



connection MARKETING

BRANDING
STRATEGY
VIDEO
WEBSITE + ONLINE
CONNECTION MARKETING

divine
CREATIVE AGENCY

ROCKSTAR
BRAND
connection
MARKETING

CLIENT SAYS

"Our initial conversation was about rebranding Catering HQ. I shared my vision with Melissa, and she nailed it. She understood what I wanted and the finished product (website, professional photography, videography and personal image rebrand) is amazing.

It has now given me so much more confidence in my own business and getting a massive response from social media and my clients, which has been fantastic for business."

STEVE SIDD
CATERING HQ

UPDATE

IN 12 SHORT MONTHS, STEVE HAS GROWN HIS BUSINESS FROM 1 RESTAURANT TO 14 DINING EXPERIENCES, 17 FUNCTION SPACES, 200+ STAFF AND GROWING.

CONNECTION MARKETING WORKS...

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OUR PROMISE

A consumer's average attention span is 8 seconds. 1 second less than a goldfish! So how do you cut through?

People don't want to be sold to; they want to be entertained, informed and inspired.

When people spend more than 50% of their time online devouring content... creativity, engagement and connection is essential in marketing.

People are hungry for the answers to their problems. But they don't want to feel like it's a sales pitch. Marketing works best when it doesn't feel like marketing.

You want to evoke real emotions with your marketing that actually helps your audience **We do that for your business through CONNECTION MARKETING.**



OUR CLIENTS

We work with clients who are at the top of their game, but their marketing does not reflect this. We find that many brands have lost confidence in marketing and although they can be very successful at what they do, they are struggling to make a real connection with their audience.

They turn to us to:

- **help build stronger connections** and develop deeper, more authentic brand messaging
- **invest in marketing, website and video content** that engages, inspires and tells a story that customers can relate to
- create graphics and sales material that actually **helps their sales team to close business**
- **learn how to create engaging content**, through managing their social media, blogging and email marketing successfully for their business
- **develop a marketing and brand strategy** that they can relate to, execute and positions their business ahead of their competitors



"Over 80% of our content online is video. And when watching video, viewers will retain 95% of the message, versus only 10% of the written word. Is it time your business started embracing video?"

MELISSA ROBSON
DIVINE CREATIVE AGENCY

ABOUT DIVINE CREATIVE

Our boutique agency offers a complete service in branding, graphic design, advertising, marketing, video and photographic production and website solutions.

In our twentieth year of business, we are experts in the area of bringing the heart and soul of our client's brands and marketing messages to life. We call this connection marketing.

OUR VALUES

We assure your business or organisation is handled with the utmost professionalism, creative continuity and reliability. We have 5 core principles in our business:

- to **INSPIRE** our clients and colleagues through knowledge
- to produce highly **CREATIVE** design and marketing solutions
- to invoke **TRUST and RESPECT** with our clients and audience
- to practice **MINDFULNESS** around what we do and work with clients that are focused on making a real difference in their industry
- and to provide meaningful **CONNECTIONS** for our clients between their brand, their message and their audience





