

#### Table of Contents

- 2 Introduction
- 3 Valued Clients
- 4 Logo's, Brand Identity & Development
- 5 Websites
- 6 Social Media
- 7 Audiovisual Media
- 8 Photography (Offsite)
- 9 Photography (Drone)
- 12 Photography (Whiteroom)
- 14 Photography (Studio)
- 15 Posters
- 17 Plaques, Framing & Mounting
- 18 Brochures, Flyers, Catalogues & Manuals
- 19 Calenders
- 20 Deskpads, Diaries & Wallplanners
- 21 Signage
- 22 Flag Banners
- 23 Event Management
- 26 Trade Show Stands
- 27 Campaign Strategy Management
- 35 Merchandise & Apparel
- 36 Vehicle Livery





The Creative Ones is a Melbourne based, full service graphic design agency. We provide design, web/digital services, print, marketing solutions and professional studio and location photography. We pride ourselves on being a highly creative, highly competitive agency with extensive industry knowledge and invaluable experience in designing a vast range of material, across all media and across all markets.

With all the latest in design technology, and an experienced sales and marketing department we provide design & customer service second to none. Each team member has developed long term friendships with various clients - this is one of the key factors to our success. Our creative designs will help you communicate who you are and effectively promote the products or services you provide to your customers.

We have always been a compact, yet dynamic team of 10 and under. Our size enables us to produce very cost effective campaigns as we don't have the huge overheads of the bigger studios. We can tailor our services to meet your personal budget and deadline requirements.

Anything you require, from business cards, complete company re-branding, or planning an advertising campaign. Our talented team can turn your vision into reality in a way you probably didn't think possible and for a price you wouldn't expect.



# 5/35 DUNLOP RD MULGRAVE, 3170 VICTORIA

WE ARE A UNIQUE, COMPACT & DYNAMIC ADVERTISING & DESIGN AGENCY WHO CAN TURN YOUR VISION INTO REALITY.



Welcome!







### Some of our Valued Clients

LOYALTY & SERVICE FEATURE HEAVILY IN OUR DNA.































## Logo's, Brand Identity & Development

Partnering up with the "right fit" agency is key for developing your brand image. An engaged pairing will be as good as having your own in-house graphic design team. The Creative Ones has built up a close working relationship with many of our clients. We have a passionate team of representatives and designers that will be great ambassadors for your company.

Our aim is to contribute to your company's success by giving exceptional value for money, competent design execution and effective guidance for your brand communication needs. All we ask is for the chance to listen to your future needs, to determine if we can provide the answers you're looking for.

If you feel your company could use a new logo, complete re-brand or want to set out corporate guidelines/style guide we can create these for you.







Holden Corporate Dealer Guidelines.



### **Websites**

We look upon websites as being a long term digital footprint of a company. It can electronically archive all the impressive aspects of a company's history, yet remain fresh with regular updates. Our team are up to date with all the current online technology and can make sound recommendations to enhance your company web presence.











### Social Media

Where websites are the longterm "essence of a company," the social media side of the net is all about what's happening today.

At The Creative Ones we are actively involved in administering Facebook sites for clients. We are well versed in the back end of Facebook and the analytics which can be achieved.

We regularly purchase Facebook media spends to measure engagement. It's an affordable medium and one that is growing rapidly. It's one aspect of loyalty that can be viewed as "spikes."



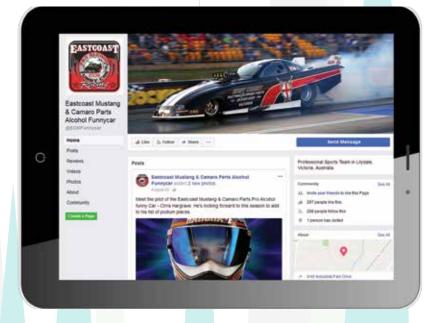
24

25









Fabietti.Racing Facebook

27



### **Audiovisual Media**

If you require video editing for YouTube, Facebook, Trade Shows or Exhibitions, our team are well versed in the fusion of images, video, sound, music and special effects!



AAAA Trade Show Stand with a video on display.





Check out some of our creations on The Creative Ones YouTube Channel.



You can also see some of our work on the ACDelco Slammer Drag Team Facebook page.

