



K R E A T E

COMMUNICATIONS | EXPERIENCES | PEOPLE



WE ARE KREATE.

An independent, multi-skilled agency.

We're agile, creative, passionate and deliver results.

We believe in creating meaningful connections between destinations, brands and consumers, through a mixture of communications and experiences, which inspire real action.

We make things happen.

K R E A T E

A man with shoulder-length brown hair, seen from the back, is speaking into a microphone at a podium. He is wearing a dark blue jacket. The background is a blurred crowd of people at an event, with blue and white lights visible. The text "We specialise in communications..." is overlaid on the left side of the image.

We specialise in communications...

Collins Street Precinct Group
Launch Event

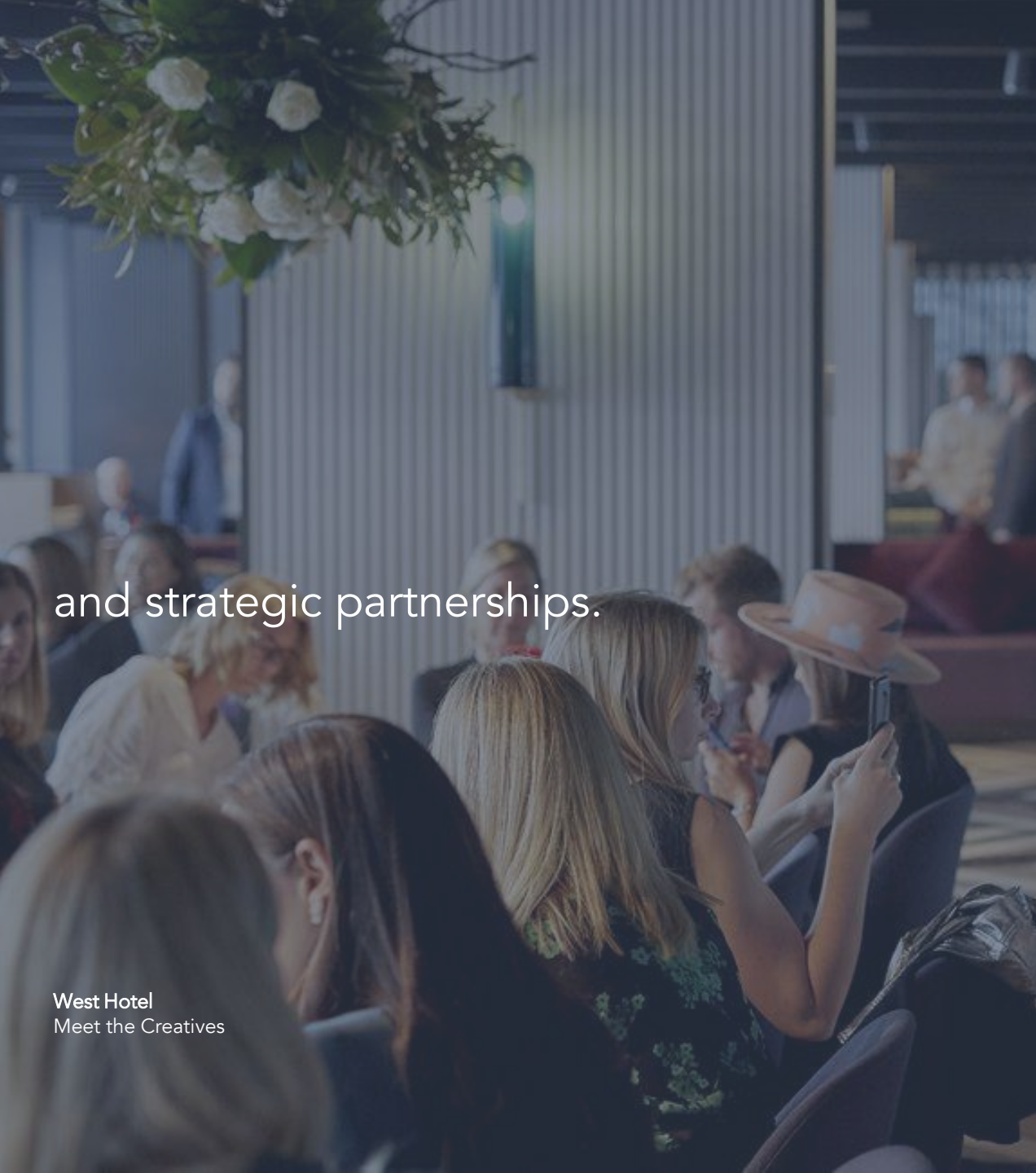


...consumer engagement

World Vision
Re-Imagine Retail Pop Up

A woman with short brown hair, wearing a white dress with a red floral pattern and a white bow at the neck, stands in a modern interior. She is looking directly at the camera. The background shows a glass wall and some indoor plants.

and strategic partnerships.

