

WE ARE



A man and a woman are standing in a car dealership, looking at a tablet together. The man is on the left, wearing glasses and a dark jacket. The woman is on the right, also wearing glasses and a dark jacket. They are both looking at a tablet held by the man. In the background, there is a large screen displaying a colorful abstract pattern of many small, overlapping shapes. To the right, a red car is partially visible. A black box with the text "JAGUAR XE" is in the foreground on the right.

CREATING MEANINGFUL CONNECTIONS

A Woolworths employee, wearing a white polo shirt with the Woolworths logo and a green cap, is smiling and handing a red apple to a young child. The child is wearing a red shirt and a red hat. Another child, wearing a white shirt and a pink and white striped hat, is also holding a red apple. They are standing at a wooden table covered with various items, including a basket of apples and some papers. The background shows a white tent structure and some outdoor foliage.

**THAT
INSPIRE
ACTION**

ABOUT US

**A GLOBAL, MULTI-SKILLED
AGENCY**

**AGILE, CREATIVE AND
PASSIONATE**

EXPERIENCED.

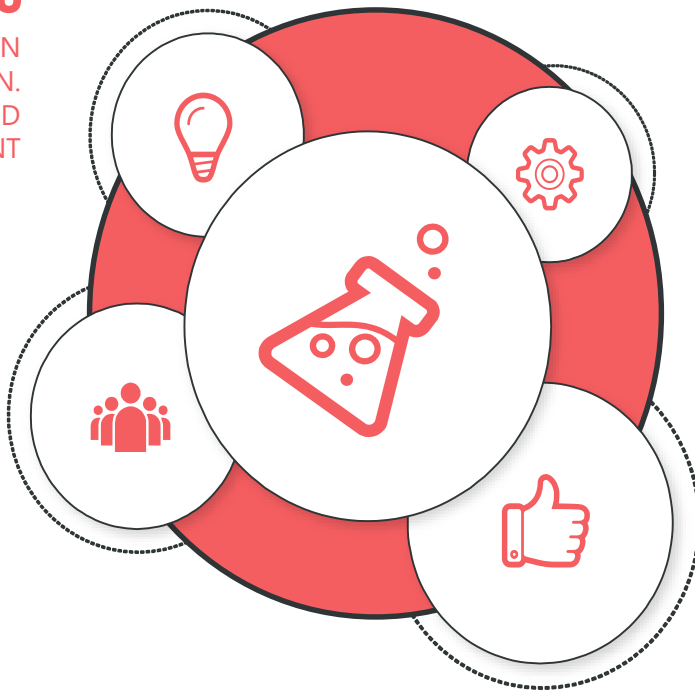
THE EXPERIENCE

PLANNING

FROM CONCEPT DESIGN TO CAMPAIGN
IMPLEMENTATION.
CREATING LIVE EXPERIENCES, EVENTS AND
CONSUMER ENGAGEMENT

KONNECTED STAFFING

A STRATEGIC APPROACH TO
PROVIDING THE RIGHT PEOPLE FOR
EVERY CAMPAIGN



DELIVERY

INTEGRATED HANDLING OF CREATIVE,
PRODUCTION, LOGISTICS, STORAGE
AND FREIGHT

DIGITAL

BESPOKE DATA CAPTURE AND
REPORTING SOLUTIONS WITH
COMPLEMENTARY DIGITAL, SOCIAL AND
CONTENT AMPLIFICATION



**WE TAKE A STEP BACK AND THINK
STRATEGICALLY ABOUT HOW OUR
SERVICES CAN SOLVE YOUR NEEDS**

**FROM FULL CAMPAIGN CONCEPT TO
CONSULTING ON EXISTING
CREATIVE IDEAS**

A tropical resort scene featuring lounge chairs, umbrellas, and a curved banner. The banner displays a tropical landscape with palm trees and a pool, with the text "DOUGLAS RESORT" and "Where it all begins" visible. The word "DELIVERY" is overlaid in large white letters on the right side of the image.

