

Bring your brand to life.

**Gösh
Creative™**

Your team



Sylvia – Account Manager

Sylvia brings over 20 years experience in the ad game making sure her clients are happy!

After starting out focusing on the automotive industry she went on to tackle some big accounts in boutique and some of Australia largest agencies. Her experience spans across banking, property, retail, FMCG, publishing and economics just to name a few.

At the end of the day, Sylvia aims for the process to run smoothly for everyone involved and to this day loves the thrill of seeing a new brand / campaign going to market!.

sylvia@goshcreative.com.au



Ren – Art Director

Always cheery, with a penchant for 'YAY', Ren brings extraordinary capability, an expansive imagination and a sense of possibility to every creative project.

Her work is sublime. Her way is joyful. Her drive to succeed is unfaltering.

Ren possesses a fine design sensibility which makes her work fresh as well as fabulous. A generous team player and collaborator, her sense of storytelling is demonstrated in her portfolio of expressive, on point and long lasting artistry and designs.

renae@goshcreative.com.au



Damo – Creative and Digital Design

Witty, astonishingly clever and appealingly humble. Everybody loves Damo! Savvy designer both online and off, his lust for learning helps us stay on top of all the latest trends and developments.

Damo's design prowess is superb. With broad experience leading design teams for both commercial, NFP and socially enterprising clients, his contributions to every project are broad and far reaching. Pigeon holing Damo's area of expertise is near impossible and that's what's great about him. He's always breaking out of the box.

Damo is driven to share his skills as an outstanding visual communicator and help create real change and positive outcomes. His approach and design capabilities will ensure outstanding results for the new Urban Hatch visual identity.

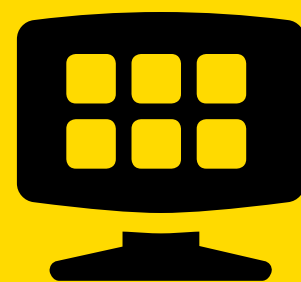
damo@goshcreative.com.au

Working with great organisations

We're very fortunate to work with a wide range of great organisations.



Our recent work.



Fitted For Work

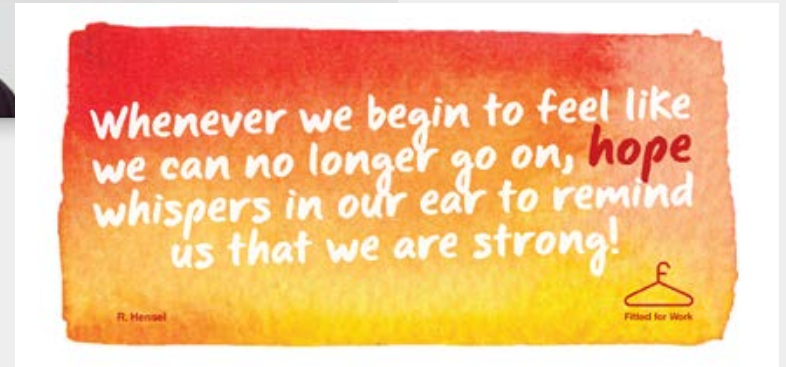
Since 2005, Fitted for Work has transformed the lives of more than 20,000 women. As a not-for-profit organisation and the first of its kind in Australia, it's mission is to assist women experiencing disadvantage to get work and keep it. Our role was to refresh the brand identity and assist the organisation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