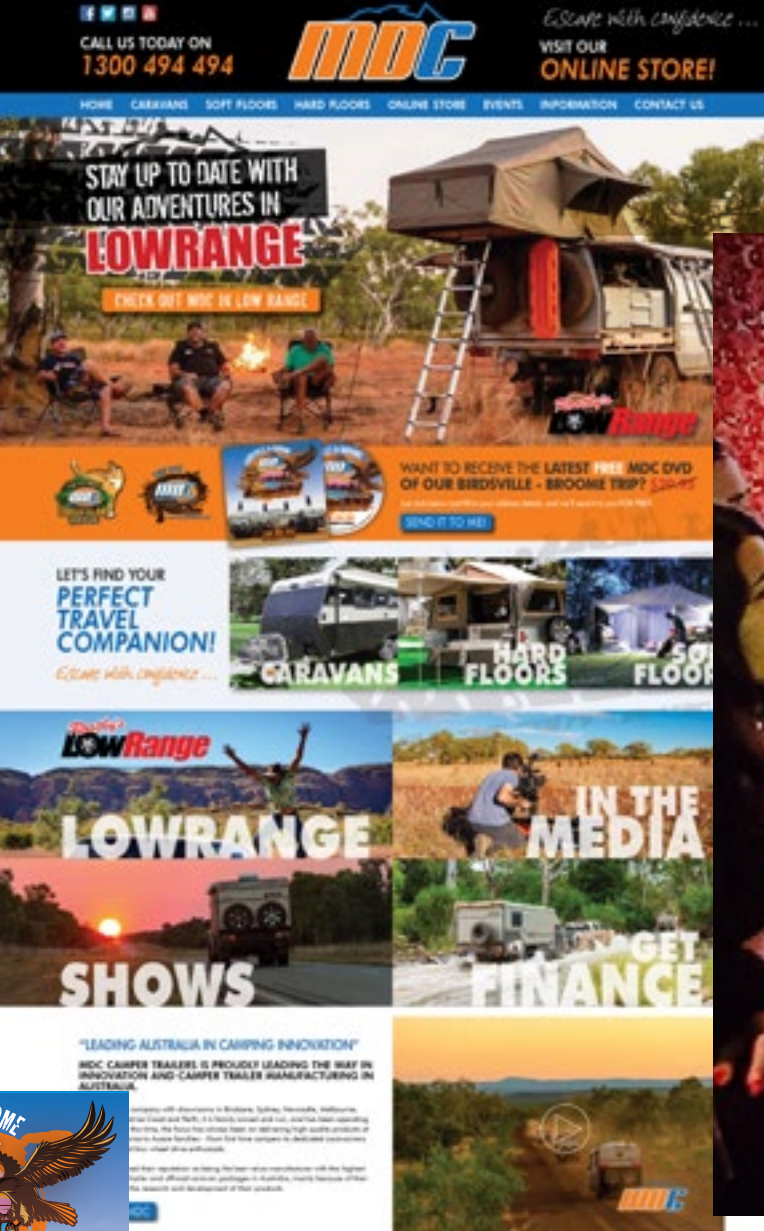
CLIENT SAYS

"I wasn't convinced about the whole concept of branding and having a good website that actually works. Now our advertising, social media, sales material and online marketing campaigns are far more strategic, and speak directly to our target market."

Our website sells our brand and our products. We are correctly positioned as the largest and most successful manufacturer of camper trailers in Australia.

Our marketing now walks and talks our brand thanks to Melissa and the Divine team."

VAUGHAN HINDLEY
MDC CAMPERS AND CARAVANS



KEY PERSONNEL

MELISSA ROBSON CREATIVE DIRECTOR & FOUNDER

Melissa is a highly personable and motivating business owner. She continually works with a diverse range of small to medium sized businesses, government agencies and large organisations such as Rheem Australia, Riverwood Community Centre, St George Hospital, AMP, Diabetes NSW, Scott Morrison MP (Prime Minister), Jandson Homes, and MDC Camper Trailers.

Melissa also regularly speaks at marketing and business events as a keynote speaker, runs online webinars and hosts marketing workshops for her clients.

She is passionate about educating business owners to have a better understanding around connection marketing, a style of marketing that Melissa personally pioneered. She assists businesses on how to grow, how to identify their niche target markets, and position their brand and business as a leader in their industry. She has proudly launched an online course called Connection Marketing - Rockstar Brand Edition, and this can be accessed at connectionmarketing.online.

Melissa's professional business approach towards each client is always consistent... to deliver well thought out and finely executed design solutions to answer each client's individual brief. Whether you are a Business Owner or the Head of Marketing in a large company, you deal directly with Melissa, who project manages and oversees the concept through to the final product.

"We are committed to sharing out knowledge with our clients. There are no complex sales funnels or expensive marketing strategies. Just honest content that makes genuine connections with your audience."

MELISSA ROBSON
DIVINE CREATIVE AGENCY

CLIENT SAYS

"Melissa is the best I know in the country in terms of design, branding and web, and she also does amazing video with her partner James. They have a medium sized agency so would be great to still give you the personal touch and all of the awesome efficiency that comes with that."

TINA TOWER
LAPTOP LIFE
SCALE UP YOUR BUSINESS
FORMERLY BEGIN BRIGHT
FORMER TELSTRA YOUNG BUSINESS
WOMAN OF THE YEAR



KEY PERSONNEL

We are a dynamic team of specialist designers, programmers, developers, photographers, writers, marketers and videographers.

As a boutique agency, we are flexible with what our clients need, and can project the best team for the job. Our greatest strength is knowing which of our personnel to put with what client. Our relationships are central to all that we do. Our core team include:

GRAHAM HAGNEY ONLINE SOLUTIONS & PROGRAMMER

Graham has a vast history with developing, coding and programming for large multi-national companies and agencies. He works closely with the team and clients on the online services for their businesses and brands.

His IT knowledge is extensive and his commitment to furthering his knowledge in an industry that changes daily, enables him to provide a relevant and professional service to support their clients best in their online endeavours.