DELIVERY



LIVE ENGAGEMENT

WE CREATE MEANINGFUL CONNECTIONS THROUGH:

- ❑ SAMPLING AND IN-STORE PROMOTIONS
- ❑ CONSUMER ACTIVATIONS
- ❑ BESPOKE EVENTS
- ❑ ROADSHOWS
- ❑ POP UP STORES
- ❑ RETAIL ACTIVATIONS
- ❑ OFFICE AND WORKPLACE EVENTS
- ❑ ON AND OFF PREMISE ACTIVITY
- ❑ PR STUNTS

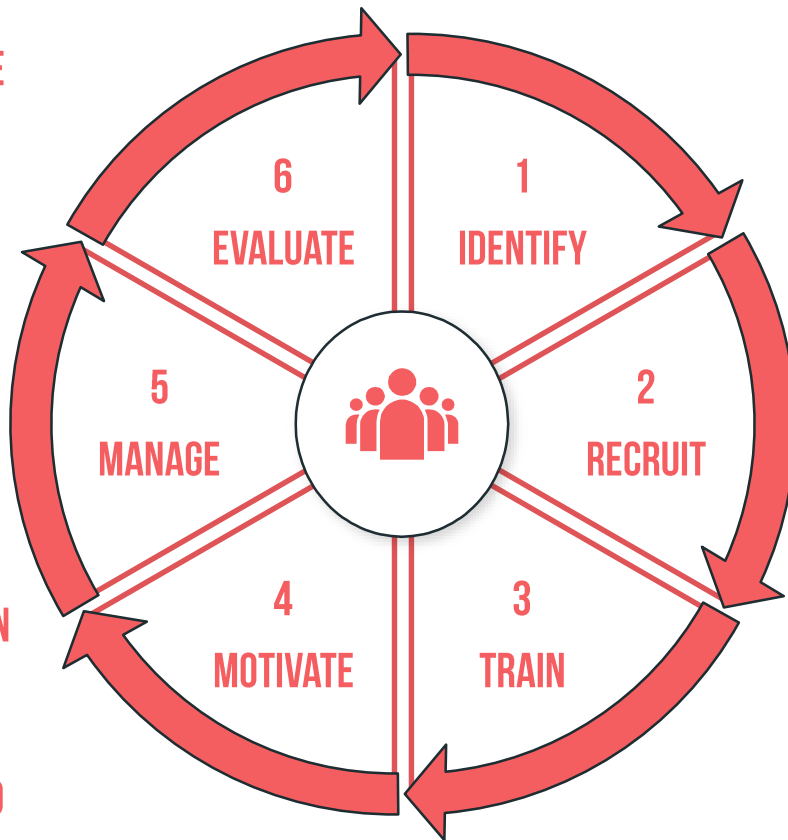


KONNECTED STAFFING

A KONNECTED APPROACH

OUR CLIENT'S ROI IS AT THE
FOREFRONT OF OUR
CAMPAIGN EVALUATION
AND REPORTING

WE IDENTIFY AND RECRUIT
SPECIFICALLY FOR YOUR
CAMPAIGN FROM OUR
NATIONAL POOL OF TALENT

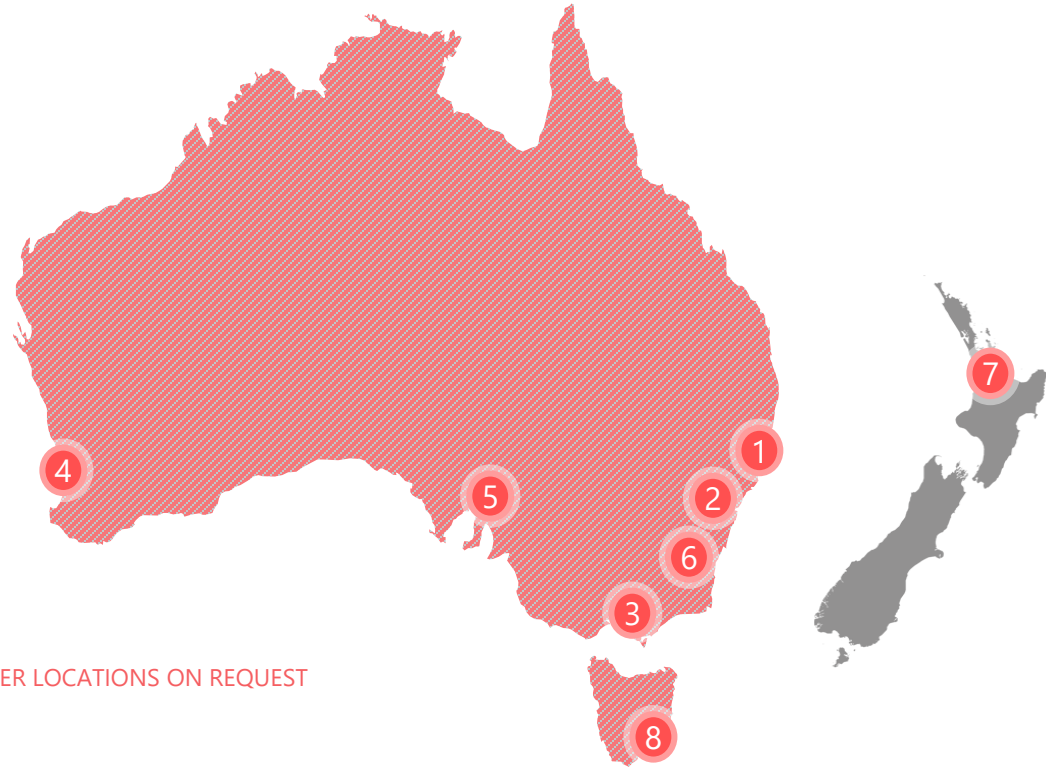


WE KEEP OUR STAFF
MOTIVATED THROUGH
REWARDS AND RECOGNITION
AND OUR DEDICATED TEAM
ARE ON HAND THROUGHOUT
TO MANAGE STAFF IN-FIELD

WE FOSTER UNPARALLELED
PERFORMANCE LEVELS —
THROUGH TRAINING WE
ENSURE CONSISTENTLY HIGH
STANDARDS OF DELIVERY

NATIONWIDE COVERAGE

- 1 QLD: BRISBANE, GOLD COAST, SUNSHINE COAST
- 2 NSW: SYDNEY, GOSFORD & CENTRAL COAST, NEWCASTLE
