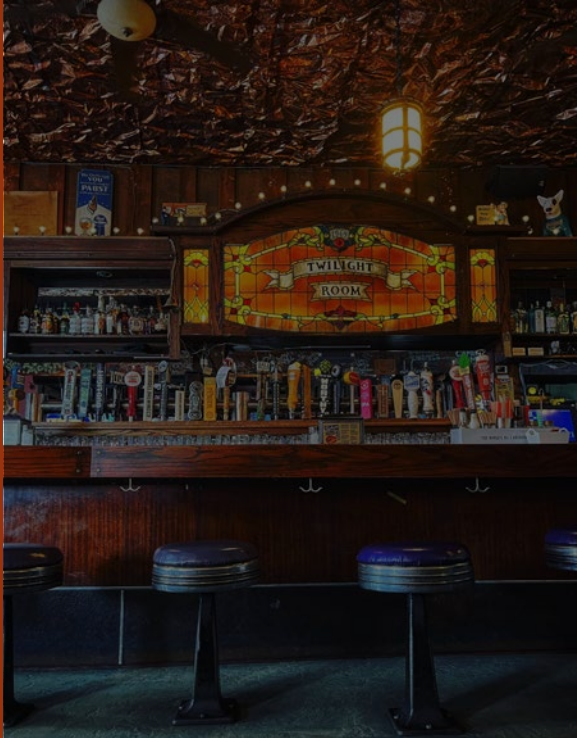
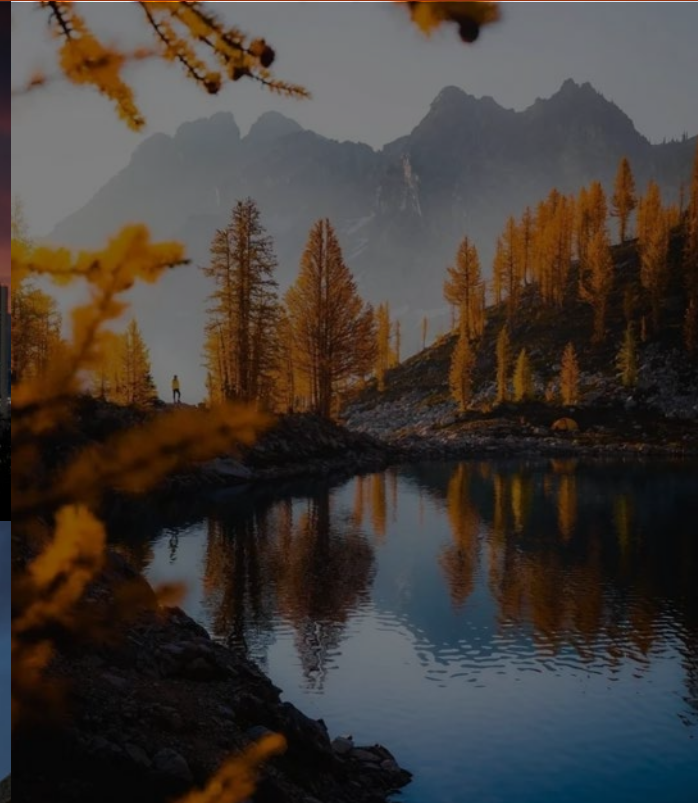
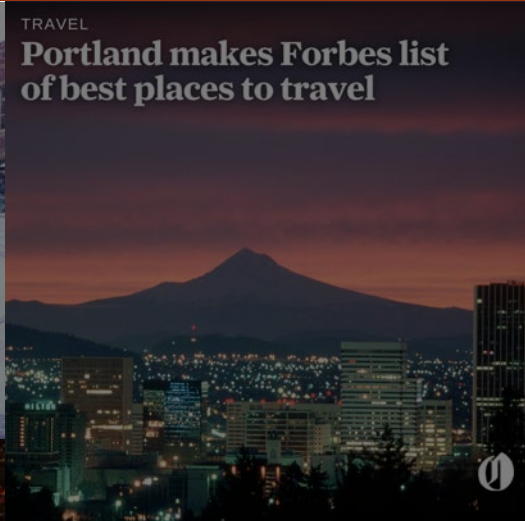




A photograph of the Verity Ln Market storefront. The building is made of red brick. The sign "VERITY LN MARKET" is mounted on the brick wall above the entrance. The entrance has a dark awning. In front of the entrance, there is an outdoor seating area with several tables and chairs. Many people are sitting at the tables, some are standing. There are large planters with greenery. A tree trunk is visible on the left side of the frame. A white pole is on the right side. A bicycle is parked in the foreground on the right. The overall scene is a busy, modern market environment.

VERITY LN MARKET

**LIBERATING THE COMMERCIAL
POTENTIAL OF HUMAN MOTIVATION**



#PORTLAND



PORTLANDIA

A photograph of four young women standing outdoors in front of a vibrant, abstract mural. The mural features bold shapes in teal, orange, yellow, and brown, with colorful confetti-like patterns. The women are all smiling and laughing, creating a joyful atmosphere. They are holding various drinks: a dark beer, a yellow cocktail, and an amber beer. The woman on the far left wears a white t-shirt with a graphic and jeans. The woman next to her wears a black top and a teal skirt. The woman next to her wears a light blue button-down shirt. The woman on the far right has long dark hair and wears a denim jacket. The text 'THERE'S MORE THAN THEY'RE TELLING US' is overlaid in large, bold, yellow capital letters across the center of the image.

**THERE'S MORE
THAN THEY'RE TELLING US**



VISIT CANBERRA
THERE'S MORE THAN THEY'RE TELLING US



HAND CRAFTED QUALITY
**OVERALL
MURALS**
SINCE 2010

TELL ME IT'S A BRIEF,

WITHOUT TELLING ME ITS A BRIEF.



TOURISM NEW ZELAND
GOOD MORNING WORLD



KITKAT HAVE A BITE

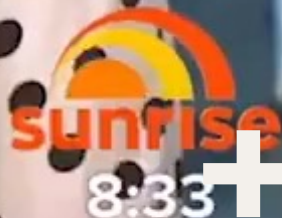


HEATED
DEBATE

WAR

T SPAT

SYD 27°

Sunrise
8:33+

5 STEPS TO INSPIRING BRANDS YOU CAN'T CONTROL:

1. Understand where and how your brand shows up now
2. Uncover what inspires your audience
3. Articulate your purpose in their lives
4. Make your content brief a source of inspiration, and consider your communications the start of a conversation
5. Have your show tight, and wear it light: logistics and governance matters





+ We are built for growth

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