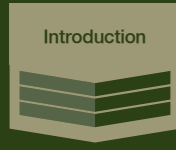




# Welcome to your brand army

[brandspec.co.nz](https://brandspec.co.nz) [mobilisar.com](https://mobilisar.com)





# Who are BrandSpec, and what do we do?



Want the quick version?  
Scan to view our latest video.

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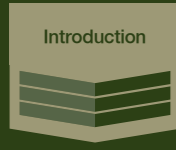
We're a diverse, experienced army, supported by next-generation logistics capabilities, technology and equipment.

## We manage sales, brand & point-of-sale marketing assets for the worlds leading Food & Beverage brands.

With solutions in storage, logistics, procurement, design execution and software, we manage their assets more efficiently while solving time-critical go-to-market challenges.

Passionate about people and planet, we aim to improve people's lives & the future by helping them do much more, with less.





# Who we partner with

**We win battles for marketing leaders at multinational brands, who are open to new ideas, short on time, and keen to explore sustainability and efficiency gains.**

All our clients value partnerships.

## We solve sales, brand and marketing execution challenges for our clients:



### Missing deadlines, with limited support

If you're under pressure to meet deadlines, deal with missed deliveries, feel like there's never enough time or hands on the job, or find you or your team struggling with re-work, scope creep or miscommunication, stop what you're doing.

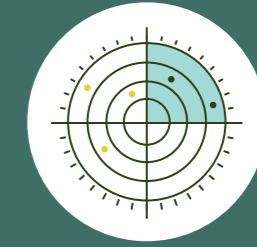
We can help, and we're ready to answer your call.



### Winging it with wastage

Have you ever felt you lack visibility on costs, wondered if you're getting value for your time and budget, or if there's a way to reduce cost or use a more sustainable solution?

We guarantee when we get hands-on with the situation, we'll eliminate wastage, increase sustainability, and give you back time, budget and headspace.



### Flying blind with invisible ROI

Your committal of human and financial resources is heavy and you're working on a broad scale with your assets. But visibility and reporting on the overall campaigns, costs, returns, wastage, or in-market teams and fleets is average at best.

Our F&B veterans surround you with the intel and recommendations you need to take action quickly to maintain or regain the initiative in your must-win go-to-market battles.

Powered by purpose-built software solutions and the latest techniques and equipment, our storage, logistics, production and client partnership teams help you and your team get campaigns to market at speed. We follow that up with traceability, visibility and actionable reports to give you actionable insights to improve. Efficient *and* effective.

**Sound like we can help?**



# Our core abilities

## Visibility

We invest heavily in technology and resources to allow you complete visibility on managing your marketing assets

## Flexibility

We are obsessed with systems and processes to deliver exceptional customer experiences. At speed.

## Knowledgeability

Our business was built by FMCG people, for FMCG people, and we nurture, grow and share that knowledge with our partners.

# Our Three Pillars

By engaging our 3 service pillars of operational, tactical & technological excellence, our #brandarmy get hands-on to mobilize your brand across all sales channels, campaigns & events.

# 1

# operations

- Brand, Marketing & POS Storage & Logistics
- Display & Brand Asset Management
- Kitting & Distribution
- Freight management
- Sampler & influencer distribution
- Event Asset Maintenance, Installation and Management
- Import, customs & container logistics
- Refrigerated/Heated Customer Asset Fleet Management
- Technical Repairs, Maintenance, 24 Hour Breakdown Support

# 2

# tactics

- Retail Display Design, Production, Optimisation
- Shopper marketing, POS & Display Execution
- Kit & Promotional Packaging Design, Production & Execution
- Sustainability & Innovation
- Local & Offshore Procurement
- Print Management & Quality Control
- Packaging, Signage, Display Production
- Brand & Promotion Localisation & Execution
- Graphic Design & Artwork Execution

# 3

# MOBILISAR™

- Integrated stock/asset storage, logistics & execution technology
- Brand, Marketing, Sales & Customer Asset & Stock Management
- Real time stock visibility
- Mobile/online ordering
- All-stakeholder access & visibility control
- Live freight and supply integration
- Live notifications & alerts
- Asset fleet operations management
- Improvement, repair, maintenance & investment tracking
- Live location & tracking data
- Supplier, partner, contractor, or client interface
- Detailed on-demand reporting
- Visibility, traceability, actionable insights



# Why enlist the brand army?

**A focused army of logistics solutions, targeted at making marketing and sales operations faster and more efficient**

**Greater control over user access, ordering, management, distribution, and ROI evaluation of all channel marketing and promotional investments**

**Data driven recommendations for purchasing and decision making improvements**

**Get to market faster, with less waste, through fast-paced support in executing your marketing campaigns, including:**

- Artwork design application to all brand/marketing elements inhouse
- Sourcing, procurement, and inwards (including import) management
- Large scale storage and distribution capacity to include standard orders, kitting, packing, promotional products, asset storage, prize redemptions
- Live access, reporting, visibility, control, tracking of all brand and marketing assets and POS
- Practical and data driven waste reduction and sustainability improvements
- Trade show, store event, and sponsorship event assets procurement/build, management, logistics, delivery, install, packdown, cleaning, repair
- Instore display tracking, management, logistics, maintenance and whole-of-life ROI control



# Our proven process



**Initial Chat**  
**WITH YOU, 30 MINS**  
Learn about you, where you're going, what's holding you back  
Share about BrandSpec, how we help, our services

**Discovery**  
**WITH YOU & YOUR TEAM**  
Show us your business and situation  
We learn & analyse

**Mission Scoping**  
**INTERNAL**  
Scope services & timeline to address your unique challenges

**90 Day Bootcamp**  
**WITH YOU**  
Daily Pulse  
Weekly Check-ins  
Bi-weekly WIP and recommendations  
Monthly reviews  
Intensive training and identifying of sustainability gain opportunities  
Reporting walk-throughs

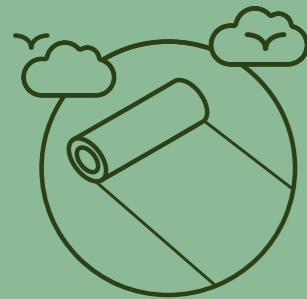
**Our Guarantee**  
By the end of your '90 Day Bootcamp', if we've not delivered any efficiency recommendations, we'll refund our move-in invoice.

