



**SHABBADU™**

**CHALLENGE ACCEPTED**





**WE HELP BUSINESSES  
FIND A GOAL, SET A GOAL,  
REALISE A GOAL**

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**TO DO THIS WE  
USE TOOLS**



### ADVERTISING THINKING™

In an age where the act of communicating has never been easier, it's not surprising that the general standard has never been worse. Practitioners are forgetting the fundamentals, choosing quantity over quality, and speed over substance.

We believe that every piece of communication has the potential to make the connection between a brand and a consumer stronger the way a great commercial does.

Advertising is a craft that requires skill, intelligence, experience and intuition. It uses logic, emotional persuasion and the attributes of a brand to sell a message.

We call this Advertising Thinking™.  
And we apply it to everything we do.



### D.A.N.C.E™

Despite taking significant planning, practice, experience and skill, great communication should appear effortless. To ensure that every project we undertake creates an effective outcome as smoothly as possible, we've created a five-step process called D.A.N.C.E™.

The D in D.A.N.C.E stands for Discovery, where we immerse ourselves in as much information as possible. A is Analysis.

N is for Nugget – that chunk of gold that will give us a rich creative territory. C is where we Create the Concept. E is where we Execute the concept into all the required deliverables.

The beauty of D.A.N.C.E is that it requires true collaboration, and we don't move on to the next step until we're 100% sure we've mastered the last.

## SERVICES



**INTERNAL INSIGHT  
WORKSHOPS**



**COMMUNICATION  
AUDITS**



**COMMUNICATION  
STRATEGY**



**DESIGN &  
ART DIRECTION**



**COPYWRITING**



**CONCEPT  
DEVELOPMENT**



**DIGITAL  
COMMUNICATIONS  
& CONTENT CREATION**



**CREATIVE PRODUCTION  
MANAGEMENT**



**COMPETITOR  
ANALYSIS**



# BALANCE. CHARACTER. SOUL.

## BURLEIGH BREWING

For all the world, Burleigh Brewing Co appears to be your typical craft brewer. But to owners, husband and wife team Peta and Brennan Fielding, that's a dirty word. Craft implies, small, boutique, and interesting. Their beers aren't just world-class, they're world beating. With 37 World Beer Medals in seven years of operation, you can tell it's not just luck that's making them the fastest growing brewer in Queensland.

Shabbadu is working closely with the team at Burleigh Brewing Co to help manage the transition from micro to serious player on the Australian Beer scene. This has included changing the way they see themselves, talk about themselves and sell themselves. We're looking forward to it paying great dividends for them in 2015.

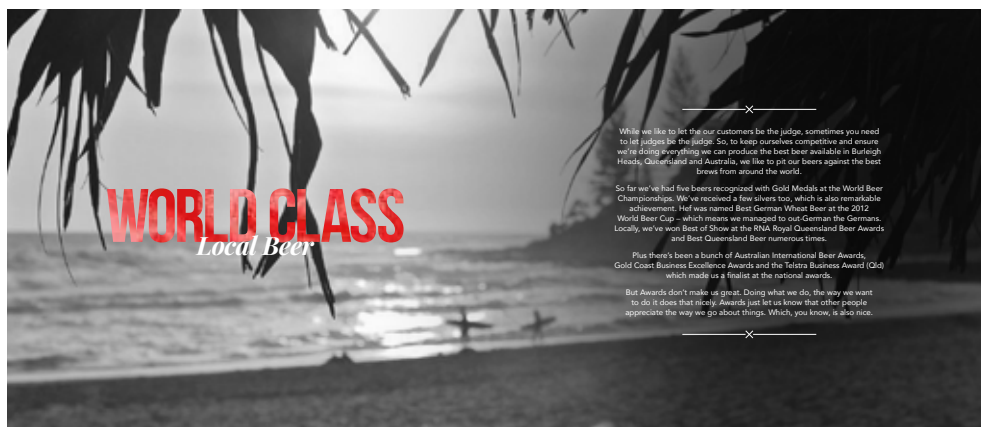


### The BREWERY

It's our home away from home and the people who work with us to make our beer certainly feel like family. The Brewery is the heart of our operation, which means it needs to represent our soul and character in every way. Since we believe that beer is best shared with those closest to you, we like nothing more than having friends around to share the fruits of our labour. Whether it's tapping a keg of an old favourite, or unleashing a new specialty brew, the more visitors we get to our brewery the better.