BYRON BAY, WOLLONGONG & SOUTH COAST
- 3 VIC: MELBOURNE, GEELONG
- 4 WA: PERTH, FREMANTLE
- 5 SA: ADELAIDE
- 6 ACT: CANBERRA
- 7 NZ: AUCKLAND
- 8 TAS: HOBART



HOBART, DARWIN, CAIRNS, TOWNSVILLE, NZ SOUTH ISLAND AND OTHER LOCATIONS ON REQUEST

A young woman with brown hair tied back, wearing a blue and white 'news local' t-shirt, is smiling and holding a clipboard. She is standing in front of a promotional backdrop that features logos for 'news local', 'STAR', and 'rebel'. The backdrop also has text about 'JUNIOR LEAGUE' and 'THE RIO'. The background shows a retail store with clothing racks.

NOT JUST PRETTY FACES

WE PROVIDE:

- ❑ BRAND AMBASSADORS
- ❑ PROMOTIONAL STAFF
- ❑ TEAM LEADERS, EVENT MANAGERS
- ❑ COSTUME CHARACTERS AND MASCOTS
- ❑ PRODUCT DEMONSTRATORS
- ❑ HOSTS AND HOSTESSES
- ❑ HOSPITALITY AND BAR STAFF
- ❑ TRAVEL RETAIL SALES SPECIALISTS
- ❑ MC'S, DANCERS AND ACTORS
- ❑ MYSTERY SHOPPERS
- ❑ OPERATIONAL STAFF



KONNECTED

员工编排



DID YOU KNOW?

