

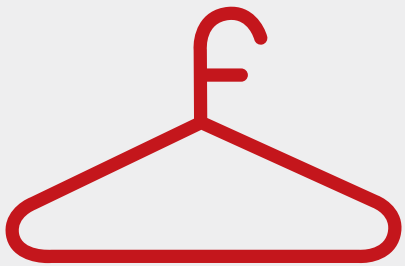
# Our Recent Projects

# Fitted For Work

Since 2005, Fitted for Work has transformed the lives of more than 20,000 women. As a not-for-profit organisation and the first of its kind in Australia, it's mission is to assist women experiencing disadvantage to get work and keep it. Our role was to refresh the brand identity and assist the organisation in communicating it's mission to target audiences and key stakeholders.

## What we did

- Annual Reports
- Direct Marketing Campaigns
- Postcards
- Digital media assets



Fitted for Work

FITTED  
FOR  
WORK.ORG





Biosis

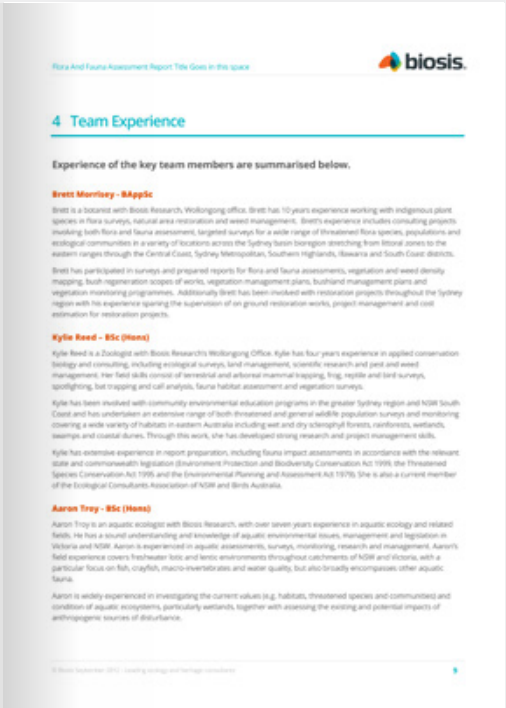
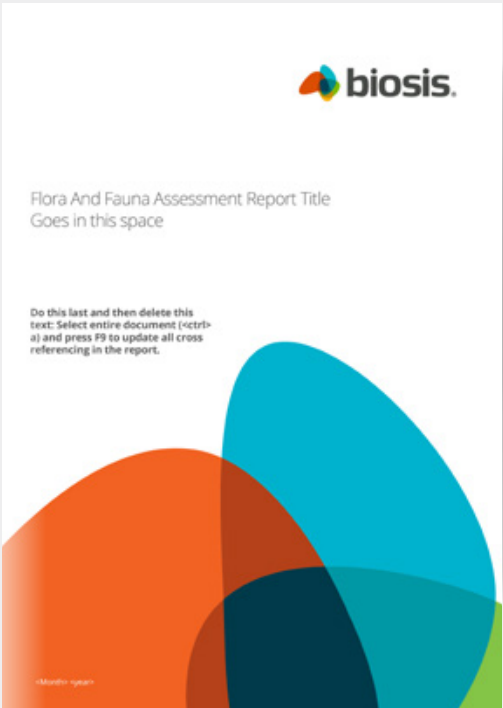
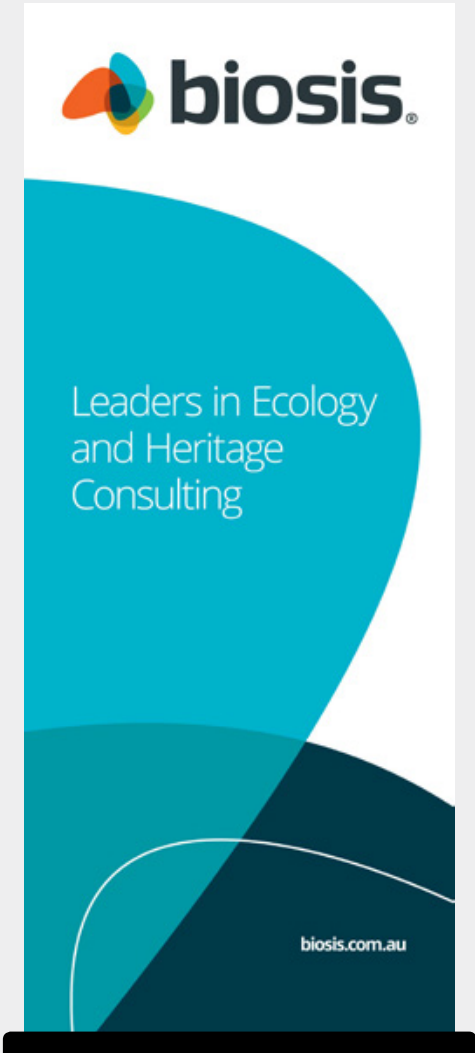
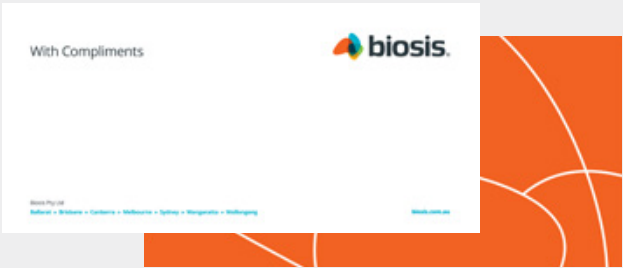
Biosis (formerly Biosis Research) is a specialist cultural and natural heritage consultancy. Two senior managers bought the business from their predecessor with a desire to modernise and re-launch the brand in order to increase and diversify the client base, increase the breadth of projects and win more tenders.