Our Brewhouse Bash's are a chance for us to get as many of our friends and fans together as possible for great music, food and, naturally, beers. Despite our out-of-the-way location, people flock to the brewery of a Friday to sample our beers at their freshest – straight from the brewery.

Fast, continuous growth has seen us expand our operations quite rapidly over the last few years and soon enough it might be time to find a new, fit for purpose site. Whenever it is and whenever that happens, it won't take long to imbue it with its own Burleigh Brewing soul.



### WORLD CLASS

Local Beer

While we like to let our customers be the judge, sometimes you need to let judges be the judge. So, to keep ourselves competitive and ensure we're doing everything we can produce the best beer available in Burleigh Heads, Queensland and Australia, we like to pit our beers against the best brews from around the world.

So far we've had five beers recognized with Gold Medals at the World Beer Championships. We've received a few silvers too, which is also remarkable achievements. Half have earned Best German Wines Beer at the 2012 World Beer Cup – which means we managed to out-German the Germans. Locally, we've won Best of Show at the RNA Royal Queensland Beer Awards and Best Queensland Beer numerous times.

Plus there's been a bunch of Australian International Beer Awards, Gold Coast Business Excellence Awards and the Telstra Business Award (Old) which made us a finalist at the national awards.

But Awards don't make us great. Doing what we do, the way we want to do it does that nearly always just let us know that other people appreciate the way we go about things. Which, you know, is also nice.



### Balance Character Soul

Every beer we create has three vital ingredients; Balance, Character and Soul.

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We believe that's what sets us apart and that's what you can taste in every Burleigh beer. Balance comes in handy when we're in danger of getting carried away, it's like a tap on the shoulder from a wise mate who says "hey mate, maybe you should ease up a bit!" Character keeps you guessing. It surprises you and seems familiar all at once. The soul we put into our beers keeps us honest, it's why we're in love with our craft and how we stay connected to our community and heritage.

# LEADERSHIP, PASSION & PRECISION

## STAR ATHLETIC

Unfortunately, we're not always successful in convincing our clients to do what we believe is the right thing.

We gave Star Athletic a massive makeover to help change their perception from 'Collingwood's brand' to 'serious sports brand'. Not only transforming the look and feel, but the core elements of what the brand was made of. We gave them a language to use. We invented names for their 'technology'. All of which is up and running. All, that is, except for the logo we designed for them. Which we still think would have made all the difference.



# A SOCIAL CHARACTER

## GUINNESS

Iconic brands can find social media tough to negotiate. When you're used to focusing your creative talents on big-budget TV commercials and carrying a legacy of iconic, award-winning print work, delivering relevant content to your Facebook fans can play second fiddle.

Guinness' fans are fiercely loyal. They love the black stuff for every reason other people don't. So when we were asked to increase engagement on Guinness UK's Facebook page, we gave the punters what they wanted. The results exceeded everyone's expectations.



## A FUTURE READY ICON

### AUSTRALIA POST

Shabbadu is working closely with a number of departments across Australia Post to develop strategy, messaging and collateral to assist the organisation during its period of significant transformational change. Recently we supported the business during the rollout of its new CRM system, ensuring over 5000 employees were ready and equipped for its roll out. We work with detailed brand guidelines to create both electronic and printed collateral.