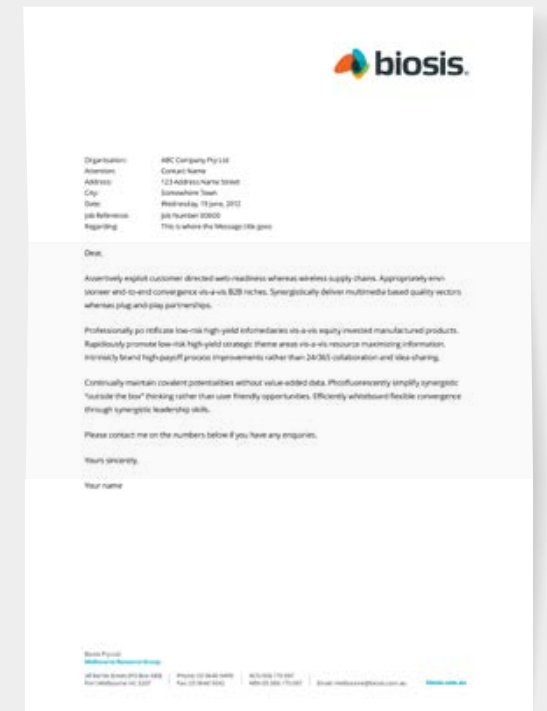


Biosis

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



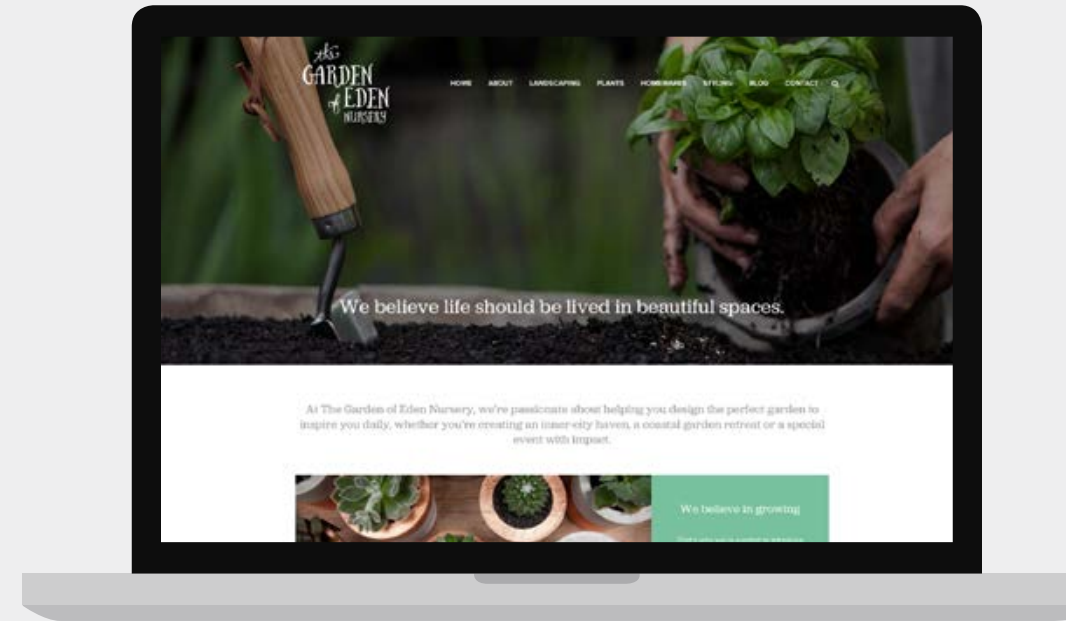
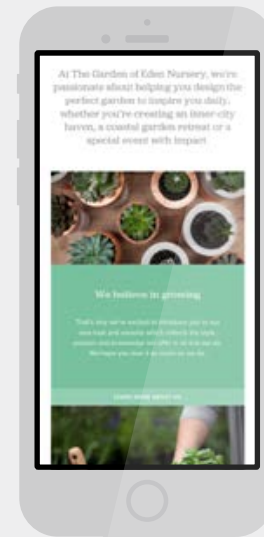
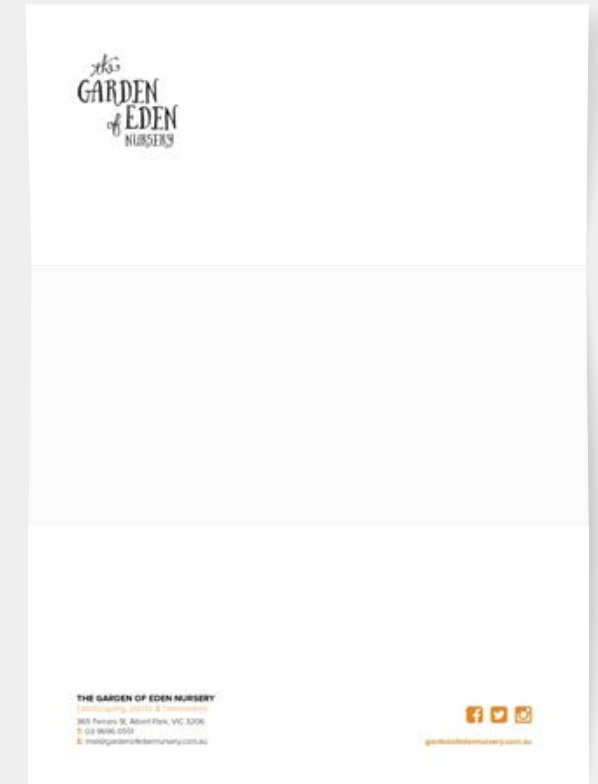
Garden Of Eden Nursery

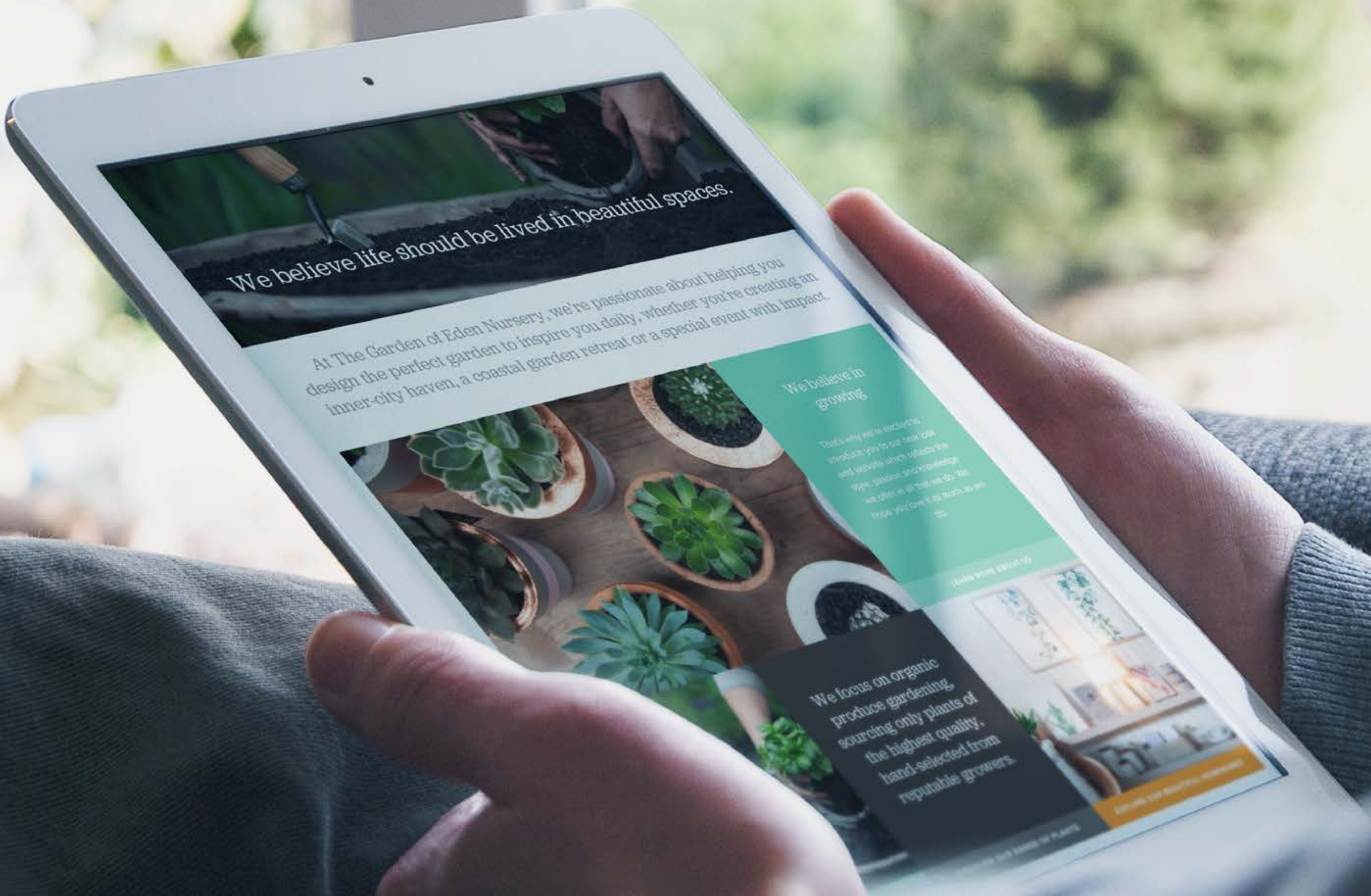
Located in the old Albert Park Railway Station, The Garden of Eden Nursery has been a part of the Albert Park community for over twenty years. They wanted a brand that reflects the nature of their current-day business and a suite of marketing tools that accurately positions their offering in the minds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