What we did

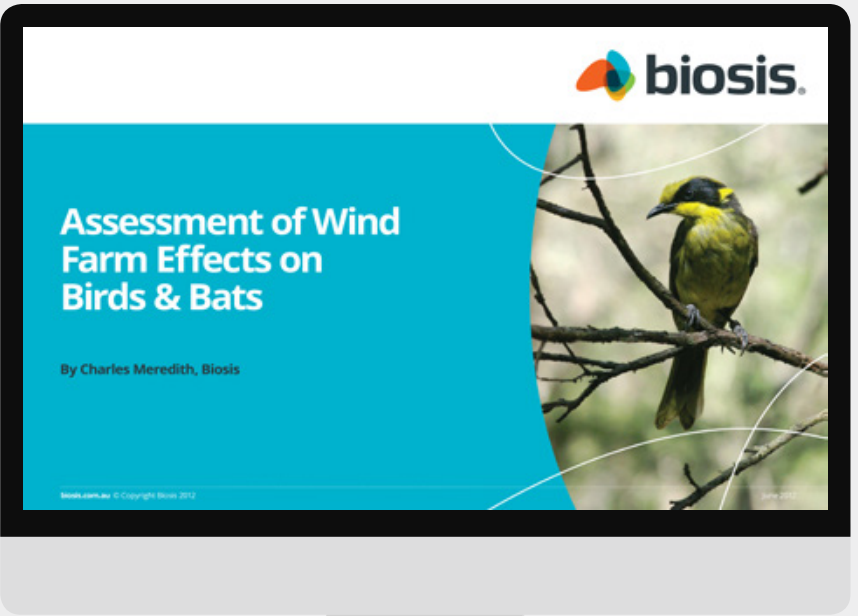
- Strategic Marketing Workshop
- Brand Positioning, Visual Identity & Key Messaging
- Marketing Collateral Content, Design & Artwork
- Proposal & Report Design & Template Creation
- Website Content, Design & Development
- Office Signage & Interior Branding
- Vehicle Livery
- Staff Uniforms
- Advertising Design & Artwork
- Public Relations