**BrandSpec Mobilisation**  
**WITH YOU**  
Annual Planning – half day  
Health check – monthly  
Client Pulse (mtg cadence timed to clients needs)  
Quarterly Reviews



## Sustainable practices

We use innovation and common sense to create practical sustainability solutions



### Zero Plastics

BrandSpec has moved to a zero plastic and recyclable only packaging policy.

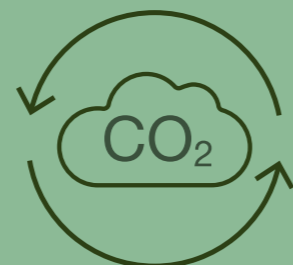
We now use compostable and biodegradable packaging to substitute for old fashioned plastics.



### Cardboard

Our packaging materials are on target to becoming 100% recyclable.

Our commitment to providing local supply - rather than imported material - supports local suppliers who can produce the right material, on time while reducing waste and saving on carbon miles.



### Carbon

We are on the path to carbon zero and have already implemented energy saving practices throughout our operation.



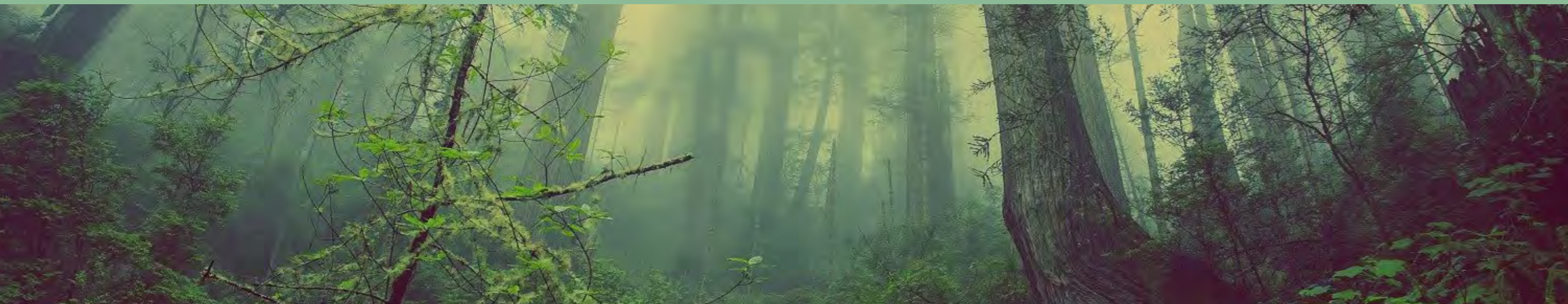
# We have the knowledge, tools and capability to assist you in making practical changes in your marketing material, storage, production, end-of-life and distribution that will play its part in leading to a thriving and sustainable future for us all.

As a business, we care deeply about the people we work with. And we can't claim to care for people if we don't care about the planet we all inhabit. So for years, we've been driven to innovate practical solutions to reduce waste and our clients' impact on the environment.

Internally, we encourage sustainable ideas to flow freely from the top to the bottom of the organization. We do this not only because we're proving for ourselves and our clients that waste reduction is good for the environment, but we've proven it's good for business.

And when we do good for business AND the environment, we're making a measurable impact on the lives and careers of future generations.

**That's why we believe this is a cause worth fighting for.**



Brand, Marketing & POS  
Storage & Logistics

Display & Brand Asset  
Management

Kitting & Distribution

Freight management

Sampler & influencer  
distribution

Event Asset  
Maintenance, Installation  
and Management

Import, customs &  
container logistics

Refrigerated/Heated  
Customer Asset Fleet  
Management

Technical Repairs,  
Maintenance, 24 Hour  
Breakdown Support



**Our logistics facilities and equipment, boots on the ground, and round-the-clock support ensure your sales equipment, brand assets and POS material are managed and maintained as efficiently as possible. This means your brand is ready for action anywhere, anytime.**

- Sales, Brand, & Marketing Asset/material whole-of-life management
- Customer equipment fleet management
- Refrigerated & Heated Storage/Display equipment service, repair, management
- Storage, logistics, distribution, freight, custom delivery
- Event installation, take-down and asset storage
- Kitting, Packing, Re-packing, hamper build
- Sampling & influencer distribution
- Sustainable practices with 'recyclable only' packaging policy
- Import & container management





## We specialise in campaign execution, logistics and asset management.

Under time pressure, our army can mobilise any activation from dispatching point-of-sale activation kits, pre-packing displays, trade show build, or delivering in-store display assets.

When you need the big guns, we're also there to co-ordinate complex campaigns with prize allocation, influencer delivery, or nationwide distribution.

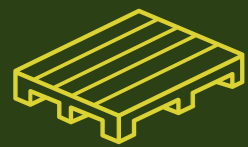
We manage all components of warehousing and distribution for sales, brand and marketing requirements. We support import or local inwards goods requirements, manage brand POS & assets, aid smarter procurement, pick and pack, repack, kit build, dispatch, freight and/or deliver. We use the latest technology available, integrated with freight providers for live data on where your investment is in market.