A group of people are sitting at a table in a modern interior. They are looking at their phones. There are white flowers hanging from the ceiling. The background shows a glass wall and some indoor plants.

West Hotel
Meet the Creatives



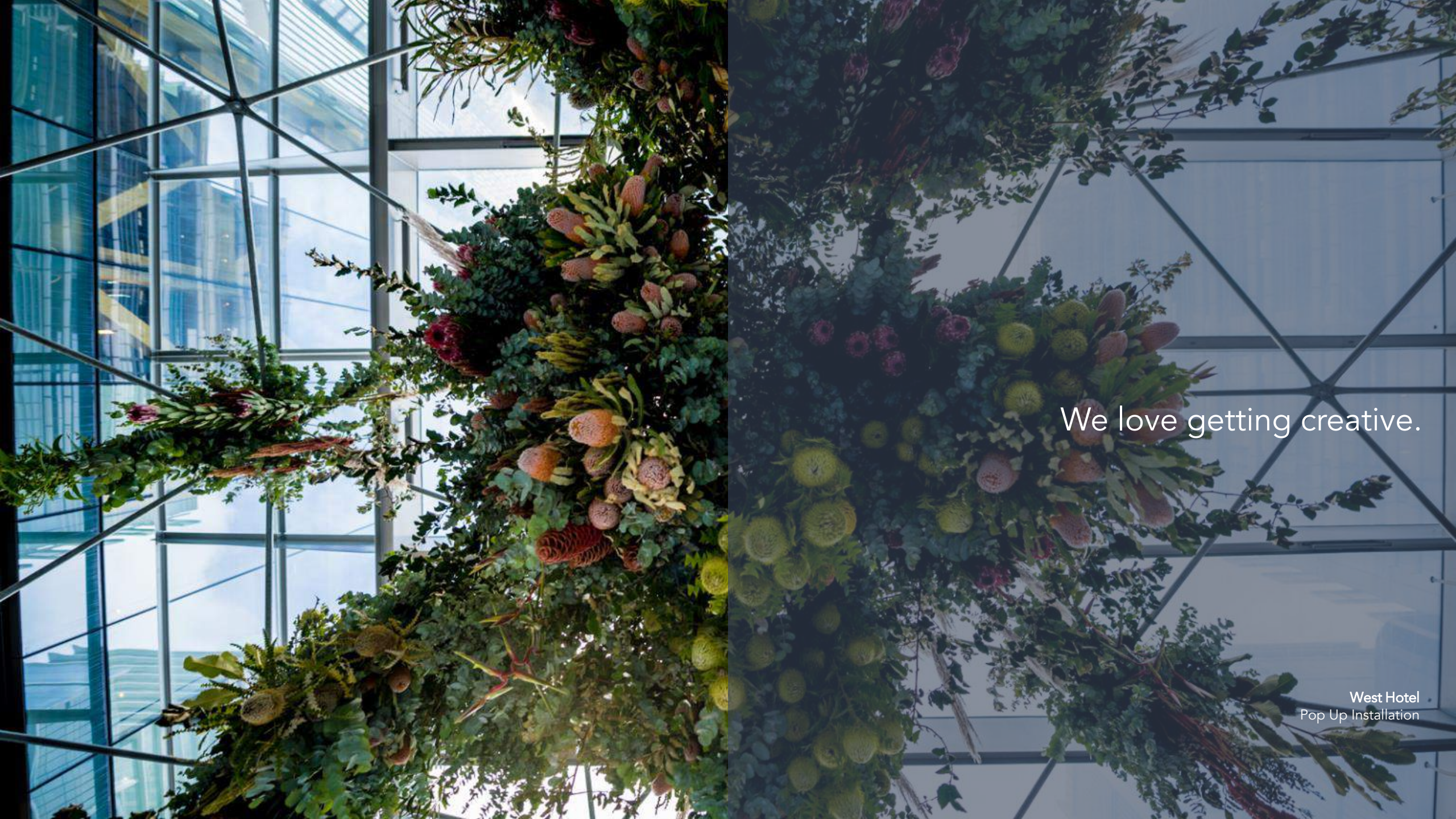
We can put on a great event...