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

Frontier Economics

Frontier Economics helps companies with their biggest challenges – market strategies, regulatory reviews, and competition inquiries. And help governments design innovative policies and regulatory systems.

What we did

- Logo / brand refresh
- Website design and UX
- EDM design
- Internal report templates



SEEKING TALENTED ECONOMISTS



About Frontier Economics

Frontier Economics is an economics consulting firm. We apply economics to markets, organisations, regulation and policies. Our advice helps clients in sectors and disciplines including water, energy, climate change, telecommunications, transport, competition and corporate finance. Over more than 16 years, we have built a reputation for independence and fierce adherence to economic principles. Our clients include regulators, government departments and the private sector across the Asia-Pacific.

Frontier Economics is a unique place to work, with an inclusive, collegiate culture. Headquartered in Melbourne, we have offices in Sydney, Brisbane and Singapore. We have a sister company that operates from offices across Europe.

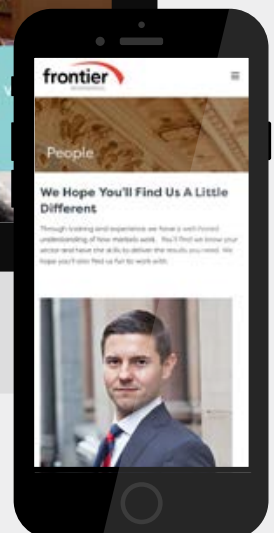
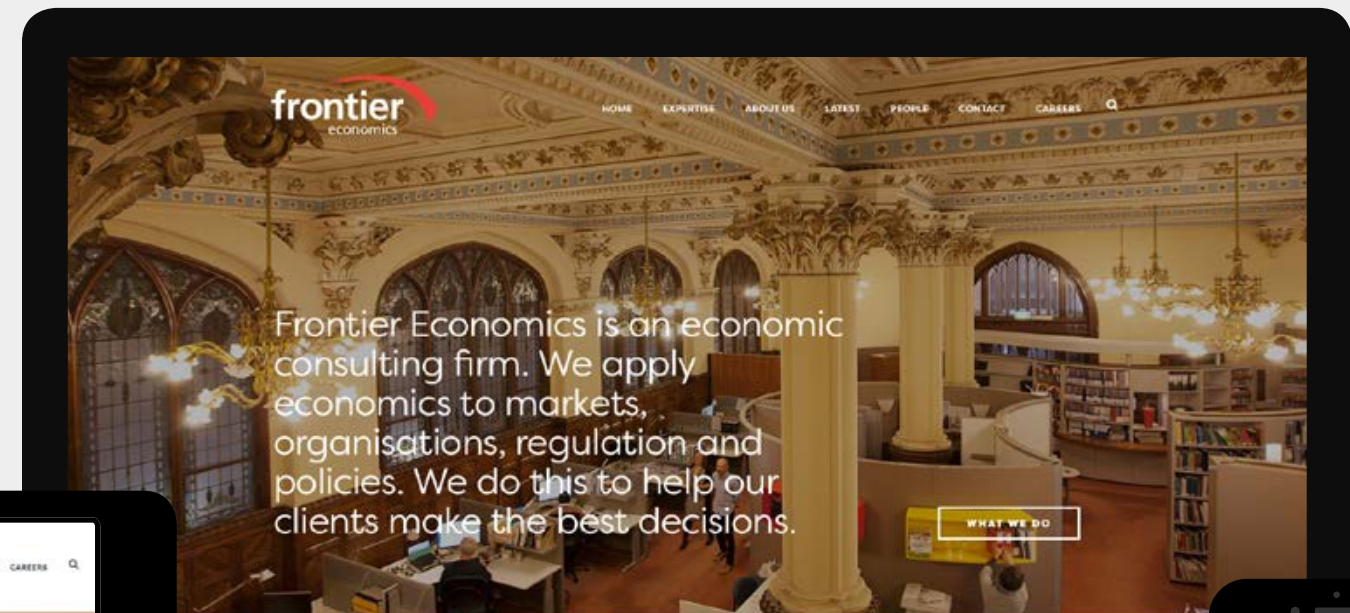
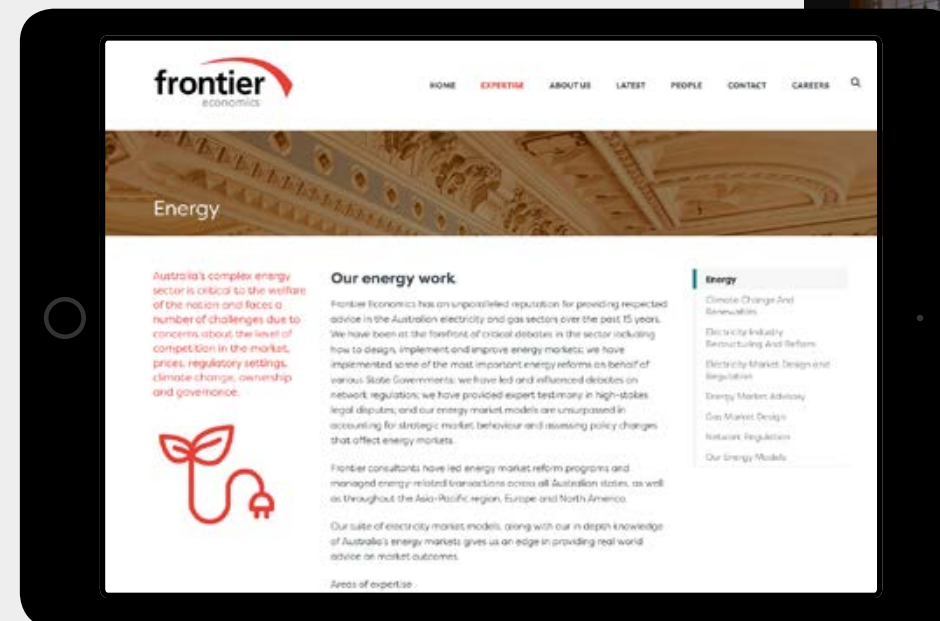
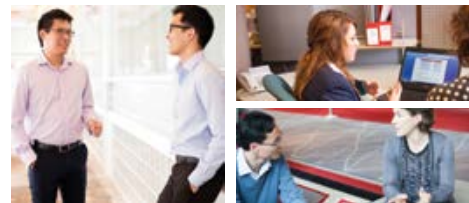
What is economic consulting?