biosis



Biosis ...continued





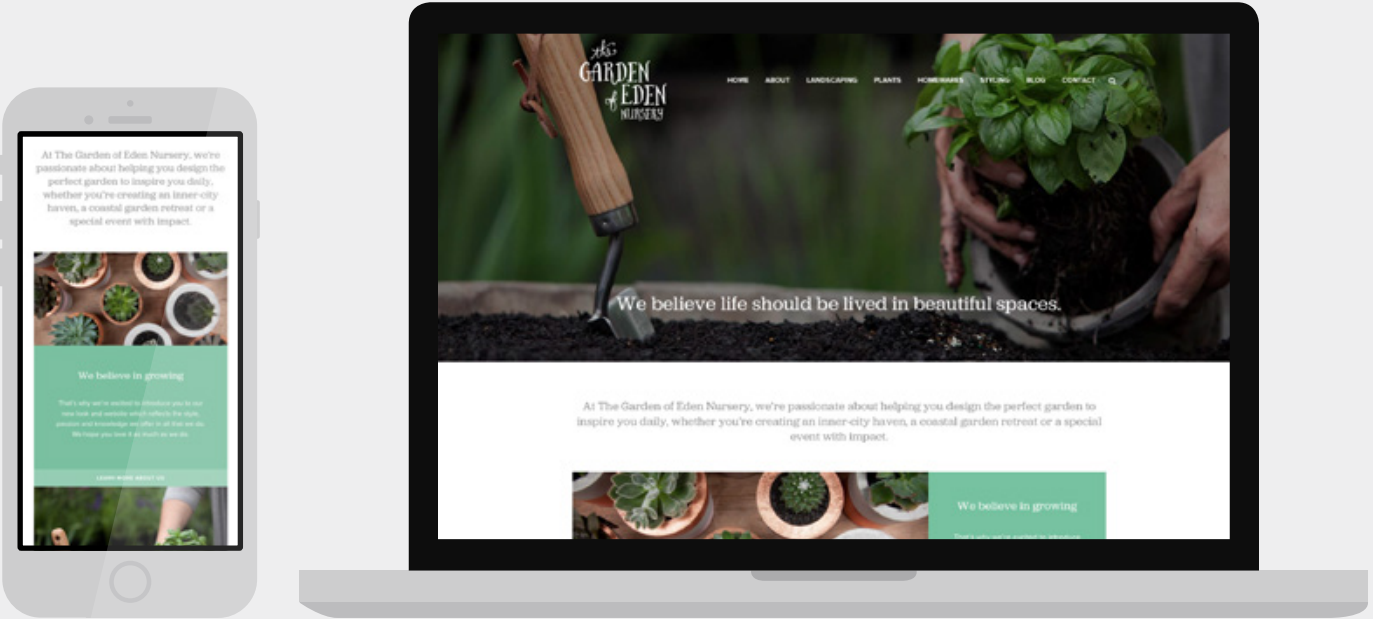
# Garden Of Eden Nursery

Located in the old Albert Park Railway Station, The Garden of Eden Nursery has been a part of the Albert Park community for over twenty years. They wanted a brand that reflects the nature of their current-day business and a suite of marketing tools that accurately positions their offering in the minds of their diverse target audiences.