PAYCE: Pierside Shopping Precinct
Launch Event

and tell compelling stories.

Farmer's Daughters
Melbourne Food and Wine Festival





We love getting creative.

West Hotel
Pop Up Installation



PR AND COMMUNICATIONS

With a focus on the tourism, travel, retail and hospitality industries, we tell our client's stories through integrated communications.

From media and public relations to strategic business advice, we pride ourselves on developing and sustaining strong relationships with our clients as business partners – not just an agency.

We've developed real relationships, with a large network of media, influencers and content creators to bring our client's stories to the world.

Our in-house social media content creation team devise and implement content strategies to deliver organic growth across our client's channels.

STRATEGY AND CONSULTING

We work in partnership with our clients to provide strategic advice and identify opportunities for growth as well as to tell their stories in new ways.

From identifying your key messages to seeking out new audiences, we can work with established brands to refresh your position in the market, or help launch start-ups to the market.

With a diverse skillset, we provide integrated strategies that incorporate a full range of channels, from social media and PR to face to face experiences and digital amplification.



PARTNERSHIPS

We believe that we can all achieve more in collaboration.

From brand and media partnerships to industry and government partners and commercial sponsorships, we align clients and destinations with like-minded partners for mutual success.

We maintain an extensive network of contacts across Australia to create and facilitate long-term strategic partnerships for our clients.

Never sticking within the box, we generate even the most 'out there' partnership ideas – and then we make them happen!



STORYTELLING

We love telling stories and believe that this is the most effective way to communicate your brand with people.

Our unique mix of services and platforms means we tell stories through:

- Face to face experiences including brand ambassadors and crafted events
- Targeted media and public relations and communications channels
- Social media and clever content strategies
- Technology - through our exclusive relationship with storytelling app Roamni
- Amplification - leveraging brand partnership channels



EXPERIENCES

We understand that people values experiences as much as (if not more than) things.

So we deliver immersive, engaging and effective experiences which engage people on a deep level.

From brand activations, roadshows and pop-ups to in-store sampling, product sampling and theatrical stunts we take care of everything in house.

With full-service capabilities, we are driven by delivering high quality outputs and maximising ROI – we don't rest until we've made things happen!



PEOPLE

With a focus on creating human connections between brands and people (consumers), our Australia-wide team of brand ambassadors and promotional staff bring our client's stories to life.

Our team are an extension of our client's brand and we ensure that our people provide the highest quality face to face experience on their behalf.

We create a lasting impression through positive human to human advocacy and storytelling.

**A SNAPSHOT OF
OUR EXPERIENCE.**

SOME OF OUR TEAM



DYLAN REED: OWNER/CEO

Dylan has over 16 years experience in the marketing and communications space, specialising in the destination, retail, tourism and hospitality industries. Currently heading up Kreate's Australia and New Zealand offices, Dylan oversees client strategy and specialises in bring marketing partnerships to life. His experience includes leading Melbourne's brand marketing team for Tourism Victoria (Visit Victoria) where he delivered the award-winning Remote Control Tourist Campaign, as well as 4 years in London managing the marketing and events for a number of retail and destination organisations including London's West End. Dylan began his career with the City of Melbourne's marketing and tourism division. Dylan maintains a large and effective network of media, influencer and senior-level events and government industry contacts.



NAOMI MATHEW: ACCOUNT MANAGER

Naomi has over four years experience in public relations working across global brands in the travel, consumer lifestyle and FMCG industries. Naomi oversees the team delivering PR and media relations for West Hotel, Ted's World of Imaging, Farmer's Daughters, GLACÉ and Collins Street Precinct. Other clients Naomi has worked across include The Philippine Department of Tourism, Disney Destinations International, Olay, Max Factor and Covergirl. She has hands on experience developing strategies, implementing campaigns, planning and hosting media familiarisations, managing events, and developing media materials. Naomi has a network of media contacts in the travel and lifestyle sector and holds a Bachelor of Commerce, Public Relations from the University of Wollongong.



LAUREN PARKIN: ACCOUNT EXECUTIVE

Lauren has two years experience in public relations and social media, working across a variety of brands in the travel, consumer and retail hospitality space. She supports and coordinates the PR campaigns across the business portfolio and has previously worked across specialised hospitality clients. With a background in professional photography and production Lauren oversees social content production across the business. Her experience includes event management, content development and production, media liaison and facilitating media familiarisations. Lauren has a strong network of media contacts and photographic and social media influencers across Australia. She holds a Bachelor of Arts-Media (Journalism and Public Relations) from Macquarie University.