At Frontier Economics, we use microeconomic techniques and empirical models to analyse economic questions about market behavior or to inform business strategies or public policy. Our clients are typically key decision makers in large companies, regulators or government agencies. Our work varies across economic issues and industries. Recent projects include:

- estimation of damages due to fixing prices in the packaging industry
- examining the possible impact on energy prices of a merger of energy businesses
- designing and implementing greenhouse policy
- undertaking a cost/benefit analysis such as valuing the net benefits of a water pipeline or other infrastructure
- advising on the right regulatory framework for new economy industries like ride-sharing.

"I can rely on the quality of work from Frontier and know that it will stand up to scrutiny"

El Grac Webb, Manager Regulatory Analysis and Strategy, JALDA



Probe Group

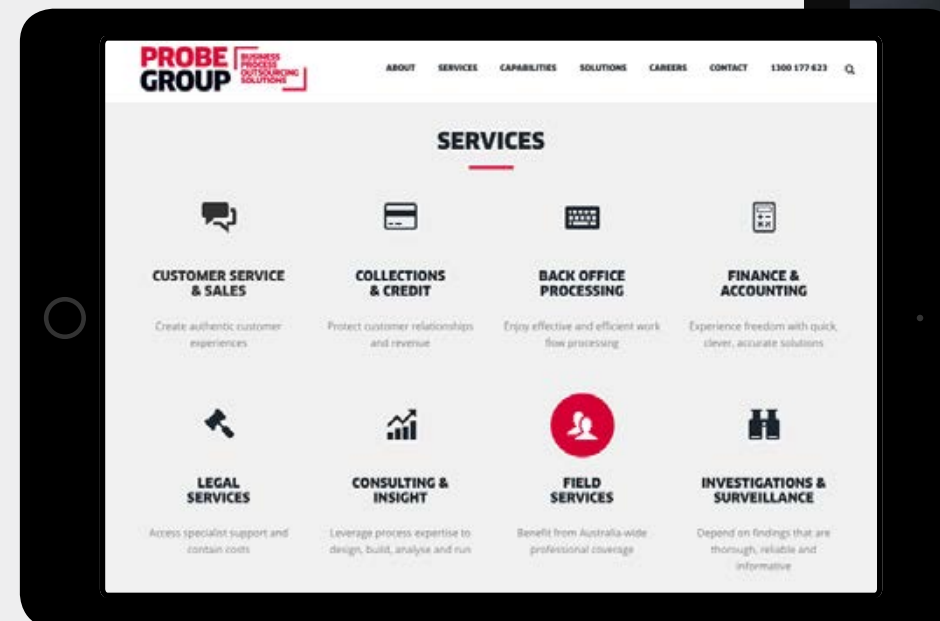
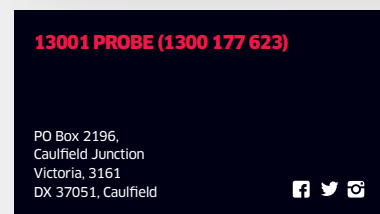
Probe Group has a successful history in debt collection and has recently expanded its offering to include a complete suite of diversified BPO services. Probe Group required a solution that builds on existing brand equity to allow for future growth and expansion, without alienating its key stakeholders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

What we did

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

PROBE GROUP

BUSINESS PROCESS OUTSOURCING SOLUTIONS



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.