## Photography (Offsite)

"I must say the opportunities we have had with offsite photoshoots really challenge our creativity. It's actually both fun and stimulating being at Holden's Lang Lang Proving Ground at 5.30am with the temperature hovering around 1 degree! The Creative Ones are fully equipped with all the latest camera and video gear (including Go Pro's and every attachment that comes with them) to handle any offsite shoot you can throw at us."

Tony Sewell - Director of The Creative Ones.





The team trying to stay warm at the 5 day Holden Colorado Accessories photoshoot at the Holden Proving Ground.



Photoshoot at Holden HQ with Craig Lowndes.



Colorado Extreme accessories.

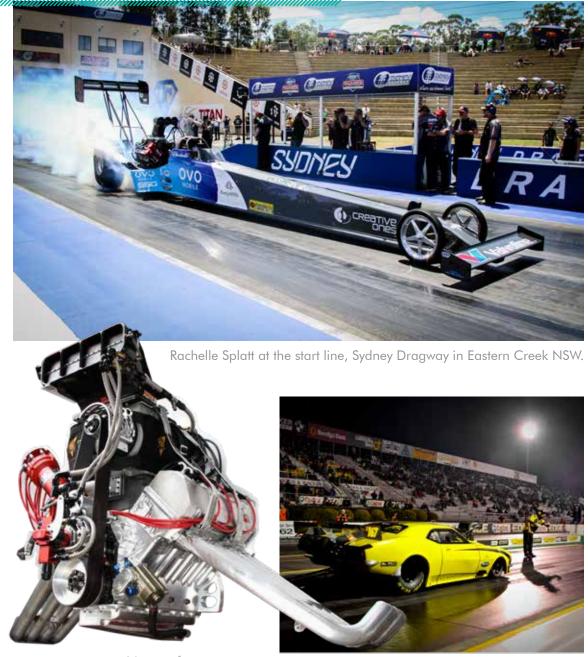
## Photography (Offsite)



Renault Tech Centre - 2016 Photoshoot for Hero Card with Cameron McConville.



Renault Tech Centre - 2017 Photoshoot for Hero Card with Dean Canto.



lt's not often you get to photograph a fully assembled 3500HP engine out of a race car.

Trackside at Willowbank Raceway QLD.



## Photography (Drone)

ACDelco SuperUte Photoshoot - This was our introduction to Drone Videography. Two of our team have drone experience and made this shoot look easy.

#### UP, UP & AWAY!



Chris, Charlie and Jeff play a big part on the ACDelco SuperUte Team.



This shoot took half a day and most of the video pans were used on ACDelco's facebook page. The Creative Ones also designed the livery for the utes and race transporter!











### Photography (Whiteroom)

The Creative Ones have two dedicated whiterooms onsite at our Mulgrave design studio. The larger whiteroom can handle full car photoshoots and groups of people. We have a range of backdrops to cater for most requirements. Being in-house means we can control costs and don't need to outsource. We have three experienced photographers as part of our flexible team.



Rare Harley Davidson shoot.



The Creative Ones "Company Car."



Our photoshoot ended up as Rachelle Splatt's comeback poster.

## LIGHTS, CAMERA, ACTION!



Catherine 'Driftcat' Colero poses for a photo to be used on a poster!



## Photography (Whiteroom)

We were very privileged to produce the Dandenong Rangers 2017 Calendar, one we are very proud of. You can check out the making of this calendar on our YouTube channel!



The gang on the day of the photoshoot.





## Photography (Studio)

Our studio whiteroom is purpose built specifically for parts and smaller products. With a range of backdrops and studio lighting, we can showcase your parts or products at the highest standard.

The studio also offers a 2.4x1.2m polished stainless steel panel perfect for pure reflection photography.







Renault coolant, action product shot.



Renault apparel for catalogue



Holden parts photoshoot.



Designing posters has to be one of the favoured design tasks of our team. Some clients give us full freedom in design, whereas others have tight guidelines. We have produced over 1 million posters in popular sizes such as A3, A2, A1 and 1000 x 700mm.