OVER 4 MILLION PEOPLE IN AUSTRALIA SPEAK ANOTHER LANGUAGE

MANDARIN AND CANTONESE SPEAKERS ACCOUNT FOR 16% OF ALL PEOPLE WHO SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME.

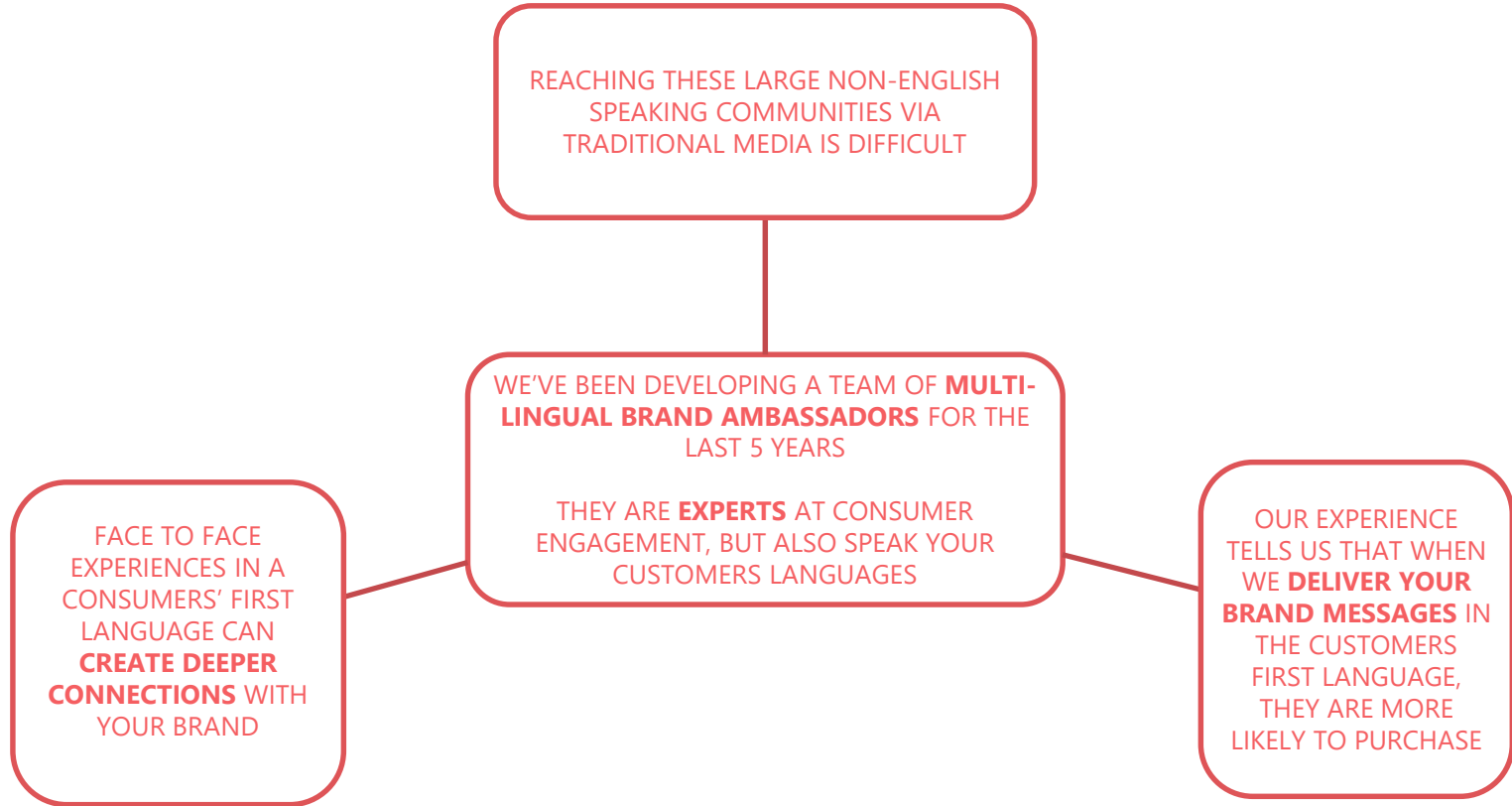
MANDARIN SPEAKERS INCREASED BY 52% BETWEEN 2006 AND 2011