AMELIA BERRY DESIGNER

Amelia is a highly skilled manager, and a very talented designer. Her experience at working with both small business owners and large agencies servicing companies associated in the pharmaceutical industry, her experience is vast and very adaptable. Amelia's best skill however is her ability to interpret a client brief, project manage calmly and deliver well-conceived and high performing design concepts that best suit the client's needs.

KAY BOWMAKER WEBSITE DEVELOPER

Teamed with Graham, Kay works on all of the day-to-day operations for our clients in the online space.

Her experience and knowledge is vast, she excels in taking design layouts from concept stage through to html and css, and then develops on a multitude of platforms that best suits the client's brief.

Working predominantly with small and medium sized business owners, Kay understands their complexities and the need to provide commonsense solutions that enable clients to manage their own websites should they choose on completion.



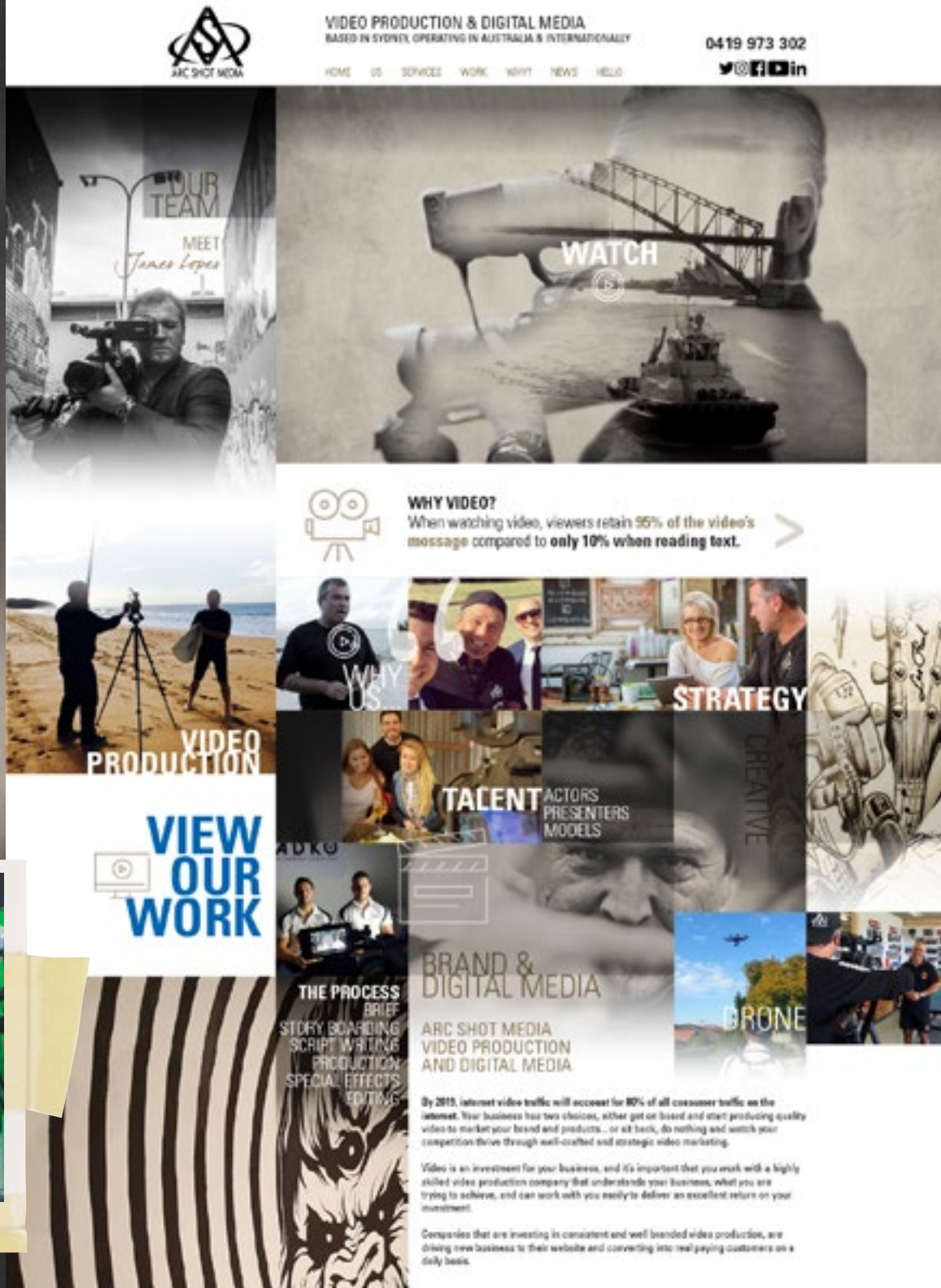


JAMES LOPES
ARC SHOT MEDIA

Therefore, if you want your business to grow, your brand needs to connect and engage with potential and existing customers on an emotional level. No other medium can do this as effectively as video, and businesses who use video in their marketing, grow their revenue 49% faster than non-video users.