Our end-to-end services are designed to mobilise your campaign in market efficiently and effectively, with infinite scalability.

As a specialised food & beverage sales, brand and marketing asset management and logistics company, we understand 3 very important things:

- 1. Your assets only make you money when in market, not gathering dust in warehouses**
- 2. You need to drive greater yield from your investment**
- 3. Your assets aren't the 'pallet in pallet out' kind of product and shouldn't be treated as such.**

Our understanding of these points drives us to work closely with your people to cut down wastage (and storage bills), procure less or smarter, increase sustainability in printing/procurement, and execute special projects more efficiently. We provide custom storage solutions to store anything from your blow up elephant, your freezer display units, your trade show booth, a branded bar, your stacks of posters & wobblers, a food truck, or cartons of GWP/merch.



Over  
**4500m<sup>2</sup>**  
of secure  
warehouse capacity

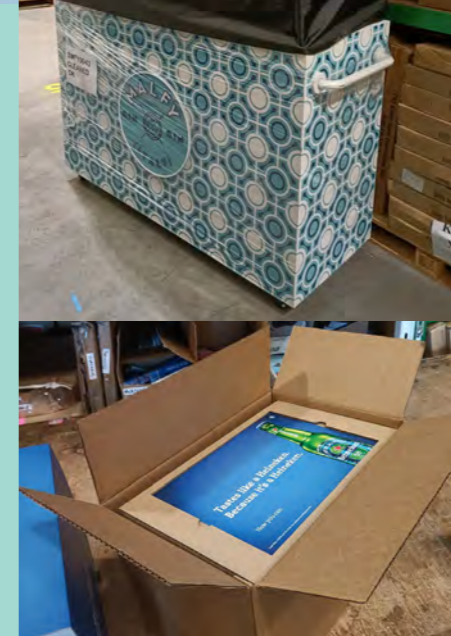


Over  
**100,000**  
orders per annum



Nationwide  
**5 locations**  
New Zealand wide

A behind-the-scenes look at the variety of sales, brand, and marketing assets we manage and get-to-market in support of brand campaigns





## Temptations Snacky Mouse GWP Campaign

### Client

Mars

### Challenge

Manage the logistics for a Gift With Purchase campaign. Distribute campaign point-of-sale material, 140,000 Gift With Purchase pet toys all within one week.

### Deliverables

1. Received and cleared 8 x 40ft containers
2. Co-ordinated with multiple freight providers to deliver over 800 pallets to the grocery, retail and veterinary channels nationwide
3. Logistics pick & pack of display stands and point-of-sale materials plus 140,000 toy mice. 528 cubic meters of POS material.

### Outcome

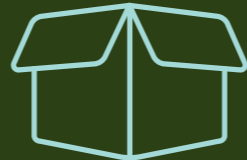
We have managed this campaign for the past 4 years. The client comments that it is 'Stress free, efficient, cost-effective and really awesome people'.



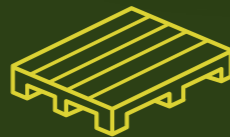
Cleared  
**8 x 40ft**  
containers



Delivered  
**800**  
pallets nationwide



of  
**140,000**  
toy mice packs



**528m<sup>3</sup>**  
of POS material

Import, Customs  
& Logistics

storage

distribution

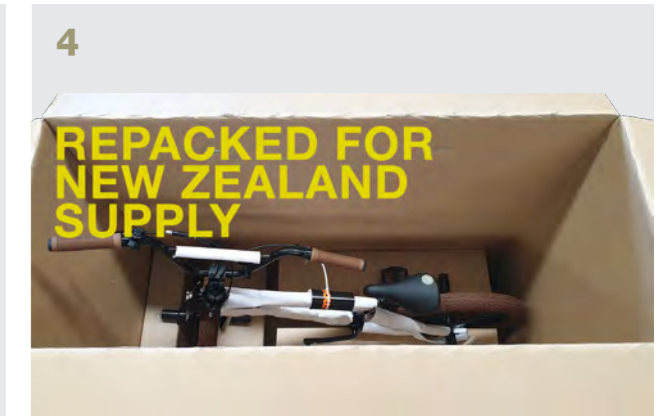


# Kitting made easy

From bikes to breakfast cereal prizes, bespoke kitting is what we do. We design, produce or purchase the packaging required to ship material around NZ and beyond, in the most efficient way.

- We make bespoke kitting easy including, creating prize kits, POS kits and hampers
- Ship all required items in one kit to eliminate costly errors, undelivered items and reorders
- Ensure consistency and delivery of required items across locations
- Reduced administration costs
- Faster response to order fulfillment

No project is too big or small – we go from creating marketing media kits for distribution to wrap and pack promotional prize packs. Our experienced team and the large packing area makes it ideal to handle anything you can throw our way.



## Frucor Rockstar Prize Campaign

### Challenge

Manage promotion prize pack kitting and nationwide distribution. Fully assemble the supplied non-assembled bikes for the winners.

### Deliverables

1. Organised for the prize winners bikes to be assembled by a certified bike technician as per the NZ law
2. Repacked fully assembled bikes for distribution
3. Managed prize stock throughout length of promotion



# Griffin's Prize Hampers

**Client**  
The Griffin's Food Company

**Challenge**  
This was a call for help from our creative agency partner who faced the challenge of the Covid-19 pandemic restricting access to their office space, causing a lack of resource (staff) and space to work on kitting jobs.