CHINESE AUSTRALIANS SPEND ABOUT \$13.9 BILLION EACH YEAR, AND SOUTH ASIANS APPROX \$12.8 BILLION.

THESE LARGE COMMUNITIES SPEND FAR LESS TIME CONSUMING TRADITIONAL MEDIA — IN SOME CASES 90% LESS THAN THE AVERAGE...

SO HOW DO YOU REACH THEM?

CONNECT WITH EVERYONE



A red car is positioned on a map, with a red pushpin placed on the map near the car. The map shows various roads and locations, including 'Hundsetra' and 'Kjellen'. The text 'SEAMLESS LOGISTICS' is overlaid on the left side of the image.

SEAMLESS LOGISTICS

WE CAN HANDLE THE FINER DETAILS OF ANY ACTIVATION:

- ❑ NATIONAL ROADSHOW PLANNING
- ❑ STRATEGIC LOCATION SELECTION
- ❑ NATIONAL STORAGE FACILITIES
- ❑ SITE BOOKINGS AND PERMITS
- ❑ FREIGHT HANDLING
- ❑ STOCK MANAGEMENT
- ❑ VEHICLE HIRE
- ❑ \$20 MILLION PUBLIC LIABILITY INSURANCE

ACTIVATION PRODUCTION SUPPORT

CUSTOM MADE OR RENTAL ACTIVATION PRODUCTS

*SAMPLING STANDS — DUMP BINS — OPTI COOLERS — POP UP BANNERS — UNIFORM — SAMPLING TRAYS — MERCHANDISE —
COLLATERAL — TEAR DROP BANNERS — MEDIA WALLS — AND MORE*



VODKA O KIT DESIGN AND PRODUCTION



A woman with long dark hair is looking down at a tablet computer. She is holding a coconut drink with a straw and a small green umbrella. The coconut has a label that reads "DOUBLETREE RESORTS BY HILTON THE - DONMELAND ISLAND".

DIGITAL **SOLUTIONS**

**TO ENSURE LIVE ACTIVATIONS
ARE EVALUATED, AMPLIFIED AND
SHARED:**

- ❑ CUSTOMISED DATA CAPTURE SYSTEMS
- ❑ IN-FIELD REPORTING SOFTWARE
- ❑ CAMPAIGN BOOKING SYSTEM
- ❑ TABLET RENTAL
- ❑ SOCIAL AMPLIFICATION
- ❑ CAPTURING CONTENT
- ❑ SOCIAL MEDIA AND PR

ENHANCE YOUR LIVE ACTIVATIONS WITH STRONG ROI

- ❑ BUILD YOUR CUSTOMER DATABASE
- ❑ CAPTURE CONSUMER FEEDBACK
- ❑ TRACK ENGAGEMENT, SALES AND SAMPLES
- ❑ IN-FIELD MARKET RESEARCH
- ❑ CONTINUE THE CONVERSATION AFTER THE EVENT

REVIEW AND REPORT ON YOUR ACTIVATIONS

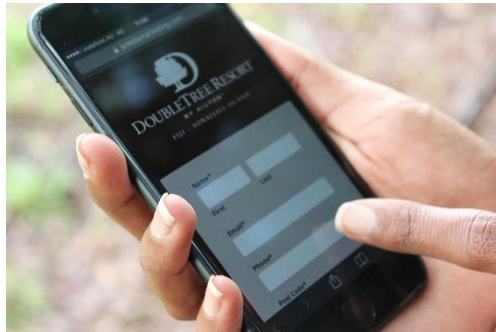
- ❑ REAL TIME RESULTS
- ❑ DEDICATED CLIENT RESULTS LOGIN
- ❑ DOWNLOADABLE DATABASE





CUSTOMISE TO YOUR NEEDS...