WEST HOTEL.

West Hotel is the first Curio Collection by Hilton hotel to open in Australia.

Kreate was briefed to introduce this boutique, native-botanical inspired hotel to the Sydney market with a PR stunt and interactive activation.

We were then appointed as West Hotel's communications agency in 2018 and are responsible for PR, Social Media Strategic Partnerships, and Activations.

Over the last 12 months in addition to the overseeing the regular press office, Kreate launched the 'Meet the Creatives' series, where West Hotel collaborates with creatives from different design-oriented genres. These included Australian fashion designers Jack Phillips of Eight Eight and Weave Dibden-Neck and Australian textile team Bonnie and Neil.

Additionally we secured a partnership with Boutique Gin Distillery Archie Rose Distillery Co. celebrating a 'Summer of Gin'.

"Kreate has proven itself to be an invaluable partner to West Hotel and our marketing and communications efforts since opening. The team has approached each campaign with enthusiasm and insight and from concept to execution they deliver – with bags of creativity and a real sense of urgency. We look forward to continuing our partnership through 2019!"

Samantha WW. West Hotel

FARMER'S DAUGHTERS.

Kreate is overseeing the PR, Communications, Social Media and Strategic Partnerships for Farmer's Daughters by Alejandro Saravia - a new Farm to Table concept venue celebrating the Victorian region of Gippsland.

With the venue not opening in Melbourne's CBD until 2020, Kreate are building long term brand, industry and government partnerships to create ongoing awareness of the brand as well as the Gippsland region.

In 2019, Alejandro was one of four hero guest chefs to partake in the AO Chef Series at the Australian Open 2019. As part of our remit Kreate engaged a range of key media and strategic industry partners to attend the AO Chef Series.

Alejandro was also a guest chef of Melbourne Food and Wine Festival's River Graze, partnering to deliver proceeds for the Gippsland Emergency Relief Fund.





COLLINS STREET PRECINCT.

Kreate were appointed in 2018 to handle the PR, Communications, Social Media and Events for the Collins Street Precinct Group (CSPG).

Our responsibility included re-launching the CSPG brand to the tourism, travel and retail industry through a VIP even, shooting a suite of destination photography assets and re-launching their social media channels and managing their ongoing content plan.

Kreate are also responsible for ongoing campaign activations to engage retail, hotels and hospitality businesses across the Precinct with media, famils and wider City of Melbourne marketing and event campaigns throughout the year.

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NZ RIDES INTERNATIONAL W

A REPORT released by New Zealand's Ministry of Business, Innovation and Employment (MBIE) showed a significant increase in int'l convention delegate spend in 2017. The Convention Delegate Survey (CDS) stated spend was up 17% compared to the 12 months to Dec 2016. Conventions and Incentives New Zealand (CINZ) chief executive officer Sue Sullivan believes the latest growth figures only tell the beginning of the story. "This can only grow as our value proposition strengthens and we gear up for major new convention centre and hotel infrastructure which will give us the ability to cater for much larger multi-day conventions," Sullivan said. "These figures do not reflect the economic impact these

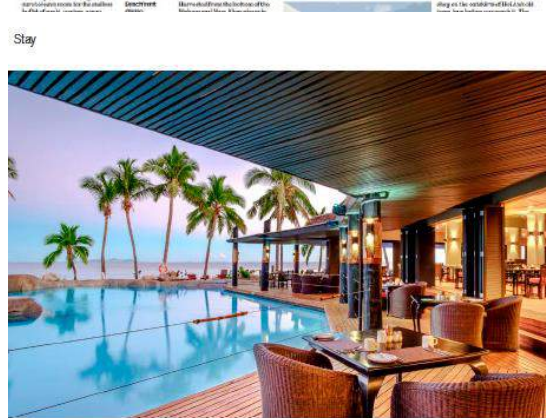
international delegates have after they leave the country like ongoing relationships and knowledge transfers." The factors driving the growth in international spend for 2017 included an overall increase in delegate numbers which were up 9% and the duration of stay which improved by 20% to an average of 7.2 nights. **Pictured:** Auckland

Live the luxe life in Fiji

TWO Hilton Fiji properties will be bringing the tropics to the table with the release of a selection of events packages designed to showcase the best of Fiji. Meeting planners who book with the Double Tree Resort by Hilton Fiji-Sonaisi Island will receive exclusive use of the entire private tropical island for up to 240 guests. Those who opt for Hilton Fiji Beach Resort & Spa will have access to a range of packages maximising the resort's meeting and restaurant spaces for up to 240 delegates. For more information on each of the event packages **CLICK HERE.**