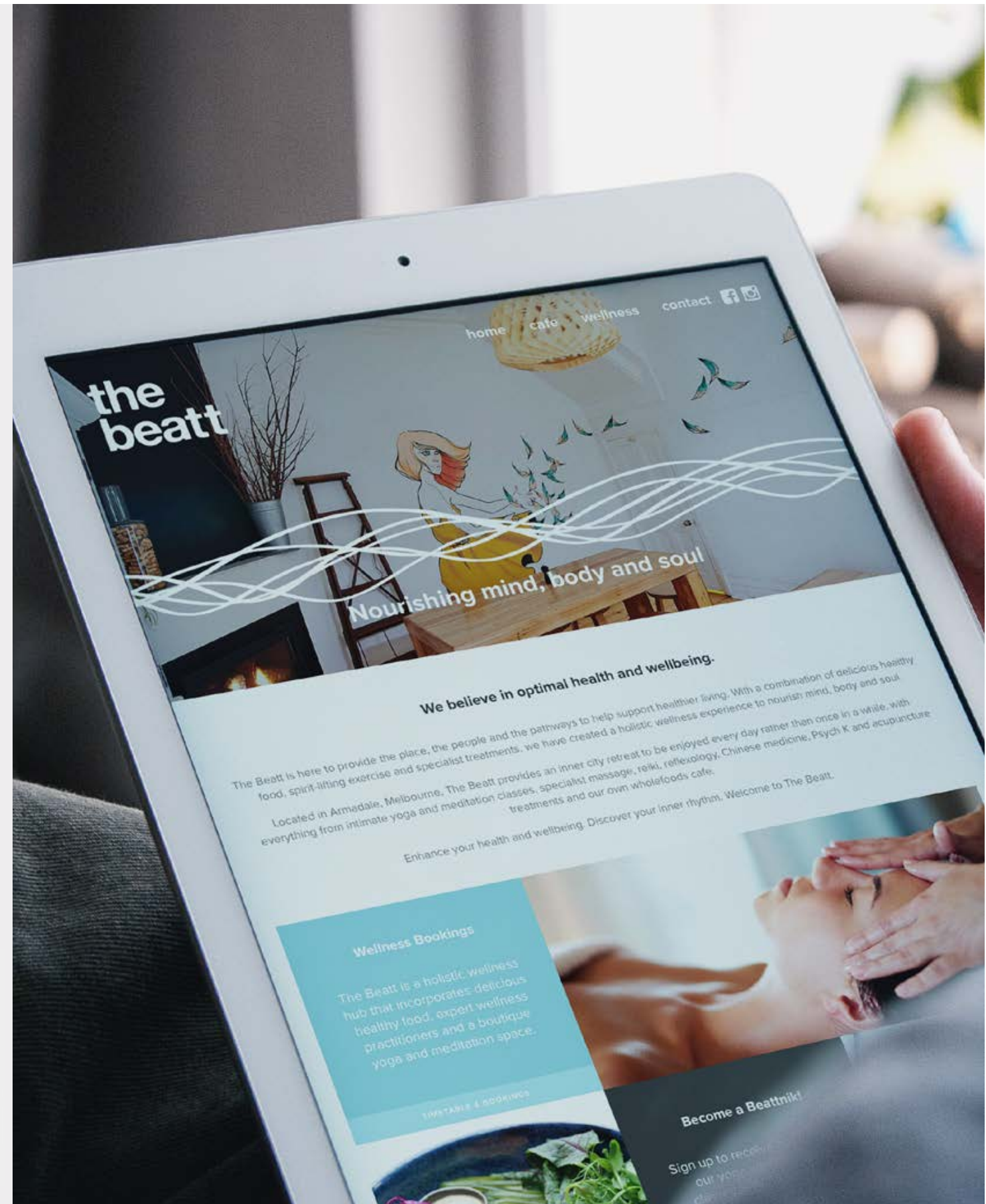
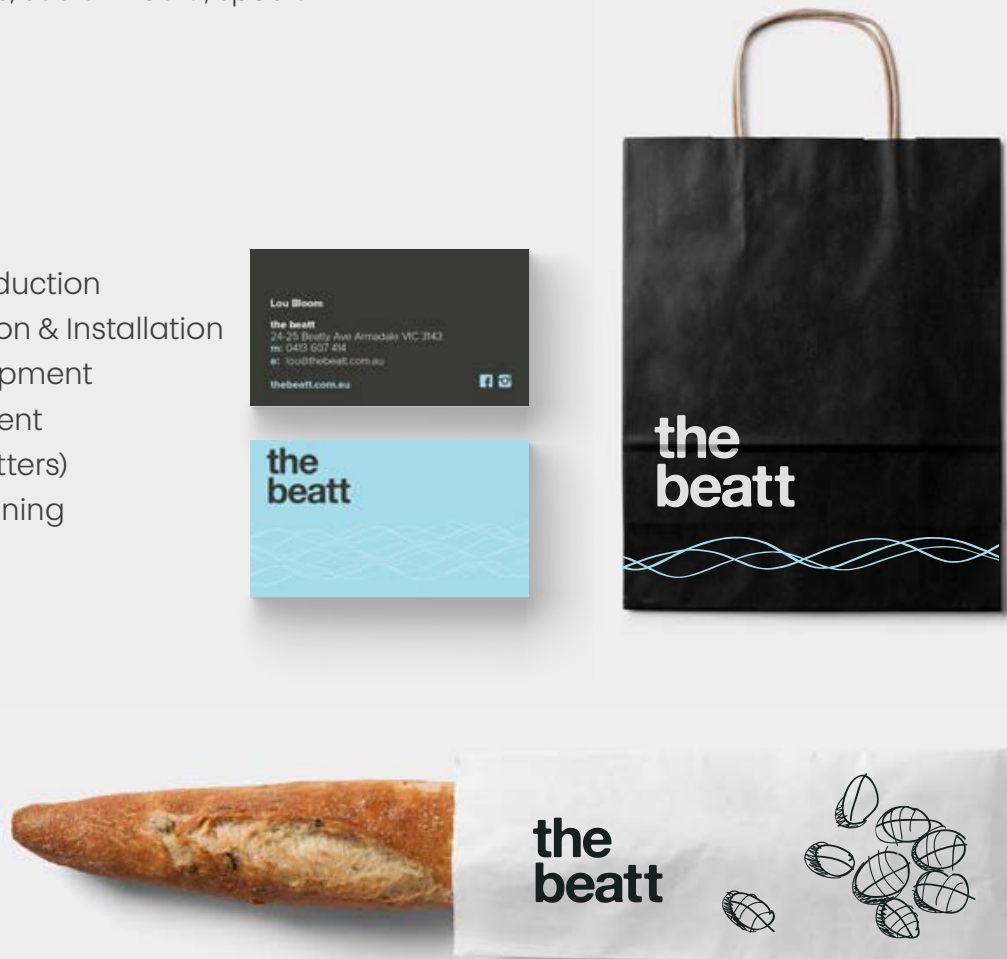
Gosh Creative has worked with the owners and managers to determine key messaging that reflects the brand values, direction and personality of The Beatt - for both their cafe and wellness hub. We subsequently designed the visual identities for both the wellness and cafe brands and developed a suite of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