- ❑ BESPOKE DATA CAPTURE FORMS
- ❑ COMPETITIONS AND PROMOTIONS
- ❑ MARKET RESEARCH
- ❑ LEAD GENERATION
- ❑ SECURE DATABASE
- ❑ TABLET RENTAL



ADAPTABLE TO ALL
MOBILE DEVICES



THE COMPANY WE KEEP

group^m



OPTUS



Beam SUNTORY



diversified
COMMUNICATIONS ■ AUSTRALIA



BOSE
Better sound through research®

Mondelēz
International



MIMCO



CASE STUDIES





FRISKIES — MASS SAMPLING

EVENT MANAGEMENT, PROMOTIONAL STAFFING

Working in conjunction with PLAY Communications, we executed a nationwide Friskies sampling campaign, showcasing the new look and feel of the iconic Purina brand.

Across 47 separate locations, our team of Event Managers and Brand Ambassadors set-up an eye-catching activation space, attracting cat owners to pick up a sample of the new Seafood Sensation and Meaty Grill varieties. They also received a discounted coupon and the ability to win various Prize Packs.

Over 120,000 samples were distributed across Australia, increasing awareness and driving future sales for the Australian-made product.



MIMCO

IN-STORE RETAIL PROMOTIONAL EVENTS

To celebrate Valentine's Day as well as reward their most loyal customers Mimco briefed us to devise a unique take on an in-store prize wall to feature at their nationwide VIP Mimcollective events in February.

We created a 'Love is in the Air' pop up prize space where after spending \$199, Mimco VIP customers could select uniquely crafted love notes offering a range of prizes.

Kreate rolled out the events around the country at Mimco's key stores such as Chadstone, Chermide and Kotarah - including creative, design, production and on-site event management and hosting.

MIMCO



HILTON WORLDWIDE — DOUBLETREE RESORT BY HILTON, FIJI

CONSUMER ACTIVATION, PR, SOCIAL MEDIA AND PROMOTIONAL STAFFING

In 2016 the DoubleTree Resort by Hilton Fiji re-launched a whole new property – refurbished and redeveloped for the future.

Kreate was appointed to oversee the Australian and New Zealand consumer and trade media launch, ongoing media relations, familiarisations and a consumer activation in the Sydney market.

As part of this project Kreate created a pop up Fijian resort at Circular Quay to build awareness of the new hotel property with Sydneysiders, as well as drive social media amplification and data capture.

The resort came complete with a traditional Fijian Bure hut, sun lounges, DoubleTree branded coconuts, traditional Fijian band and the opportunity to win a 5 night stay via a social photo sharing activity.



ALLEN'S LOLLY BAR

STORE MANAGEMENT & STAFFING

Working in partnership with Ensemble we brought the first-ever ALLEN'S Lolly Bar pop-up store to life for Sydney-siders.

To celebrate 125 years of Australia's largest candy company our team of 18 worked tirelessly in the lead up to Christmas to make this pop-up store, one to remember.

The activation gave lolly-lovers the chance to pick and mix their childhood classics, create bespoke lolly jars and try some limited edition lollies while also reminiscing over the return of some classics.



SPOTIFY SUMMER TOUR

TOUR MANAGER, BRAND AMBASSADORS

As part of Spotify's summer awareness campaign Kreate sourced the perfect team to take the Spotify truck on a tour of the East Coast.

Our team took over Spotify's social channels, documenting their journey, posting engaging content and driving traffic to their next pop up party!

Over 15 days the team travelled down from Brisbane to Melbourne making 3 stops a day to share the Spotify love and build a whole new audience of Spotify listeners.