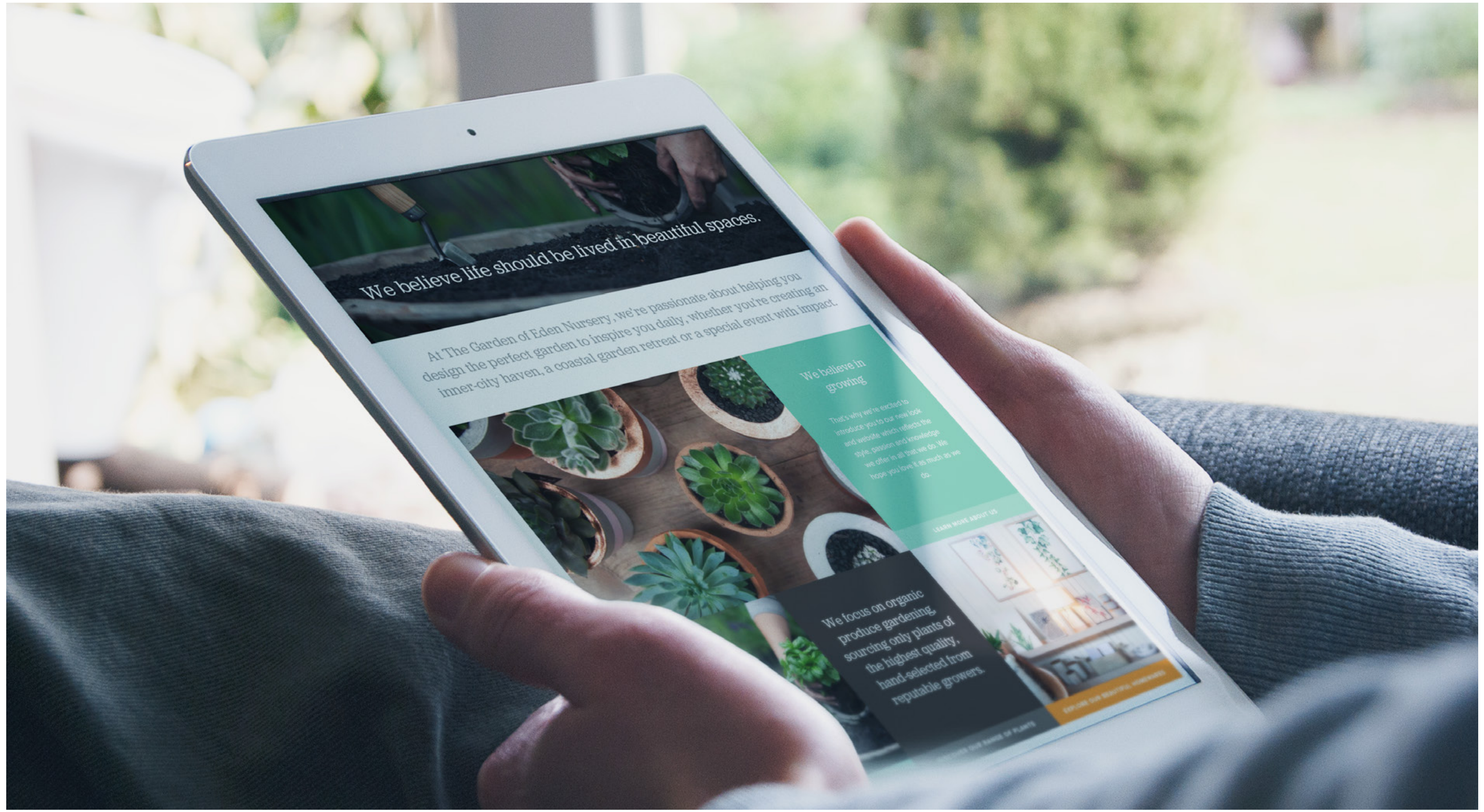
## What we did

- Brand Positioning & Visual Identity
- Integrated Marketing Planning (print, online, social media, in-store)
- Marketing Collateral Design & Production
- Photography Planning, Shoot & Post-production
- Building Signage Design, Production & Installation
- Website Content, Design & Development
- eDM Content, Design & Development

# the GARDEN of EDEN NURSERY







We believe life should be lived in beautiful spaces.

At The Garden of Eden Nursery, we're passionate about helping you design the perfect garden to inspire you daily, whether you're creating an inner-city haven, a coastal garden retreat or a special event with impact.

### We believe in growing

That's why we're excited to introduce you to our new look and website, which reflects the style, passion and knowledge we offer in all that we do. We hope you love it as much as we do.

[LEARN MORE ABOUT US](#)

We focus on organic produce gardening, sourcing only plants of the highest quality, hand-selected from reputable growers.

[EXPLORE OUR RANGE OF PLANTS](#)

[EXPLORE OUR SPECIALTY WORKSHOPS](#)

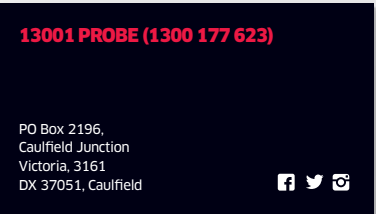


### Probe Group

Probe Group has a successful history in debt collection and has recently expanded its offering to include a complete suite of diversified BPO services. Probe Group required a solution that builds on existing brand equity to allow for future growth and expansion, without alienating its key stakeholders and existing client base.

### What we did

- Strategic Messaging Workshop
- Brand Identity Development
- Website Content, Design & Development
- Case Study Development



## The Beatt

Recently launched, The Beatt defines an evolved rhythm in health and wellbeing, combining a sleek yet welcoming ambience with a genuinely holistic approach to nutrition, health and wellness.