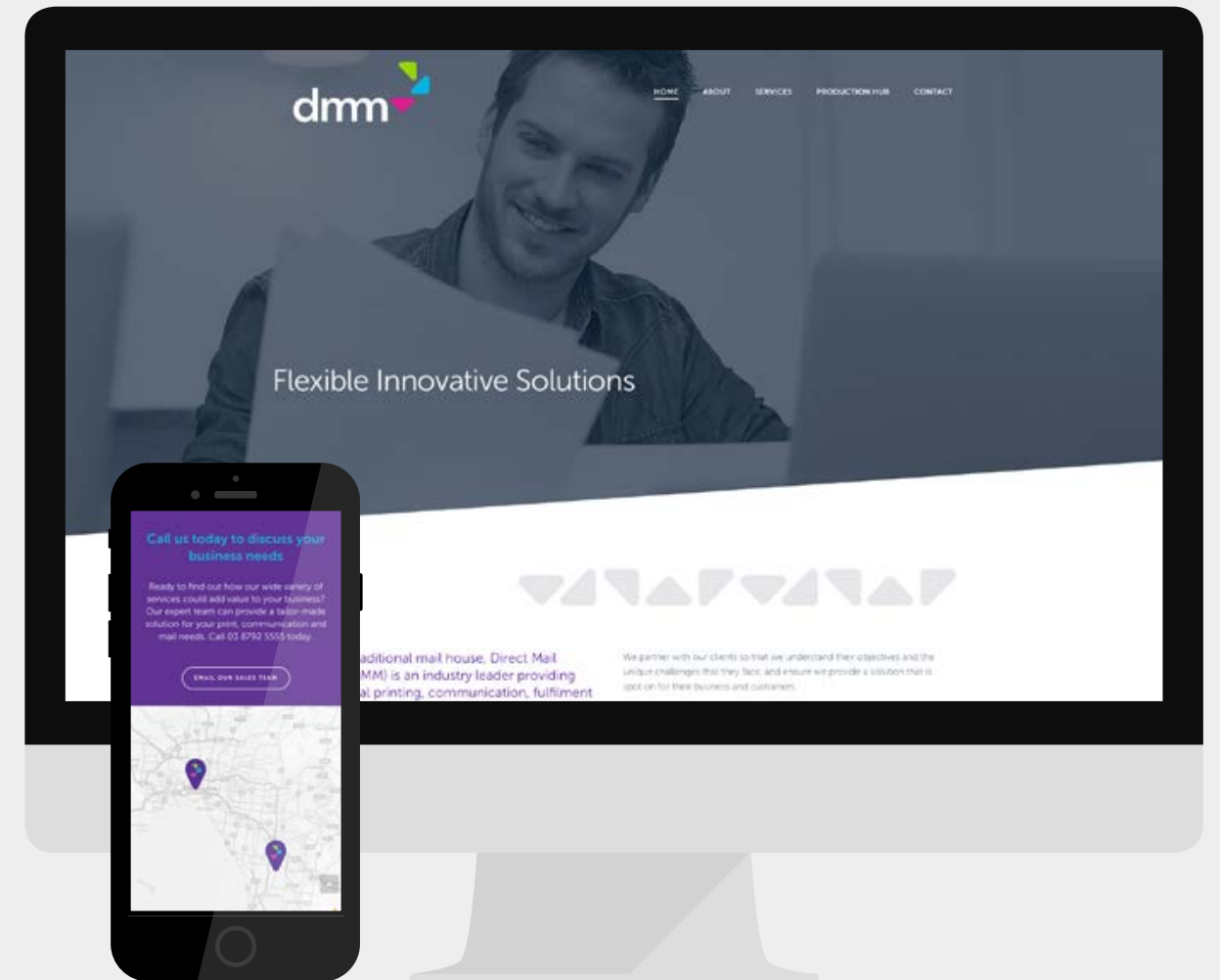


Direct Mail Marketing

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 their 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