BEATS BY DRE – THE AIRPORT TOUR

RETAIL BRAND AMBASSADORS, PROMOTIONAL ACTIVATIONS

Kreate has been working with Beats by Dre for in-store retail activations and product demonstrations across Australia and New Zealand since 2015.

Following successful campaigns for the brand in Melbourne and Auckland, MKTG USA appointed Kreate to roll out their Asia Pacific activations for Beats by Dre across 2016-17.

Between November and February Kreate delivered multilingual Brand Ambassadors and Product Demonstrators for the 'Got No Strings' campaign in Singapore, Taiwan and Tokyo Airports.

Our dedicated youthful, music-loving team introduced a whole new audience to these exciting products, generating sales increases in each location.



VIRGIN MOBILE

CORPORATE EVENTS

Since February 2015 Kreate have been producing a series of Retail Roadshows for Virgin Mobile retail staff.

Virgin Mobile wanted to engage with their retail store staff by refreshing their knowledge of the company values whilst having fun and socialising.

Kreate developed an overarching theme for the roadshows that would be resonate with their retail teams. The 'Hangout Series' was born and implemented across future events.

Attendees reported that the 'Hangout Series' events were the most successful and well received roadshows to date with attendance and engagement increasing from previous shows.





OPTUS

PROMOTIONAL STAFF AND SERVICES

Kreate have been working with Optus since 2012 to provide promotional staff, promotional services and event support on campus and events across Australia.

Our unique partnership ensures that we can support the Optus team with high quality, Optus brand-aware promotional staff whenever required.

Over the years our teams have assisted with everything from Yestival and on-campus seasonal events to transport and operational activities.

OPTUS



JAGUAR

PROMOTIONAL STAFFING, DATA CAPTURE, TABLET RENTAL

Kreate works regularly with the Jaguar Land Rover group to deliver Event Managers, Brand Ambassadors, Hosts and data capture solutions for their national activations.

From launching new models, activating at sponsored events, dealership activations or shopping centres ur teams are on site nationally generating leads, capturing consumer interest in undertaking test drives and entering competitions.

To assist the campaign delivery, Kreate provides a bespoke data capture solution for on-site tablets and other devices.





BEAM SUNTORY – TRAVEL RETAIL

MULTILINGUAL RETAIL BRAND AMBASSADORS, PROMOTIONAL ACTIVATIONS

Kreate has worked in partnership with Beam Suntory since 2013 on the delivery of their Global Travel Retail Brand Ambassador program.

Our dedicated Beam Suntory Travel Retail Account Manager oversees a team of 25 Multilingual Brand Ambassadors across Australian and New Zealand airports to deliver daily in-house retail promotions, activations and sales.

As a true partner, we are an extension of their Travel Retail/Marketing team and work together to deliver mutual growth for their key Whisky, Cognac and Bourbon brands – particularly with a focus on premium consumers from Chinese speaking markets.

The majority of our team are multi-lingual to enable sales with the growing market of Chinese as well as Vietnamese travel consumers.



CADBURY COCO – PRODUCT SAMPLING

PROMOTIONAL STAFFING

Our agency partner PLAY Communications appointed Kreate to deliver ongoing sampling sessions in Coles and Woolworths supermarkets for their client Mondelez (Cadbury) to promote their premium Coco range of chocolate.

Kreate planned out the series of sampling sessions across multiple states; handling the route planning, store bookings, sourcing and booking of promotional staff, kit and uniform logistics and warehousing.

Results in stores were exceptional! The uplift in sales across stores where sampling was conducted exceeded expectations.



EXHIBITIONS, CONFERENCES AND TRADE SHOWS

EVENT HOSTS, STAND MANAGERS, PROMOTIONAL STAFFING

Kreate provides ongoing event staffing services to a range of trade shows, conferences and consumer exhibitions throughout the year.

Our team of experienced field staff have done everything from Product Demonstration, VIP Meet & Greet, Hospitality, Information Point, Data Capture, Operational Support and Seminar Theatre Management.