As an essential business, we had the government certification which allowed our roller doors to stay open and our packing benches were ready to assist those that could not operate during Covid-19 lockdown.

**Deliverables**  
We packed a total of 215 hampers, that individually contained a sustainable tray, filled with wood wool, products and wrapped together with cellophane and large ribbons.

All hampers were sent out to Sales reps to distribute to prize winners. We sent these out with Covid precautions, protecting the safety of our team and the gift receivers.

kitting	stock management	pick 'n' pack
distribution	freight track and trace	materials procurement



# Promax Dealer Point-of-Purchase Marketing Packs

**Client**  
Promax Plastics Limited

**Challenge**  
In support of their dealers, Promax have always struggled to get Point Of Purchase marketing material into the market in a timely fashion, without damage, and without disruption to the core focus of their family business team who are already stretched across multiple priorities. There were 4 core challenges BrandSpec were tasked with:

**Lack of Space:** Lack of suitable tidy, clean space in Promax's manufacturing head offices to receive, store, kit and pack marketing material such as posters, counter pads, and premium giveaway/marketing items

**Lack of Workforce:** Lack of staffing in a busy family-owned operation to drop tools on a labour-heavy packing process

**Lack of experience:** No previous knowledge or experience in shipping kits of unique orders of point of purchase material of odd shapes and sizes and fragile requirements, into the market all around NZ to arrive undamaged

**Lack of admin resource:** Promax lacked the additional administration team resource to track, trace, troubleshoot and finally confirm Proof of delivery (POD) for all the parcels for every dealer, including resolving any non-deliveries

**Idea**  
Remove this complexity from in-house at Promax and outsource all the coordination, logistics, admin and any issues that arose throughout the process to BrandSpec who have a specialist marketing material logistics and distribution arm.

**Solution**  
Set up a Point of Purchase marketing packs program able to be ordered by Promax dealers. We procure and print-manage then kit these packs before distributing them throughout the country.

This program executes ongoing for Promax with a **100% POD** rate throughout NZ despite challenges with lockdown delays requiring on-the-go troubleshooting.

print procurement	stock management	pick 'n' pack
distribution	freight track and trace	POD administration





## Powered Display/POS Fleet Asset Management

One of the most significant investments in sales and distribution for a F&B manufacturer or distributor is their in-market powered asset fleet. Fridges, freezers, beverage machines, ice makers, vending machines and more, of all shapes and sizes, often numbering in the 1000's or tens of 1000's of units throughout NZ.

This investment is often as (and sometime more) significant than the whole cost of hiring, training, managing, and resourcing a full sales team. Yet this key link in the distribution chain is often under resourced. Common issues include: reporting is hard to get, asset locations are unclear, and whole-of-life costs are hard to track, overall teams miss actionable insights to make better procurement, repair or end-of-life decisions.

### Our Offering:

BrandSpec, based off our specialist FMCG market experience as a full-service brand army, and combined with our logistical and technology capabilities, have developed a service targeted at driving efficiency, customer service, and cost reduction in this area. We aim to drive costs down by 15-25% in this crucial department, through reducing waste/loss, making better decisions, and increasing automation and efficiency.

### Our current scale and capability:

- 10,000+ assets managed
- 13,000+ sites tracked/available to track assets at
- 1000's of sqm of dedicated Asset management storage and repair space in 3 locations throughout NZ
- Dedicated hotline and customer service support
- Integrated software available to connect clients, locations, repair teams and freight providers
- After hours repair service network nationwide
- Transitional facility and MPI accreditation for NZ Customs/import of new containerised asset fleet import
- Full reporting function including: by department, against cost, by repair, by asset, movements, SOH, products/assets, serial/QR reference, useage, storage, slow/fast moving lines, etc

If you have a fleet of powered assets and would like to understand if we can add value – please connect with our team.



## Scope of Services:

- Retail site on & off boarding
- Asset Storage
- Asset Logistics
- 24 Hour Internal (Unilever) and External (Stores) Customer Service Line
- 'Smart' Online Ordering
- Online Asset Traceability & Reporting
- QR Code Asset Identification & Website custom functions
- Whole-of-life Asset ROI Tracking
- In-Market Asset Repair & Maintenance & job tracking
- Pre-Storage R&M
- Test-&-Tag and Compliance
- Asset End-of-life Management
- De-Gassing & Re-Gassing
- Freezer POS Material Storage & Distribution
- New Asset Purchase Recommendation & Reporting
- Waste Reduction & Efficiency Programs
- Asset Fleet Audit & Data Care
- Balance Sheet Value Tracking & Management
- 24 hour internal (client) and external (store/venue) customer service hotline
- Site Audit (add to asset fleet audit bit)
- Push email notifications on delivery/return events
- Freight provider integration
- Delivery, return, transfer, swapout functions for fleet/ location asset movements
- Custom integration capable (P.O.A.)

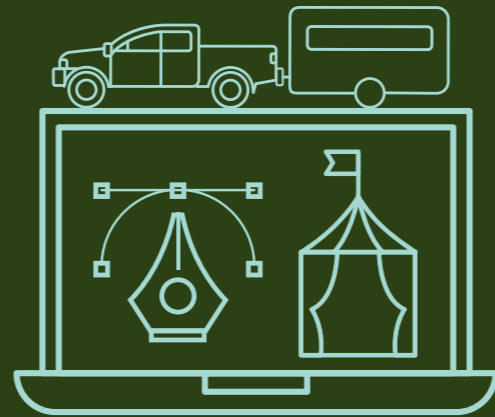




# We'll put your brand on show, display your product and entertain your customers.

We understand how important brand events can be so we have a dedicated events team who can design, build, install and take down your event stands.