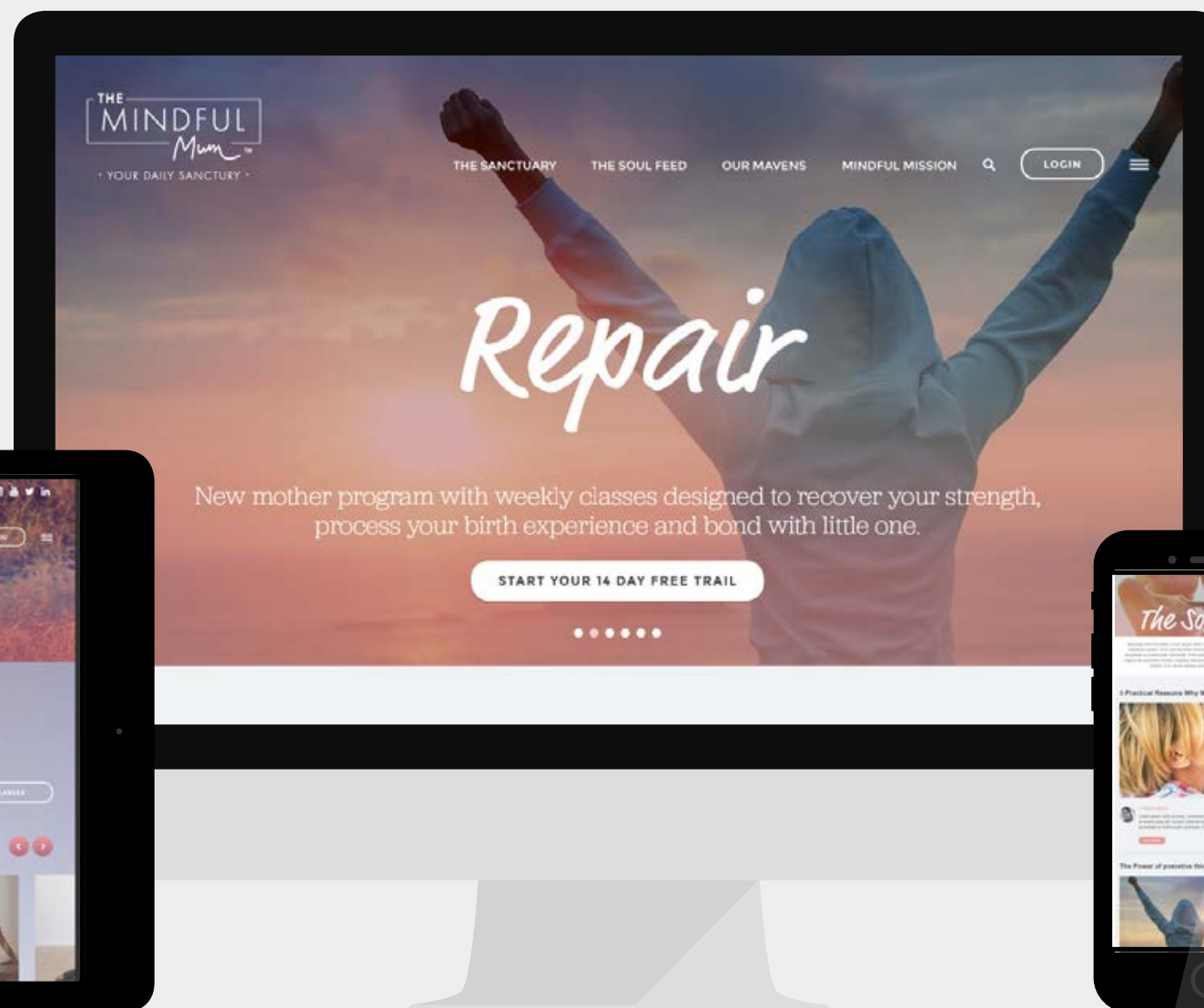
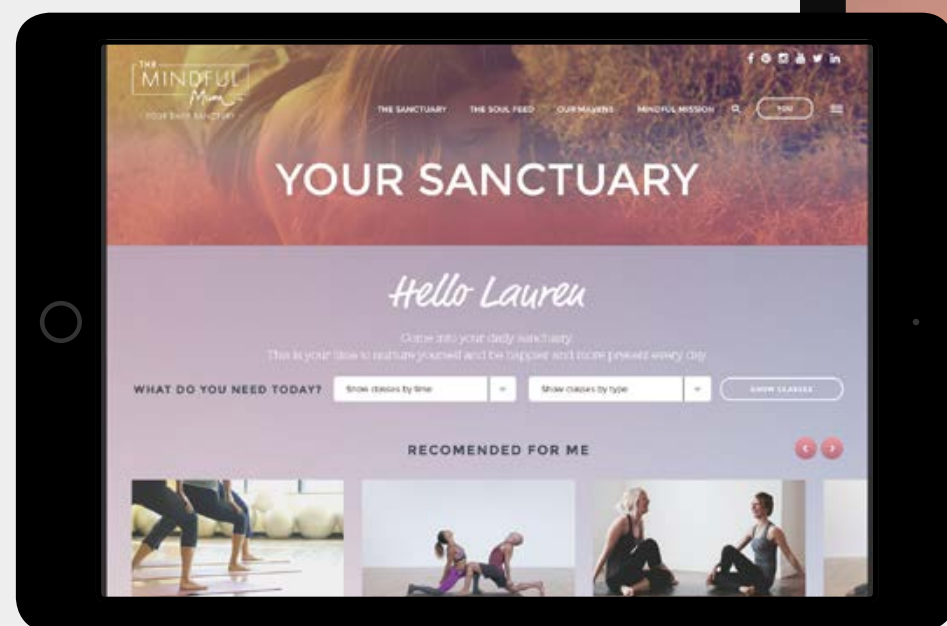
Working with Australia's most inspiring and reputable health and wellness experts, The Mindful Mum delivers an extensive array of content designed to help parents care for themselves through online tools, yoga and meditation classes in order to be a happier and more present parent.

What we did

- Website design and UX
- EDM design



• YOUR DAILY SANCTUARY •



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



Morrison's of Glenrowan

"I loved how well Renae and Damien understood our brief and how quickly they were able to develop a user friendly website that we could easily update ourselves, along with a suite of associated collateral.

Following this positive experience I briefed in what I thought would be a really difficult piece of work - refreshing the brand for my family's winery business. This included sensitively handling an existing logo and moving away from a long standing and outdated label design.

I told GOSH the story of our family business and they interpreted this beautifully. They were able to deliver a well thought out package including a sharpened up logo, beautiful photography and a stunning website - and mum and dad are absolutely thrilled with their new brand."