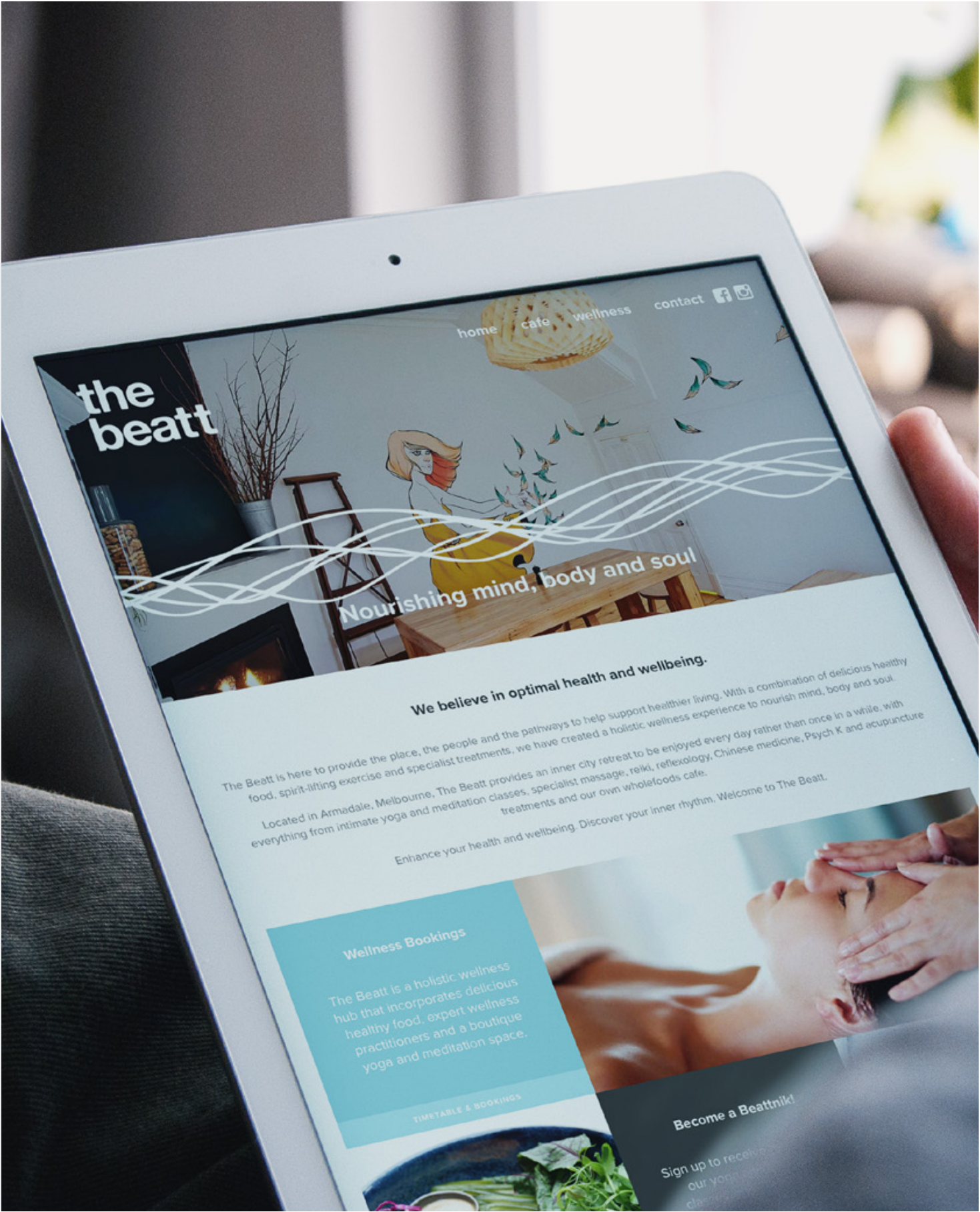
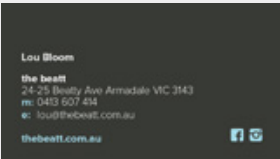
Gosh Creative has worked with the owners and managers to determine key messaging that reflects the brand values, direction and personality of The Beatt – for both their cafe and wellness hub. We subsequently designed the visual identities for both the wellness and cafe brands and developed a suite of brand and marketing solutions to assist with the growth of the business.