- Design brand-focused, budget-driven impactful event installations
- Maintain, repair and manufacture event materials
- Store your event materials in our secure nationwide locations
- Logistics, Installation & Pack-down, on time, every time, anywhere



## Design

BrandSpec have a Design Engineer and Graphic Designers on-hand to create designs based on quality/cost/time to provide the best possible solutions. The items can be one-offs or multi-use for long term if required.

We also design vehicles with generic presentation that can easily be changed out by brand using a mixture of graphics, magnetic and electronic signage.

## Installation

This a 24 hour operation depending on the nature of the event. Material is coded so requirements are packed efficiently with accurate planning and tracking of all items, as well as managing transport to events at the most effective time and cost, as a lot of event material needs special consideration.

A critical part of our service is also understanding and managing requirements from Councils, malls including getting permits and we can adapt to larger ranges of requests if needed.

## Take down & storage

Materials are collected from sites and returned to BrandSpec in Auckland, Wellington or Christchurch, cleaned and repaired where required then everything is prepared to be ready for the next event.



## Moana Park Sky City Pop-Up Bar

### Client

Tried & True

### Challenge

BrandSpec answered Tried & True's urgent call, tasked with bringing a dramatic creative vision to life in only 3 weeks.

### Deliverables

Create, supply/hire and install event assets to turn the polished Sky City bar into a 'lost vineyard' fine wine experience. Key Elements included:

- rusted wrought iron sign
- life-like fake trees, styled as aged grape-vines
- foliage and grape-vines including damage free install and removal to existing granite/cabinetry
- during activation maintenance

### Outcome

The execution was an outstanding success as a last hurrah for a series of Moana's finest vintages, while introducing the brand to a whole new high end market at Auckland's premium entertainment venue.

event installation	event management	logistics
print procurement	3D assets	storage



## Alternative Dairy Co. Fine Foods Show Stand

### Client

Alternative Dairy Co.

### Challenge

Our client wanted to be present at the Fine Foods Show event but didn't know where to start. They wanted to showcase their barista milks with a particular focus on Oat milk. How could we make Oat take centre stage?

### Deliverables

BrandSpec suggested, "how about hanging a 2m tall, 3D Oat milk above your booth?" ADC said, "love it", So we did!

Alongside this we recreated a modern café, complete with seating areas and barista to showcase the ADC barista milk range. Brandspec supplied print and signage, creating a café style mural wall replicating white and navy blue tiles alongside the logo. The unmistakable hero was the suspended Oat Milk Carton, visible throughout the event hall, capturing attention and drawing foot traffic to ADC's booth.

### Outcome

The client received numerous inquiries for ranging and supply generated on-booth and requested for follow-up.

creative design	event installation & pack-down	event management
print procurement	asset storage	logistics



Event Installation  
& Asset  
Management

## Open Country Dairy Fieldays Stand

### Client

Open Country Dairy

### Challenge

Our client came to us looking for support to take their activation at 2021 National Fieldays to another level of visibility, while saying a special thank you to the lonely job their farmers had during a pandemic-challenged 2020.

### Deliverables

Artwork, procurement and quality control of several full-height display walls, storage and logistics of all event assets including screens, delivery and install of complete trade-show build ready for Open Country representatives to arrive to a fully-established booth, install of a custom-built rotary food conveyor belt taking cheese and delicious pizza slices from the hidden pizza-oven kitchen to the waiting farmers in the client lounge area, pack-down and removal to storage of all event assets, cleaning and storage for next use.

### Outcome

The stand was huge success, especially the hot pizza which was enjoyed by all and held farmers' on-stand, allowing great conversations with OCD sales and executive staff.

event installation	event management	logistics
print procurement	3D assets	storage



Event Installation  
& Asset  
Management

## Kapiti Ice Cream Container Refit

### Client

Tip Top

### Challenge

Refit a pop-up shop for Tip Top to showcase their premium selection of Kapiti ice cream and traditional scoop ice cream at the premium housing development Paerata Rise.

### Deliverables

1. Stripped out existing container
2. Organised container respray at the only large scale bake oven in NZ
3. Refitted interior, plumbing and electrical
4. Tag and tested all electrical connections
5. Installed all graphics
6. Ongoing container storage, maintenance and event distribution

### Outcome

Having coordinated delivery on-site to Paerata Rise, the BrandSpec team can vouch for the success of the pop-up store as house-hunters and newly settled families alike flock to the public areas of the housing development and make a point of sampling TipTop and Kapiti's finest in NZ's lovely summer weather. A real treat after a busy year!

re-build	event management	electrical tag & test compliance
maintenance	storage	







## DB Tuatara 21st Beervana Stand

### Client

DB Breweries

### Challenge

To celebrate Tuatara Brewing turning 21, DB Breweries asked us to recreate a classic 21st Birthday party vibe with nostalgic, cringe-worthy photos, hilarity, and an overall loud, fun celebration!

### Deliverables & Outcome

Inspired by the Tuatara brand beginning as backyard operation in the hills above the small town Waikanae, Brand Spec's concept was a 21st community hall party that was rustic, full of helium foil balloons, bright lighting, with a photobooth and props to suit perfectly to those terrible selfies at everyone's favorite mate's 21st, yardie included!

Over 120 swappa crates were turned into a full crate wall that stood at the back of the event space. Within the crate wall was the number 21 spelt out using LED neon flex. This was interchangeable in colour and modes, it was eye catching and turned many heads.

The large Tuatara sign was made from lightbulb lettering.