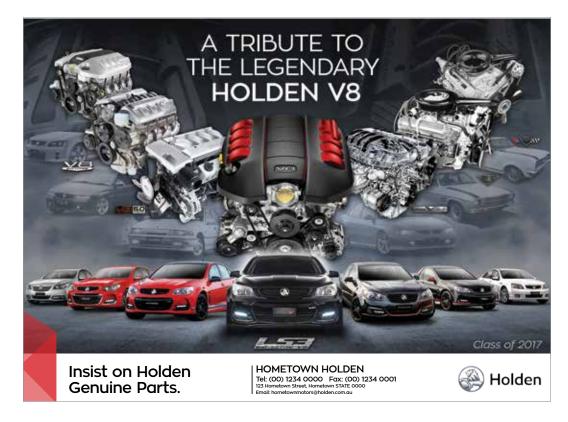
We offer a wide variety of paper/board weights. High run quantities offer cost effective unit pricing, however we can run low volume large or small format if required.





## POSTERS ARE ALWAYS POPULAR & QUITE OFTEN COLLECTABLE.





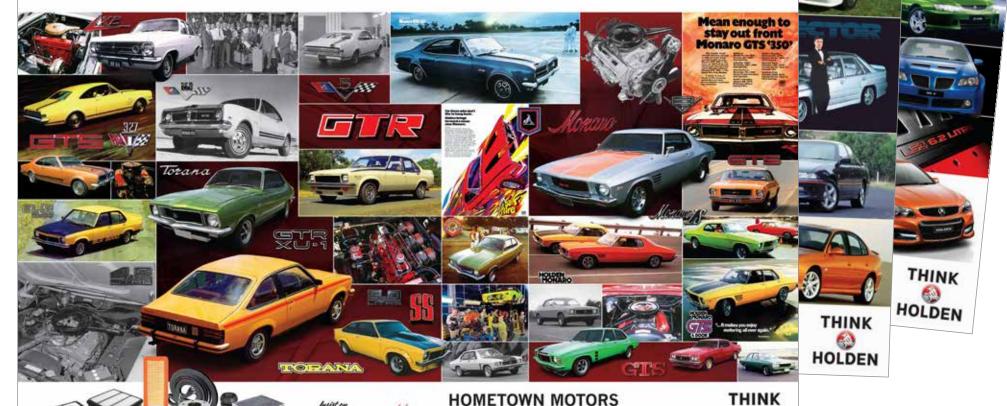
A very popular poster series which were overprinted with each of the Holden Dealers individual details.

# EVOLUTION Of HOMANDON 1000

EVOLUTION of Horsepower

EVOLUTION of Horsepower

Genuine Parts



Tel: (00) 1234 0000 Fax: (00) 1234 0001

123 Hometown Street, Hometown STATE 0000

Email: hometownmotors@holden.com.au

16

HOLDEN



## Plaques, Framing & Mounting

Some posters incorporate framing, mounting, mat boards & even the inclusion of items, such as vehicle build plates. We also offer a special lightweight alternative to framing. It's durable, non-fade & scratch proof - 20mm Foamcore. Ask us for pricing and to check out our samples.





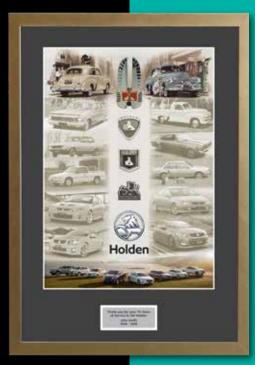
20mm Foamcore, White or Black edging.



Wrapped Canvas.













We have a wide variety of finishing and texture options available including gloss, metallic & brushed aluminium - perfect for plaques and awards!

There is an extensive range of frame styles, widths and colours available to suit any taste, as well as the option for glass, glassless or perspex. Mat boards are also available in most shades. Just tell us what you envision and we'll do the rest! If you aren't sure, let our talented team come up with something you'll love.



## **Brochures, Flyers, Books & More**

The Creative Ones regularly produce manuals for large corporate companies. We can print from 1 to 100,000+ with complex database integration if required.



Double or Single sided flyers



Booklets



Folded Brochures or Menus



Magazines



**Product & Instruction Manuals** 

18



### **Calendars**

For the past 21 years The Creative Ones have proudly produced the Holden Trade Calendar. Alongside this came the opportunity to produce the ACDelco Trade Calendar, which involved sourcing the right mix of classic, custom and modified street cars. Their combined success led to producing calendars annually for other car manufacturers and clubs.









PENAULT

2017

Calendar

Return to Formula 1

BE SEEN EVERY DAY OF THE YEAR!