Novotel Melb South Wharf

A NEW golden era for Melbourne's hotel and exhibition scene has begun, following the official opening of the much-anticipated Novotel Melbourne South Wharf Hotel. Rising 26 storeys above the city, the \$150m "golden tower" was constructed with a distinctive golden facade and is directly adjacent to the Melbourne Convention and Exhibition Centre (MCEC). The 347-room hotel follows the \$350m expansion of MCEC, which is set to become the largest facility of its southern hemisphere. With Melbourne's business & events space growing general mgr Glen Erickson said the hotel would play an important role in supporting the changes. "This hotel's development, along with the MCEC expansion represents one of the most significant infrastructure investments into Melbourne's tourism & convention industry," he



HILTON FIJI, DOUBLETREE HILTON FIJI.

Since 2016 Kreate has been overseeing the PR and Media Relations for the DoubleTree by Hilton Fiji relaunch and ongoing for the full year. In 2017, this was renewed with the addition of Hilton Fiji's property.

In 2017, The media coverage generated by Kreate for both properties was estimated to have been viewed by almost 16 million people across Australia and New Zealand, with an estimated advertising equivalent of more than FJD \$900k.

Media coverage about the two Fiji based Hilton Properties, included the following leading publications:

- News Corp Escape – with a total audience of 5.6 million
- Fairfax Traveller – with a combined audience of over 2 million readers
- Virgin Voyageur Magazine – with a readership of 429k
- New Zealand Herald – with a readership of 431k
- Jetstar Magazine – with a readership of 240k

TED'S WORLD OF IMAGING, LAUNCH.

Kreate launched Ted's Cameras game changing new concept store, Ted's World of Imaging in October 2018. Kreate have been handling the ongoing PR and Communications for the store launch including media liaison, partnership opportunities and negotiations with a TWI ambassadors for the last 12 months.

The launch event featured interactive activations from the World's leading camera brands, Canon, Nikon, Fujifilm, Sony, Panasonic and Olympus. The event was hosted by much-loved Australian journalist Ray Martin who is currently hosting his most recent photography exhibition in the TWI Gallery.

At the event Kreate hosted over 50 key Australian media including Editors and Journalists across Photography, Tech and Consumer Media with a collective reach of over 6 million. This included key Photography influencers based in Sydney and in the few days post the event, we have already seen 10 pieces of coverage with a reach of over 2 million.



PIERSIDE LAUNCH.

Kreate was briefed by Payce Group to concept an event that would create a sense of 'destination' and bring to life their latest retail precinct at Wentworth Point in Sydney Olympic Park and introduce it to locals.

In keeping with its location on the pier and banks of the Parramatta River we created a nautical themed event to engage local residents, workers and shoppers to enjoy the new retail and dining precinct.

Kids activities, a Photobooth, a free mocktail bar, gelato and fairy floss carts, acoustic music and lots of chill out space attracted hundreds of locals. We also provided all the retail and dining tenants opportunities to sample and activate outside their stores.

The event won gold at the Sydney Design Awards in 2018 for event experience.

PAYCE



THE COMPANY WE KEEP.



BVLGARI



Collins Street
PRECINCT

OPTUS

FARMER'S
DAUGHTERS

TimeOut



Ted's
WORLD
OF IMAGING



TOURISM GREATER
GEE LONG & THE
BELLARINE

K R E A T E

STORY TELLING THOUGHT STARTERS

Story telling is a great way of connecting with your audience. Did you know 65% of all conversation is storytelling? Consider the below and let's get started...

- 1 DO YOU HAVE A STORY TO TELL?**
What does your brand stand for? What makes you different? What do you want to achieve?
- 2 CREATE AN EMOTIONAL CONNECTION**
Use your story as a way to humanise your brand and connect with consumers.
- 3 PEOPLE NOT CONSUMERS**
Think of your visitors as humans first and consumers second. Humans value connections and conversations. Put yourself in their shoes.
- 4 BEHIND THE SCENES AND INSIGHTS**
Give your audience a glimpse behind the scenes into your businesses and employees.
- 5 ADD SOME IMAGERY**
An image tells 1000 words.
- 6 CALL KREATE?**
We would love to help tell your story and work with you to realise your vision.

GET IN TOUCH TODAY.

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