Print production included large scale signage, posters, menu signs and history wall.

creative design	event installation & pack-down	event management
print procurement	asset storage	logistics



### DB Breweries Events

1. Orchard Thieves Splore Event
2. Monteith's Event
3. Tui Tennis Event
4. Monteith's Event
5. Monteith's Event
6. Rekorderlig Event



Tip Top™



Tip Top™

brand  
spec

KVP408

# tactics 2

## We work with you to execute your strategic plan.

Retail Display Design, Production, Optimisation

Shopper marketing, POS & Display Execution

Kit & Promotional Packaging Design, Production & Execution

Sustainability & Innovation

Local & Offshore Procurement

Print Management & Quality Control

Packaging, Signage, Display Production

Brand & Promotion Localisation & Execution

Graphic Design & Artwork Execution

In the rapidly changing world of FMCG & retail marketing, efficient & effective execution of marketing tactics is everything. Our #brandarmy executes your tactical campaign elements to win your brand's go-to-market battles and achieve your company's strategic plan.

We bring your brands' campaigns into the real world with artwork execution, design-for-print, design-for-3D, sourcing and production management, custom-kit/packaging support, and brand/promo localization. Supporting all our tactical execution is a core focus on practical innovations to reduce waste and improve the sustainability of your supply chain and sales & marketing operations.

**Looking for a shortcut?  
Email [action@brandspec.co.nz](mailto:action@brandspec.co.nz) to get us on the job**



# Retail Display Design, Production & Management



## Selleys Off-location Adhesive Product Stand

### Client

Selleys NZ and Australia

### Challenge

Create a new exciting & innovative design that would help grow off location adhesive product sales in Mitre10 stores throughout NZ.

### Deliverables

1. Created a unique and iconic Selleys bottle shaped display stand
2. Two solutions were created, a half & full bottle, depending on the size of the Mitre10

### Outcome

Selleys shared that nationwide store sales increased between 8 - 89%. We started with 40 stands to trial over a busy Christmas period. Sales were so strong that more displays were ordered for the remaining large Mega stores in NZ.

With this proven success, Selleys Australia then picked up the concept for a roll-out nationwide.

graphic design

artwork

print procurement

logistics





## Griffin's Snaps Pallet Display

### Client

The Griffin's Food Company

### Challenge

Create an in-store display for the launch of a brand new low in calorie biscuit with the aim of driving sales and gaining market share.

### Deliverables

1. We created a unique concept based around floating biscuits giving the display a wow factor
2. Working with our suppliers we created a display that could be transported, built and installed on-site by the client's sales reps with ease
3. 100% recyclable

### Outcome

500k products sold in the 12 weeks that the display was in-store gaining 16% market share from launch.

The display was an instant hit within the trade, creating demand with further stores asking to have one installed.

creative design

print procurement

logistics



Concept design



Prototype



Final display



## Weet-Bix Stat Attack In-store Hero Display

### Client

Sanitarium

### Challenge

Bring the client's below-the-line agency's in-store product display concept to life. The design incorporates multiple parts to create a hero product display including:

- Giant 3D Weet-Bix pack
- Cut-out layered elements creating visual depth and drama to the front of pack
- Full size poster for rear of display
- Branded product display units

### Deliverables

1. Execute a campaign joining two of NZ's most loved Brands 'all blacks' and Weet-Bix, across an all stores, nationwide launch
2. Working with our suppliers we created a display that could be transported, built and installed on-site by the client's sales reps

### Outcome

Well timed with the start of rugby season in NZ, Sanitarium saw a huge uplift in sales as kiwi kids and adults alike flocked to their childhood favorite to take part in the collectibles fun and play 'top trumps' with the new generation of stat cards for their favourite players of history and the current teams.

artwork

print procurement

logistics





## Up&Go Splash Stand & Sleeve

### Client

Sanitarium

### Challenge

Create a new generic Up&Go product stand that could be re-used for other brands in the Up&Go range.

### Deliverables

1. We created an eye-catching stand that was not only able to hold four stacked shelves of UP&GO and quick to construct in-store, but also allowed for quick transformation.
2. Working with our suppliers we created a sleeve that fitted over the existing display. This instantly 're-branded' the display unit, saving the client time and money. It also, importantly, uses less raw materials than creating separate units, is easy to store and distribute.
3. Designed and created a display top unit featuring a 3D product pack and 'milk' splash which added in-store theatre aiding consumer engagement and product recognition.

### Outcome

Following installation in many stores throughout NZ, Sanitarium saw a 24% increase in Up&Go sales.



**+24% sales increase**



## Santa's Favourites Biscuits

### Client

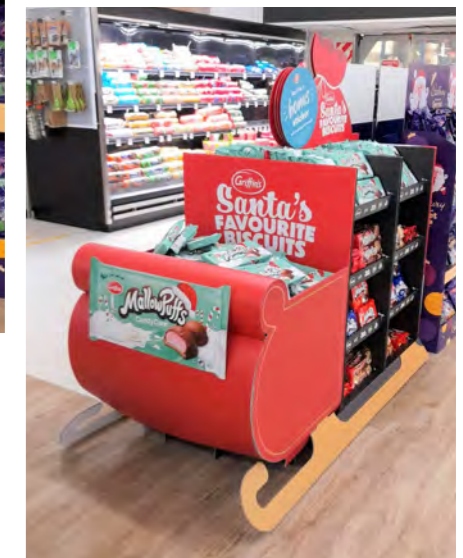
The Griffin's Food Company

### Challenge

Create and produce a festive themed hero display unit with in-store wow factor, a high level of customer engagement and maximises product placement.