We partner exclusively with James Lopes from Arc Shot Media for video, and work closely with him and our clients to follow a successful process from the initial briefing to presenting a detailed creative story board.

James will also provide script writing, relaxed guidance throughout the shoot, expert production and sound, through to superior editing and special effects when requested. James always delivers within your budget and provide a product that will engage with your audience and be shared through social media outlets.



BRETT POWER
POWER MARKETING AND
BUSINESS DEVELOPMENT SOLUTIONS

- Marketing Strategies and Implementation Plans
- Organisational Change, Efficiency & Performance
- Business Structuring & Operational Systems
- Succession Planning
- Strategic and Business Planning
- Mergers & Acquisitions, Investor Sourcing
- Sales Training, Implementation & Facilitation

Brett Power is a marketing and business development specialist with qualifications in international marketing, and training in business planning by the Enterprise Development Institute of Australia.

Brett assists small to medium size companies, non-profit, government and corporate organisations to capture opportunities, develop growth strategies, and secure their future.



Partnering with Melissa Robson, they are committed to their customers' success by assisting business people to have more direction, focus, and confidence to achieve their goals.

Their primary specialities are in the areas of strategic planning and organisational performance directed at the improvement of business and organisational efficiencies and outcomes. A key strength to his approach is his ability to listen and quickly appreciate key issues whilst working with the client in delivering effective strategies and outcomes for the organisation. Brett is approachable and engaging with client personnel at all levels and is a demonstrated executive leader with sound presentation skills.





CLIENT SAYS

"Since working with Divine Creative Agency, our brand identity, sales material, signage, advertising, website and online marketing are now all congruent with each other.

We now look, act and perform like a building company that is a leader in our industry, and it's no surprise that business is at an all time high."

GRAHAM MATHERSON
JANDSON HOMES

what we do

what
WE DO

OUR SERVICES

We provide well-conceived and meaningful design solutions to suit each of our client's unique marketing strategies. No two clients are the same and our approach is always customised.

GRAPHIC DESIGN & BRANDING
MARKETING STRATEGIES & PLANS
WEBSITES, BLOGS & E-COMMERCE
VIDEO MARKETING
COPY WRITING
PHOTOGRAPHY
SEARCH ENGINE OPTIMISATION
SOCIAL MEDIA STRATEGY
E-NEWSLETTER CAMPAIGNS

CORPORATE IDENTITY
BROCHURES & ANNUAL REPORTS
DIRECT MAIL CAMPAIGNS
PRINT
ADVERTISING
ILLUSTRATIONS
POINT OF SALE & SIGNAGE
PRODUCT & FOOD PACKAGING
CINEMA ADVERTISING

Visit divinecreative.com.au/our-packages/

OUR

packages

WEBSITE DESIGN
& BUILD

VIDEO
PRODUCTION

CONTENT
CREATION
VIDEO, BLOG &
EMAIL NEWSLETTER

BRANDING
& DESIGN

MARKETING
STRATEGY
& PLAN

'MAKE ME A ROCKSTAR'
PERSONAL BRANDING
WEBSITE
VIDEO & PHOTO SHOOT

MAKE ME OVER
OVERHAUL YOUR
WEBSITE



CONNECTION MARKETING

95% of sales are emotion based, and yet so much advertising focuses on features and benefits leading to a disconnect between you and your audience.

It feels like selling. It doesn't speak to the heart. Connection marketing has the authenticity to tell it like it is, to cut through the norm and expected, to go where nobody usually dares to go... It's marketing that actually helps and inspires people to want a deeper connection.

Connection Marketing is unique to Divine Creative Agency.

CONSULTANCY OR ONLINE COURSE

We work with clients one to one or via our new online course that we have personally developed. We are exceptionally proud of this because it now means that anybody can have access to our marketing intelligence.

It's an 8 week online video-based training program, and you can check it out at connectionmarketing.online.

ROCKSTAR
BRAND
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MARKETING



connectionmarketing.online



CLIENT CASESTUDIES

We invite you to visit some of the brands that we have partnered with over the years via our website.

divinecreative.com.au/our-work/



headoffcellP



aldridge



Strong





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