Maxine Morrison

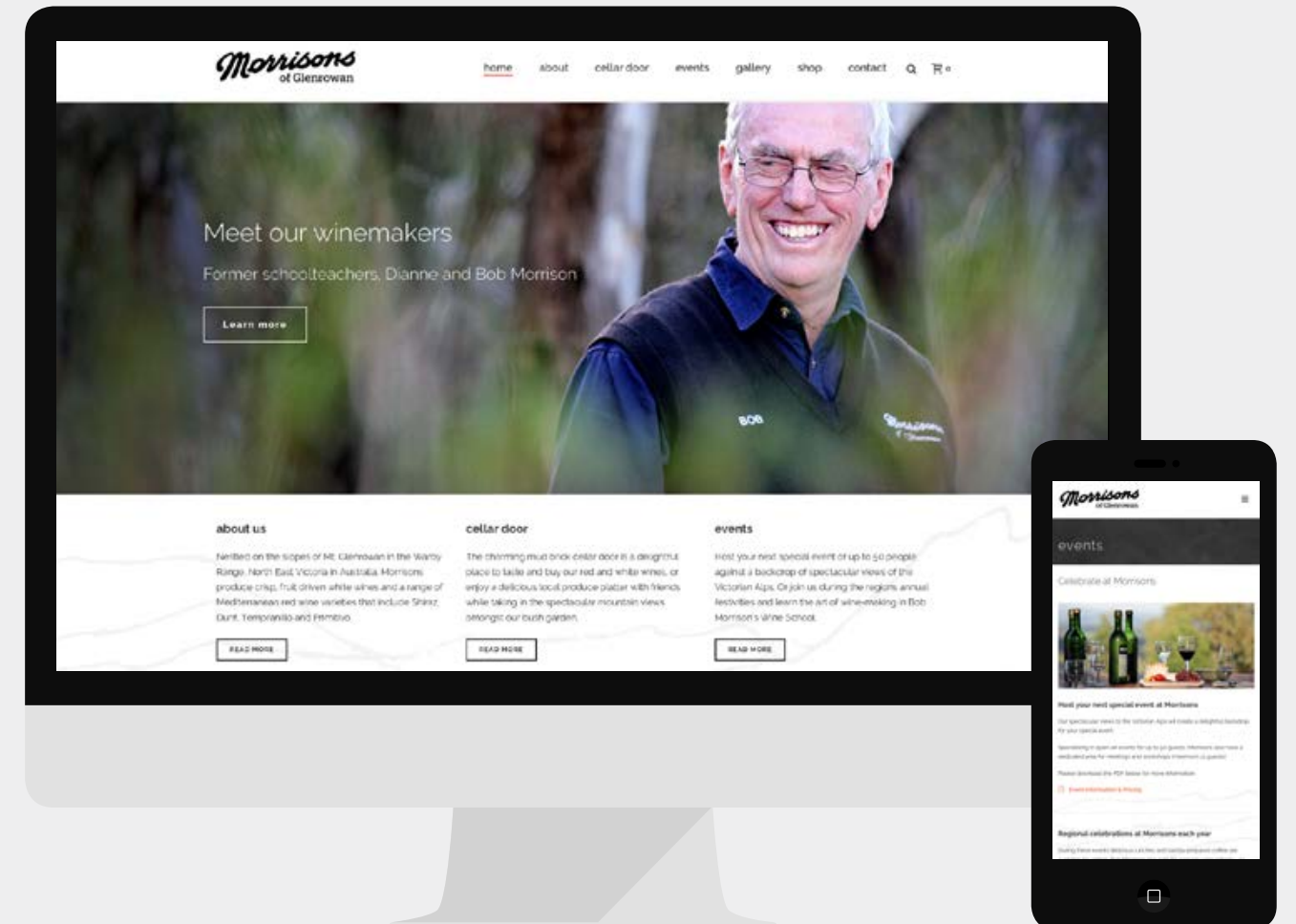
maxine@morrisonswinery.com.au

What we did

- Brand Identity Development
- Packaging design
- Photography
- Website Design & Development



Morrison's of Glenrowan



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).



ROGUE WAVE — BREWING CO. —

What we did

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



Rogue Wave Brewing Co.

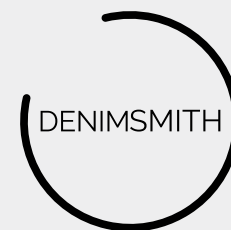


Rogue Wave Brewing Co.



Logos we've created.





Our clients spill the beans.



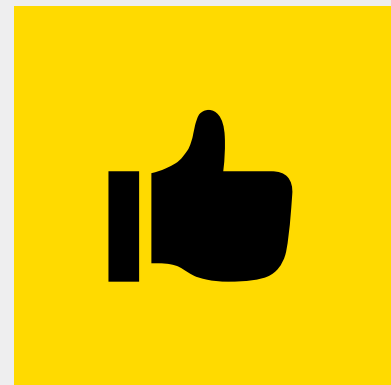
Happy clients

www.denimsmith.com.au

"I approached Gosh creative because we needed a Website/on-line store that would elevate our brand. Gosh Creative helped us by designing a on-trend Website/on-line store which has proven to be a positive shopping experience for our customers.

The result was outstanding and has really showcased our Denim Jeans. One thing I liked was their ability work under strict timelines but always with a positive attitude 'What can I do to help'. I would recommend Gosh Creative to people who need fresh ideas and a modern on-line store."

LEONIE RUTHERFORD
Creative Director Denimsmith



www.connectr.com.au

"Info Partners provides consulting and is building a subscription product client set. We struggled with our existing design agency to take this step or even make our requirements understood.

Since engaging Gosh, we really haven't looked back.

We initially needed help bringing our tech offering to life visually, and Gosh gave the best feedback and concepts during quotation. They then delivered a wonderful suite of visual tools, modifying, adjusting and adding along the way according to our varying requirements. We were very happy with both the result and the understanding they showed for our us and our service. So Gosh were then the natural choice to create our Connectr web page. We had limited content and time but Gosh were able to get us up and running with a professional WP site, which is modifiable by us but still has a professional visual "stamp".

Beyond our promotional and web work, we have also started to use Gosh for our client work, which they handle very well, and within time and budget constraints.

They have been a fantastic find for our endeavours."

SCOTT GRINTER
scott.grinter@infopartners.com.au

www.sirovilla.com.au

"We have really appreciated your patience and commitment to seeing this project through and most importantly we are really impressed with the result.

From the outset we considered Gosh as a good fit for our organisation. We looked for value for money and a small team with considerable experience in the two important aspects of a webpage namely the design and secondly the technology expertise and capacity to deliver. The advantage of the small team meant that we had contact with the people actually doing the job and that questions and feedback were responded to quickly.

Through the process of developing a website Gosh highlighted other possibilities that we hadn't considered. This value adding demonstrated the depth of experience in advertising and marketing at Gosh. As a small not for profit organisation we had few resources to allocate to marketing and advertising and some stakeholders took some convincing that this was a good investment. Gosh was able to articulate and present a logical rationale as to why Sirovilla should invest in this work.

I would have no hesitation in working with Gosh for future work and indeed we plan to work with Gosh again in the near future. I am more than happy to be contacted to provide further information on tim. liston@sirovilla.org.au."

TIM LISTON
Executive Officer, tim.liston@sirovilla.org.au

If you have any question please contact us:

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Ren | 0405 252 623 | renae@goshcreative.com.au

www.goshcreative.com.au



Thx!