### Deliverables

1. We designed a santa sleigh concept incorporating existing Griffin's product display units, adding a product bin, headercard and skis to create the final sleigh
2. Working with our suppliers we created full sized prototypes, a display that could be transported, built and installed on-site by the client's sales reps following our video instructions





# Kettle Chips Honey Soy Chicken Display Stand

**Client**  
The Griffin's Food Company

**Challenge**  
Create and produce a funky display for the launch of Kettle Chip company that has a wow factor.

- Deliverables**
1. We designed and produced an in-store bookend display showcasing the Honey Soy Chicken product that dripped with 3D elements bringing to life the flavour whilst tempting the consumer
  2. Working with our suppliers we made and sourced the props that were attached to the display stand

**Outcome**  
Won gold at the 2018 Pride in Print awards



concept    print procurement    logistics



# Toffee Pops Stand

**Client**  
The Griffin's Food Company

**Challenge**  
Create a impactful product display for a new Toffee Pop flavour with a high level of consumer engagement.

- Deliverables**
1. Created a giant realistic 3D Toffee Pop pack that acts as a focal point for the whole display
  2. Created display ends to maximise marketing messages
  3. Working with our suppliers we created a display that could be transported, built and installed on-site by the client's sales reps with ease

**Outcome**  
The giant realistic 3D Toffee Pop pack was re-used for further marketing communications

concept    print procurement    logistics



Concept design



Prototype



Final display in-store



## Snackachangi Launch

### Client

The Griffin's Food Company

### Challenge

Create innovative ideas for the launch of the new Snackachangi range of chips for internal and trade marketing. The client wanted to go big!

### Deliverables

1. With a big personality associated with Snackachangi, Leigh Hart, we decided to go big creating giant packs for each chip flavour
2. Working with our suppliers we created a solution that could transport flat and then become 3D with the aid of internal inserts
3. For the launch trade events we created the opposite of the giant packs - mini packs for each flavour. These were used as giveaways!

### Outcome

The giant packs were a big hit with Griffin's staff and we have since produced other versions for new chip product launches. Leigh Hart has also used them for his own social media marketing.

artwork

print  
procurement

logistics



1.8m giant packs



Leigh Hart with our giant packs



Mini packs



## Griffin's Cookie Bear Garden Shed

### Client

The Griffin's Food Company

### Challenge

Collaborate with Griffin's biscuit agency to create a cardboard child's play garden shed. The garden shed would be the main prize for a Cookie Bear consumer competition campaign.

### Deliverables

Working with our suppliers we created a solution that:

- was within a specific unit price point
- was easy to build
- came flat packed for easy distribution
- was family friendly and fun

### Outcome

Fantastic feedback from Griffins & their client following the competition which was a huge success generating a significant lift in sales during the activation, and several very happy toddlers who were lucky to be selected as winners of the sheds.

concept

print  
procurement

logistics





Graphic Design



# Design execution to support sales teams



Graphic Design



## Promax Brand Brochure

### Client

Promax Plastics Ltd

### Challenge

Create an approachable brand story to tell the unique family business story of Promax and their values.

The brand story will be used as an introduction to Promax that people connect with on an emotional level from the dealer network, end users and prospects, to company staff.

### Deliverables

1. Using beautiful photography, illustrated infographics and soft colour palette, we designed a brochure that not only looked good but was engaging to the reader.
2. Working with the client we created guidelines for all new brochure photography requirements and the visual style of both photography and the video to go with it.
3. To create a special look and lush feel we specified uncoated papers and front cover logo embossing
4. We arranged print procurement including printing proofs and attending a press pass to ensure a high quality final printed job, before shipping to Promax.

### Outcome

On delivery, we received incredibly positive client feedback.

graphic design

illustrations

print procurement

logistics





# Enko Product Catalogue

### Client

Enko Group

### Challenge

Create a single product catalogue to replace old ring binder containing brochures and information sheets.

The design had to elevate the brand to reflect their new brand strategy targeting kitchen designers, specifiers, architects, cabinetmakers and installers.

### Deliverables

To ensure the job moved efficiently, we set up a project management system and split the project into stages.

Stage 1 - Created concept design directions for the catalogue look and feel, with suggested page layouts and navigation options.

Stage 2 - Created font and paragraph style guides for headings, sub-heads, product title, body copy and product tables

Stage 3 - Rolled out complete design based on approved creative concept direction.

Stage 4 - Created final artwork file for print ensuring all imagery and graphics were high res and CMYK colour profile

Stage 5 - Arranged print procurement, printing proofs and attending a press pass to ensure a high quality final printed job, before delivery to Enko.

graphic design	illustrations
print procurement	logistics



## Trade Presenters, Promotions, Brochures





**MOBILISAR**<sup>TM</sup>

- Integrated stock/asset storage, logistics & execution technology
- Brand, Marketing, Sales & Customer Asset & Stock Management
- Real time stock visibility
- Mobile/online ordering
- All-stakeholder access & visibility control
- Live freight and supply integration
- Live notifications & alerts
- Asset fleet operations management
- Improvement, repair, maintenance & investment tracking
- Live location & tracking data
- Supplier, partner, contractor, or client interface
- Detailed on-demand reporting
- Visibility, traceability, actionable insights



**Feature rich, built for your brand to excel in the real world**

**Our purpose built ordering platform gives your marketing and sales teams access to the materials they need, at speed, while maintaining control and reporting over all your valued investment in marketing, brand and sales assets.**

- By engaging technology to give accessibility, visibility and real time command and control, we mobilise your campaign wherever you go-to-market.
- All-user access, visibility control, and order approvals
- Value tracking of asset investment, storage/movement spend, repairs, depreciation, and whole-of-life costs
- Live order tracking during delivery
- Live reporting and access
- Data driven decision making
- Event Bookings, deliveries and returns

# Powered by technology & software.

## State of the art systems built to improve your speed to market.

Mobilisar has been designed to streamline stock management, providing complete visibility on orders and stock through the supply chain. You and your team order as you would when online shopping, with a simple shopping basket and easy dispatch manager.