**Making everyone's  
life easier  
in the digital age.**

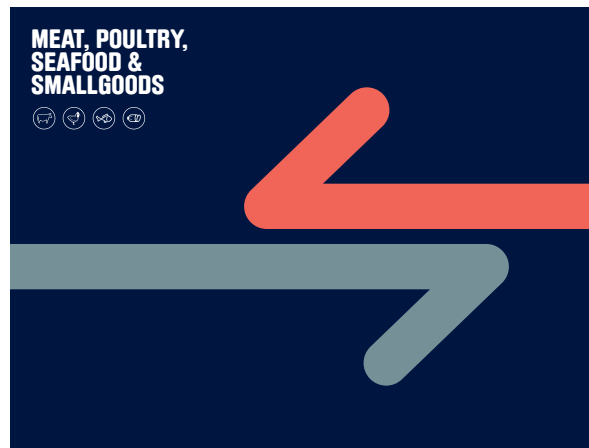




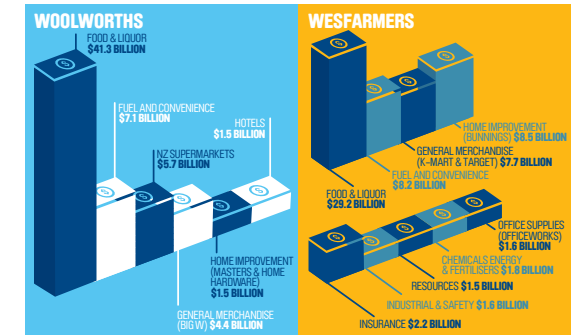
# A SALES PRESENTATION WITH THE FULL PACKAGE

## VISY

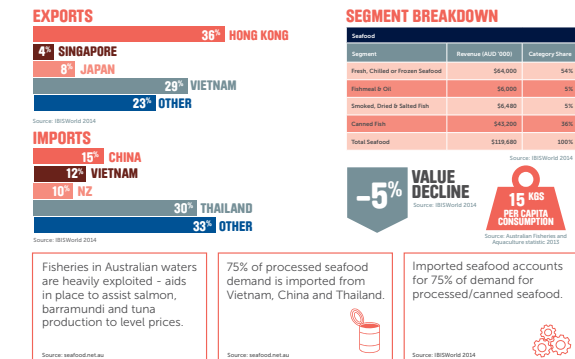
The best kind of clients to get are ones that are referred from other happy clients. Visy is one such client. They came to us with a little job, that became a medium sized, large, huge job. The end result was a 180-odd page presentation for their national sales conference. Featuring content from six different departments with multiple stakeholders, it quickly became a masterclass in project management and data analysis too. Quite a baptism of fire with a new client. We're pleased to report we all survived and are looking forward to sinking our combined teeth into more projects.



## OVERALL MARKET VALUE OF WOOLWORTHS & WESFARMERS



## SEAFOOD PRODUCTION



# FRIENDLY, PERSONAL SOLUTIONS

## NEURO SOLUTIONS

It's hard enough for a business to keep its products or services relevant to an ever-changing customer base, but when their external facing brand is old and tired it makes the job infinitely harder.

We worked closely with the team at Neuro Solutions to bring a fresh, modern look to their brand. Then we enhanced their collateral to be more user-friendly so it truly reflected their core values.



OLD



# UNITING A CITY'S BRAND

## CITY OF BOROONDARA

The City of Boroondara Communications team deals with 26 different departments. Each of these departments have the facility and the budget to produce and publish their own communications collateral, even though none of these departments has staff who are trained writers or designers. This has led to a lot of content being published that is diminishing the Boroondara brand.

We are helping the Communications team to develop a process that lets them gain greater influence over the production of council communications collateral without drowning their department in an unworkable approvals process. As part of this development we have audited more than 100 pieces of communications collateral, run workshops with staff to gain insight into the reality of internal processes and developed a communications tool that helps individual departments create on-brand communications.





## THERE'S NO EXCUSE FOR BLAND & BORING

### BUPA

In the last few months, we've written, proofread and edited over 25,000 words for Bupa. So instead of writing more, we'll leave the words to them this time.

"Absolutely brilliant. If you give a good brief you get strong work back very quickly that is right on the money.

Great at the shorter more creative stuff but also a whizz at making the long and boring, much less long and much more interesting!"

Aw, stop it. You're making us blush.



## CLIENTS