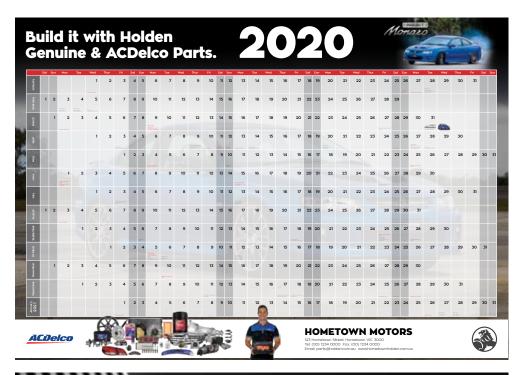


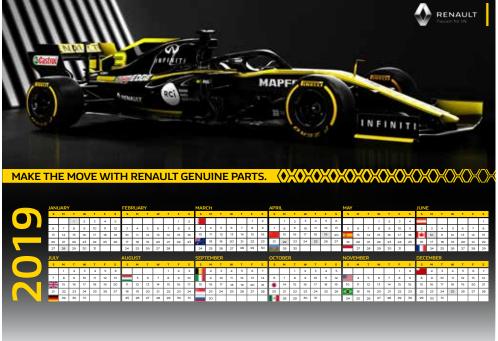
## **Deskpads, Notepads**Diaries & Wallplanners

Another popular item to sit in the clients field of view daily is either a deskpad or wallplanner. Deskpads can be produced in custom formats in relatively small numbers, however a 1000 x 700mm sized wall planner requires a reasonable volume for economic viability - these are also fully customisable. Diaries complete the annual daily reference tool.



KNOW WHAT DAY IT IS?
SOMETIMES THE ANSWER IS RIGHT UNDER YOUR NOSE





## Signage

The Creative Ones have been coming up with signaage designs, solutions and innovation for over twenty years. Buildings, reception areas, trade shows, shopping centres, outdoor exhibitions - there isn't much we haven't done! Signage is available in a range of materials to suit all budgets and projects.



Metal ACDelco Vintage Distressed Style Parts Sign, very Collectable.







Eagle Auto Parts signage and stickers.



Patterson Cheney Holden service department.



Indoor Shopping Activation for Renault, the sign lights up and even had a TV screen!



Reliable Rack & Pinion Street Sign.



Reworx Clearance Centre signage.



V & G Refrigeration - We can cut out almost any shape sign you like, such as a snow flake!



## Banners, Flags, Pull Ups & More!

If you're on a budget, yet want to get noticed you really can't go past these options. Large, colourful and most importantly, very noticeable!



AgLink pull up banner.

Insurance Made Easy Banner.



Ideal Industries Product Display tablecloths, pull up banners and flags.



3 metre Magnum flag.



Sandman release display.



Dyson Bikes shop front.



Hiraoka wrap banner.



Media Wall for the Red Bull Holden Racing Team.



## **Event Management**

If you are looking for a trustworthy and responsible team, then consider The Creative Ones to manage your next event. We have planned and coordinated many trips and group incentives over the years, taking care of all aspects of the itineraries including: Domestic and International flight arrangements, accomodation and various transfer options. Meals organised: casual reservations to private dining & banquets. Activities and experiences, from event tickets to bungee jumping! Plus Event Hosting and Photography/Videography if required.

- 5day Holden Adrenalin Rush Incentive, Queenstown, NZ
- Meet Craig Lowndes & RedBull/Holden Racing Team BBQ, QLD
- Australian Grand Prix Experience, VIC
- 7day SEMA Show, Grand Canyon Heli & Local tour, Las Vegas USA
- 3day 'Wild Ride' Sydney Dragway, Eastern Creek NSW
- Holden Elizabeth Assembly Plant & Winery tours, SA
- AFL Grand Final Event Package MCG Melbourne, VIC
- 3day Driving Force Sales Managers Incentive, Bathurst, NSW
- 3day Holden Trade Club, Ghan Adelaide & Darwin, Heli Pub tour
- 3day Clipsal 500 and 'The Bend' Motorsport park, Adelaide SA
- 6day NADA Convention, Alligator & local tour, New Orleans USA
- ACDelco Top Door Slammer & Adrenalin Weekend, NSW
- On Track Incentive Drive, Holden Proving Ground, Lang Lang, VIC
- State of Origin Rugby Event Package (MCG), Melbourne, VIC
- Norwell Supercars Driving Experience & RedBull Racing HQ, QLD
- Power & the Passion Competition Ride Days & Bathurst Major Prize
- 3day Holden / R&J Batteries Incentive, Sandown Park Raceway, VIC