We also work closely with exhibitors to provide Diversified's clients with promotional staff. We have a team across the country who can fulfil even the most unique requirements – from Interpreting to Wine Sampling, food demonstrations to costume characters.

INTEGRATE



diversified
COMMUNICATIONS ■ AUSTRALIA



LURPAK BUTTER

PROMOTIONAL STAFFING, DATA CAPTURE, IN-STORE

In Winter of 2016, Lurpak in association with BD Network aimed to sample, drive sales, and create brand awareness for their luxury Danish butter brand across 100 Woolworth's stores in Australia. Through a Gift with Purchase mechanic, consumers would be incentivised to make the switch to the butter with the taste that speaks for itself.

Consumers were greeted in-store by an eye catching sampling stand, GWP stand, and a wide array of flavours to trial. Trained brand ambassadors helped drive sales through samples, and customized luxury spice jars as a free gift with purchase.

Lurpak was able to reach a wide audience, across sampling sessions in NSW, VIC, WA, and QLD. A total of 34,624 butter samples were distributed, with 3,890 units sold across all states. The highest performing stores were Joondalup with 89 purchases in one sampling session, with Bondi Junction with 87 purchases.





MASCOTS AND COSTUME CHARACTERS

EVENT STAFFING, PROMOTIONAL STAFFING

Kreate provides regular and ongoing mascot and costume character staff for a range of clients including Sylvanian Families, QBE and Masters Milk.

Our team of experienced mascots and characters know how to create a show, engage with customer whilst in costume and promote our clients' brand through theatre and entertainment.

Our team of experienced Mascot minder Brand Ambassadors are skilled at guiding mascots whilst also engaging with the general public and promoting the client.

We also have a team of Working With Children security checked staff.



MACLEANS

ROUTE PLANNING, LOGISTICS, PROMOTIONAL STAFFING, COSTUME CHARACTERS

Working alongside Now Communications, Kreate were briefed to deliver a national roadshow for the launch of the new Macleans 'Multi Action' tooth paste.

Kreate developed an activation plan to hit 300+ stores over a 7 week period utilising multiple teams across VIC, NSW and QLD. Each team consisted of 2 x brand ambassadors as well as trained costume characters to help bring the activation to life.

The results of the campaign were well above those predicted with many of the stores selling out of stock during the first day of activity.





GROUP M — MLAB

EVENT HOSTS, USHERS, SHOW CALLERS

mLab is an exclusive-access experience harnessing the future of technology and innovation. The event offers a money can't buy value-add experience to GroupM clients.

Kreate were engaged to provide its best event team, consisting of emcee, hosts, ushers and show callers.

The team were also responsible for guiding the Heads and Senior Marketing Executives of the GroupM portfolio through the mLab experience over a 4 day period.



TAB REWARDS

EVENT MANAGEMENT, EVENT STAFFING, PROMOTIONAL STAFFING, DATA CAPTURE

Across the 2015 – 2016 sporting and racing year, Kreate provided a team of incredible Event Managers, Tour Managers, Brand Ambassadors and promotional staff for the TAB Rewards program (working in partnership with PLAY Communications)

Our teams delivered a huge number of activations across the country including at the Flemington, Randwick and Rose Hill key racing meets, a full regional NSW country racing program and the Socceroos matches in Sydney and Melbourne.

Kreate also provided the data capture capabilities for TAB our in-field mobile technology to capture consumer's information and feed directly back to the client.





LAND ROVER L550

NATIONAL ROADSHOW –STAFFING, TOUR AND EVENT MANAGEMENT

Working with Imagination, Kreate delivered a national roadshow for the launch of the Land Rover L550 in Sydney, Melbourne and Brisbane.

Lead by a Kreate Tour Manager, Kreate's highly experienced teams in each state helped showcase the all new Land Rover model to consumers through an experiential installation with interactive engagement kiosks and social media activities.



ABOVE & BEYOND

THANK YOU



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