We continue to support them with initiatives both offline and online, through their blog, eNewsletters, social media, special events, PR and affiliate relationships.

## What we did

- Strategic Messaging Workshop
- Brand Positioning & Visual Identity
- Marketing Collateral Design & Production
- Building Signage Design, Production & Installation
- Website Content, Design & Development
- eDM Content, Design & Development
- Content Planning (Blog & eNewsletters)
- Marketing Strategy & Tactical Planning

# the beatt



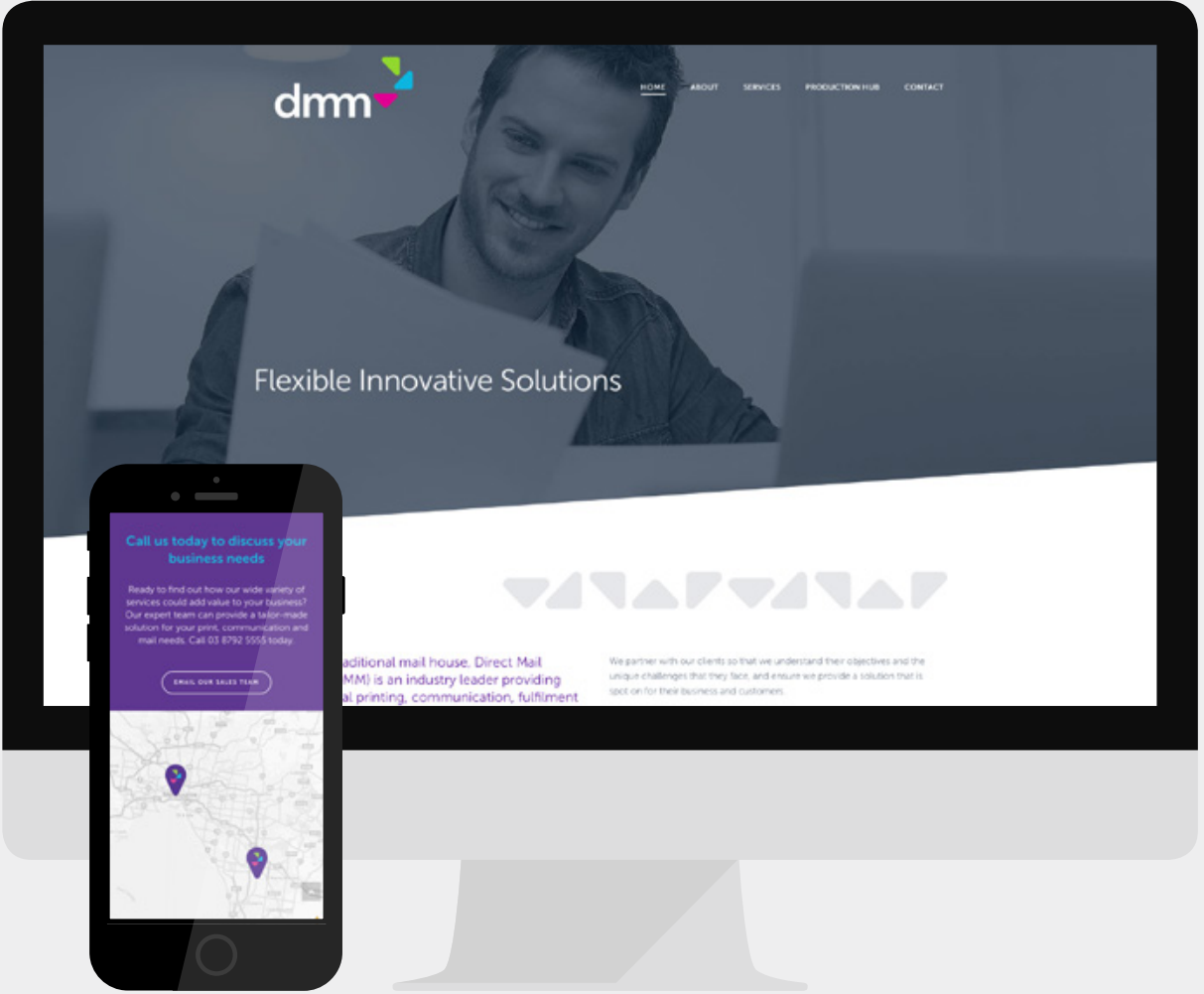
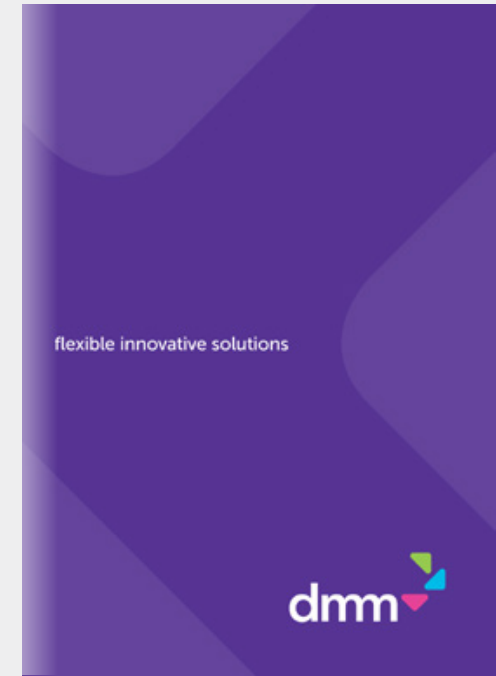