Helicopter Pub Tour, Darwin



Hover Boat Alligator Tour, USA



Sydney Bridge Climb



The Ghan, Elizabeth River, SA



Holden Proving Ground, Lang Lang



Clipsal 500, Adelaide



Front Row Hospitality, Bathurst



Craig Lowndes Meet & Greet, BRIS



## **Event Management**

#### Queenstown - Holden 'Partsport' to New Zealand

This encompassed "taking care of" incentive prize winners for 2-7 days. Activities included

- Bungy Jumping
- Helicopter Charter
- Clay shooting
- Local Tours
- White Water Rafting
- Jet Boat Transfers



This trip is featured on newzealand.com!

https://businessevents.newzealand.com/en/help-and-support/incentive-casestudies/holden-trade-club-australia/



White Water Rafting.



Bungy jumping and zipline.



Meals organised.



Jet boat adventures.





Chartered Helicopter and Mountain top lunch.



## **Event Management**

#### Holden One Team Challenge - Las Vegas, USA

The SEMA Show in Las Vegas every November, is a massive draw-card for incentive prizes, especially in the auto industry. The Creative Ones was asked to host a trip for 15 Holden prize winners. It was a trip they will never forget.





Chopper flight over Vegas and the Grand Canyon.





VIP view of Sunset Strip drags.



ACDelco corporate hospitality.



SEMA Show Chevrolet stand.



Abandoned gas station photo opportunity.



## Trade Show Stands

We can help you design & build your stand from the ground up! We also offer photography to capture your event so you can look back on the memories!



Maurice Fabietti & Steve Warner on the ACDelco stand giving us the thumbs up!



Over the last two decades we have run Dealer Trade nights. Some included tyre changing competitions on real race cars.



SHOW IT OFF!



AAAA trade show.





ACDelco Stand with the Chevrolet SSR.



## Campaign Strategy Management

#### **VF Motorsport Commodore Campaign**

We were very proud to be chosen as the preferred supplier of the "Last Collectable VF Commodore" gift packs, which were sent to Holden Dealers nationwide. They, in turn, presented them to their clients who purchased a Motorsport Edition, Magnum or Director, which were the last of the V8 powered prestige cars built in Australia by Holden. The campaign evolved around providing value adding products, which would entice car collectors to engage with Holden Dealers. The positive feedback was immense.





Each car was presented with a Video Key Box with personal Build Plate, Limited Edition Scale Model VF Commodore





Holden VF Commodore Director.

#### Colorado Rock Campaign

One of our most successful POS campaigns was to provide a life-like environment for off-road Colorado drivers. The pack consisted of a ramp rock, a display rock and a 7.2 x 3.6m floor decal. Holden Dealers around Australia purchased an "Off Road Kit".



Holden Colorado display rocks ready to be distributed to Holden Dealers.

#### **Jeep Crate & Rock Campaign**

Owing to the success of the previous, Jeep/FCA asked us to create a similar (yet different!) campaign. We stepped up to the challenge and further built on the idea, customising it to Jeep's specifications. Dealers received a crate filled with 3 rocks as well as a floor decal.



28 SIMPLY AWESOME RESULTS



## Campaign Strategy Management

#### Sandman Campaign

The Creative Ones were asked to provide a surfboard asset as part of the 2015 Sandman 'Rebirth'. Even after the limited edition car sold out, the surfboards continued to fly out the door! We also created Sandman key holders, cassette tape USB's and a limited edition framed print.



Holden Sandman surfboard designs for the 2015 Sandman 're-birth' campaign.



Holden Sandman media kit USB cassette.



Artwork used for the Holden Sandman poster.





Sandman key cover.



Sandman Photoshoot.

Holden Sandman website landing page.



## **Holden The Archives Collection**

For over six months, the team at The Creative Ones were involved in the production of the 'Holden Archives Collection'. It was a once in a lifetime opportunity to package up our depth of knowledge on Holden's history. Many of our images were used, and over 90% of all pages were designed by The Creative Ones staff.



Holden

press releases were re-scanned, re-assembled and

placed in the box.



Beautifully presented in a box with replica Holden badges.



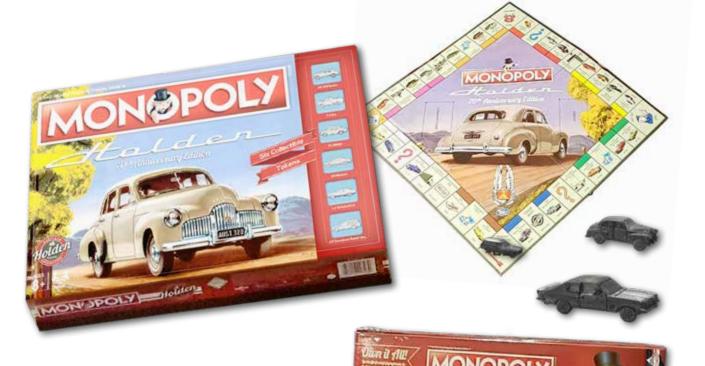
### Holden Monopoly

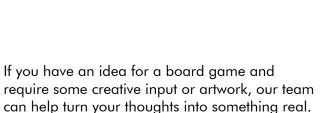
You may have seen Holden Monopoly available to purchase at retail stores and online. What you may not have known is that the team at The Creative Ones was involved in its creation!

Staying within the Monopoly guidelines, we designed the packaging and board. With our wide range of automotive expertise, we consulted on which cars to use as the playing pieces, supplied the images used for their creation, wrote actions for the cards and helped decide where each car belonged on the board and why! A lot of passion and thought went on behind the scenes creating this version of everyones favourite board game.

So much so that we have just been asked back to assist with Holden Monopoly Motorsport Edition!







## Craig Lowndes Limited Edition VE Commodore

What a day!

We had the pleasure of Craig Lowndes's company for a whole day to create the photo and video assets for his namesake VF Commodore. A day we will never forget. He's such a pro and a great guy to boot!





Craig Lowndes and his car at Holden HQ.







32 SIMPLY AWESOME RESULTS



### **Project Monaro**



The 'Project Monaro' competition was an extremely successful campaign, resulting in hundreds of thousands of entries and views on social media channels. First Prize was a one of a kind custom built Monaro. The Creative Ones had a hand in all aspects of the competition, including design of the concept car and sourcing the parts to turn it into a reality. We also provided most items for second prize, 'Craig Lowndes Garage'. We designed and printed posters, stationery, merchandise and looked after back-end tasks such as entry reporting and distribution. If you are thinking of running a large (or small) scale competition, we can assist you from start to finish!



We also sourced and purchased the base car - pictured here with The Creative Ones company director, Tony. Parting is such sweet sorrow, but onto bigger and better things.



Second Prize included all you see below! Besides Craig and the Monaro of course.





## **Chrysler 300 Pacer**

The Creative Ones had the honour of re-imagining the famous Chrysler Pacer into a special 50th Anniversary edition 300c. From designing the concept car, to ensuring the decals were installed correctly on the limited run of special vehicles.



The original Chrysler Valiant Pacer.



The concept for the new 300 Pacer edition.



The three final chosen colour choices.



Those who purchased the limited edition vehicle received a framed print of the original pacer next to its modern counterpart. It also included a matching copy of their personal build plate.



## Merchandise & Apparel

The Creative Ones are firm believers in the power of branding merchandise to create/develop long term loyalty for brands/companies. We are very proactive in this area ourselves! We can brand almost anything you want, in the quantities you require and at cost effective prices. Put us to the test!



Drink Bottles & Mugs.



USB Sticks.



Floor & Desk Mats



Hand Sanitiser



Bags & Backpacks.



Note Pad & Pens.







Uniforms



Caps.



## **Vehicle Livery**

Vinyl wrap has revolutionised the signage industry for vehicles. We have completed several challenging designs for race cars, promo vehicles, utes, work fleet and truck/trailer combinations.

Beat the Heat Promo cars, Western Australia Police Force.









Holden Monaro Top Door Slammer Race Team truck & trailer.



Dyson Bikes delivery Van.



Trade Club.

Holden Trade Club Monaro Doorslammer.



Eagles Auto Parts fold out product display trailer.