# Direct Mail Marketing

Not ‘just’ a traditional mail house, Direct Mail Marketing (DMM) is an industry leader providing mailing solutions tailored to the needs of individual businesses across Australia. They came to us needing a brand refresh that better reflected the changes in technology and thier new offering – mail re-invented.

## What we did

- Brand Visual Identity
- Website Content, Design & Development
- Marketing Collateral Content, Design & Artwork
- Proposal & Report Design & Template Creation
- Outdoor signage



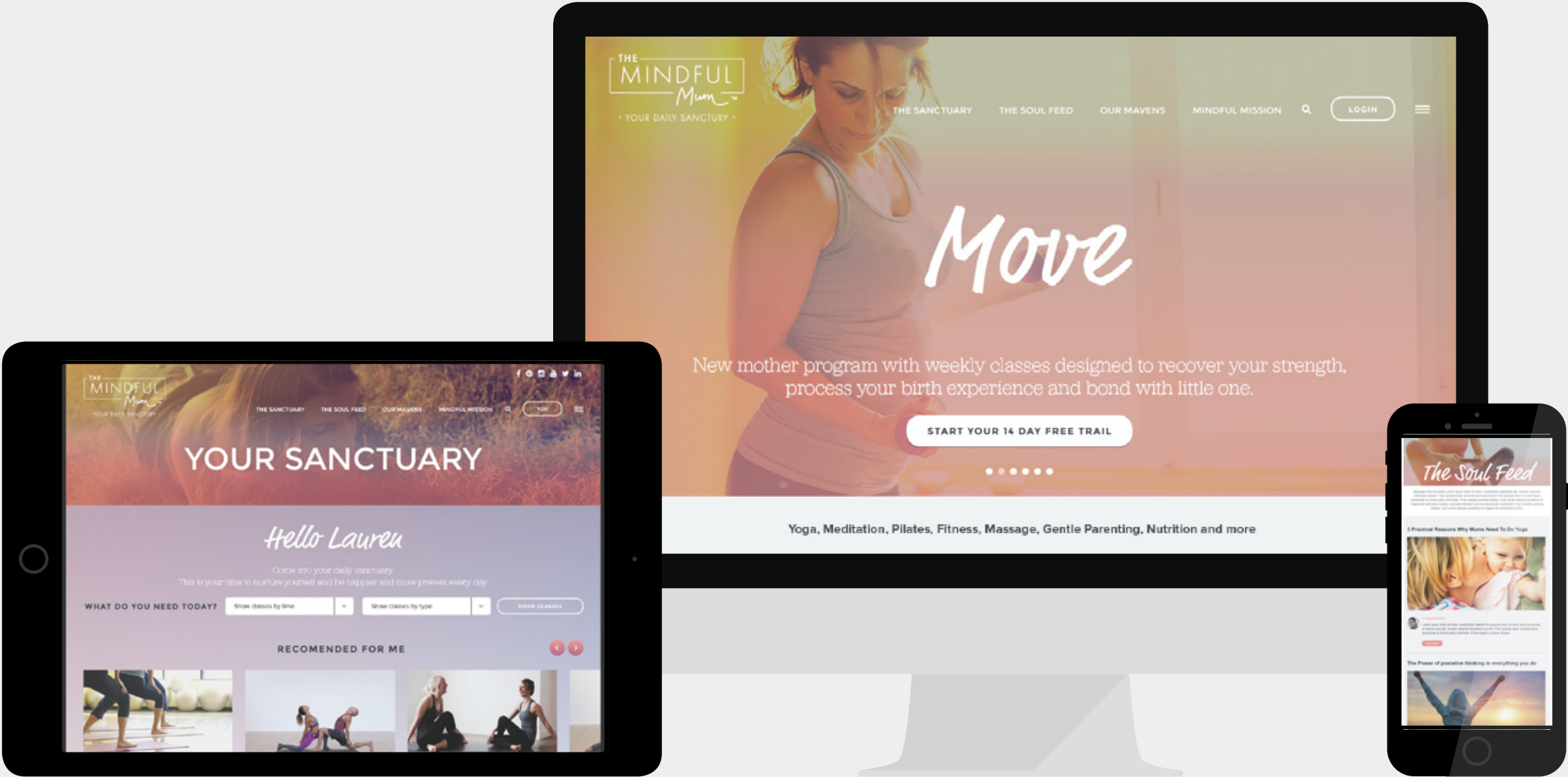


The Mindful Mum

Working with Australia’s most inspiring and reputable health and wellness experts, The Mindful Mum delivers an extensive array of content designed to help parents care for themselves through online tools, yoga and mediation classes in order to be a happier and more present parent.

What we did

- Website design and UX
- EDM design



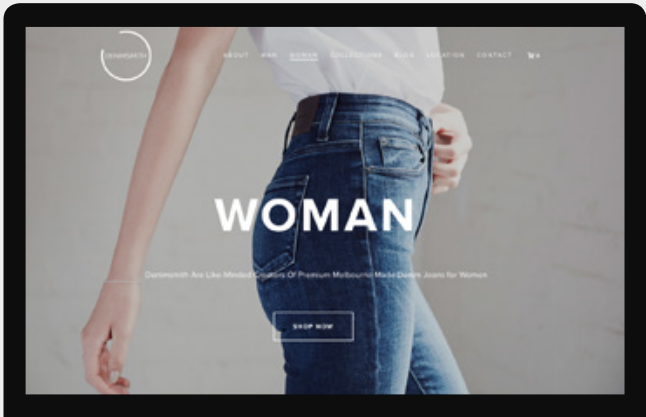


**Denimsmith #NorthSideStory**

Denimsmith are a collaboration of skilled makers with over two decades of denim-craft. Very proudly located in Brunswick East, they came to us with a brand vision that encapsulated quality Australian made denim and Melbourne’s vibrant northern suburbs. We designed their visual identity and the complete look and feel for their brand in all its expressions from product labelling and press advertisements to website design and outdoor poster campaigns. This vision further evolved to include a video series called ‘North Side Story’ featuring like-minded local business.

**What we did**

- Brand Visual Identity
- TVC Strategy & Art Direction
- Brand Identity Development
- Website Content, Design & Development
- Marketing Collateral Content, Design & Artwork
- Outdoor advertising





Rogue Wave Brewing Co.

A well established, widely acclaimed pub in Airey’s Inlet on the Great Ocean Road commenced brewing its own beer in 2015. The product is outstanding and we were lucky enough to be given the opportunity to develop the overall brand for Rogue Wave Brewing Co. as well as the identities for each of their locally brewed beers (after a small tasting of course).

What we did

- Brand Visual Identity
- Packaging Design
- Point of Sale
- Signage
- Marketing Strategy & Planning





Rogue Wave Brewing Co.





Rogue Wave Brewing Co.