- Slick, simple tool for accessing stock
- Multiple levels of control and approval settings
- Real time updates of any given orders' current status
- Integrated with our freight providers to show live updates on order status along with push notifications
- Emails updating you on trigger levels, reorder levels and zero stock levels

Our online ordering platform ensures ease and simplicity for clients to place orders, track activity and draw down detailed live reports.

Covering everything from individual SKU usage to \$ amounts of POS/Premiums invested in individual stores or groups, it delivers our clients clear visibility of their ROIs. For powered display assets (fridge, freezer, heater, pie warmer, slushy, lit display) we incorporate QR code based tracking, repair ticketing, callouts, and purchase to end-of-life cost and depreciation reporting.

When used effectively, Mobilisar is a great tool to help you make informed decisions and bring down your costs as it is designed to streamline stock management and provide complete visibility on orders and stock through the supply chain.

## Real Time Reporting

- Inventory Reports - all products including stock levels.
- Revenue Reports – you can view how much POS/ Premiums has been invested by Rep, Store or Group to help you work out ROIs and if money invested in campaigns is working.
- Usage Reports – shows down to individual SKUs how much has been used by month/year, etc. Look back on past history to evaluate trends with certain POS. Make informed decisions on future volumes, minimising wastage and ensuring a balance between purchase costs, volume and whole-of-life investment.
- User Order Statistics - which users ordered what and when, compare users and order trends.
- Reporting Grouping - all stock, reports, movements and billing data can be reported by multiple viewpoint tiers to allow your business structure to allocate and track costs by region, brand, department, country, channel, user, business unit, or other categorisations.

## User Functions

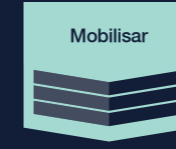
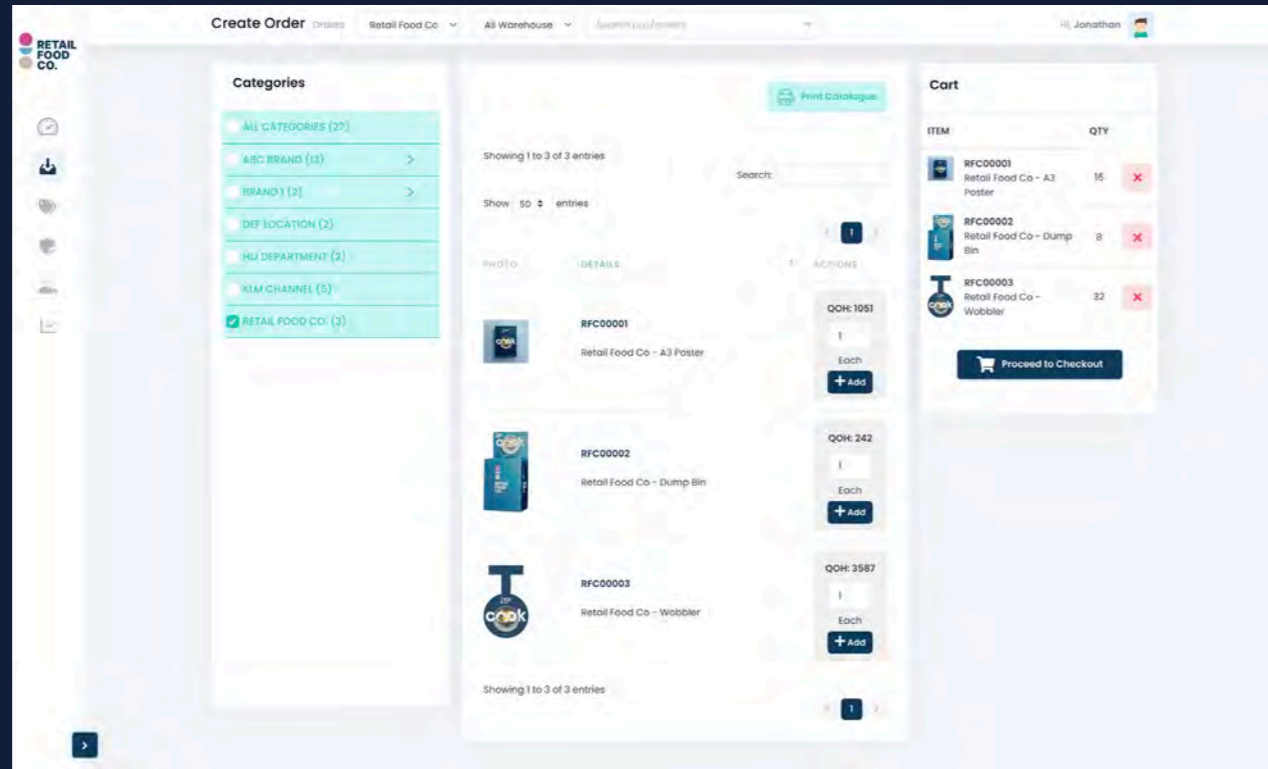
- Secure login
- Users only view products for which they have access permissions
- Orders for restricted items subject to approval by nominated client personnel
- Create and view saved orders
- Import distribution lists to run all orders at once
- Manage user preferences
- Pop up notices at login (promos/upcoming events)
- Allocate items to individual users
- Track and trace all previous orders (especially handy for when in-store and an item can not be located).
- Automated push notifications sent out to order creator for all transit and delivery milestones.





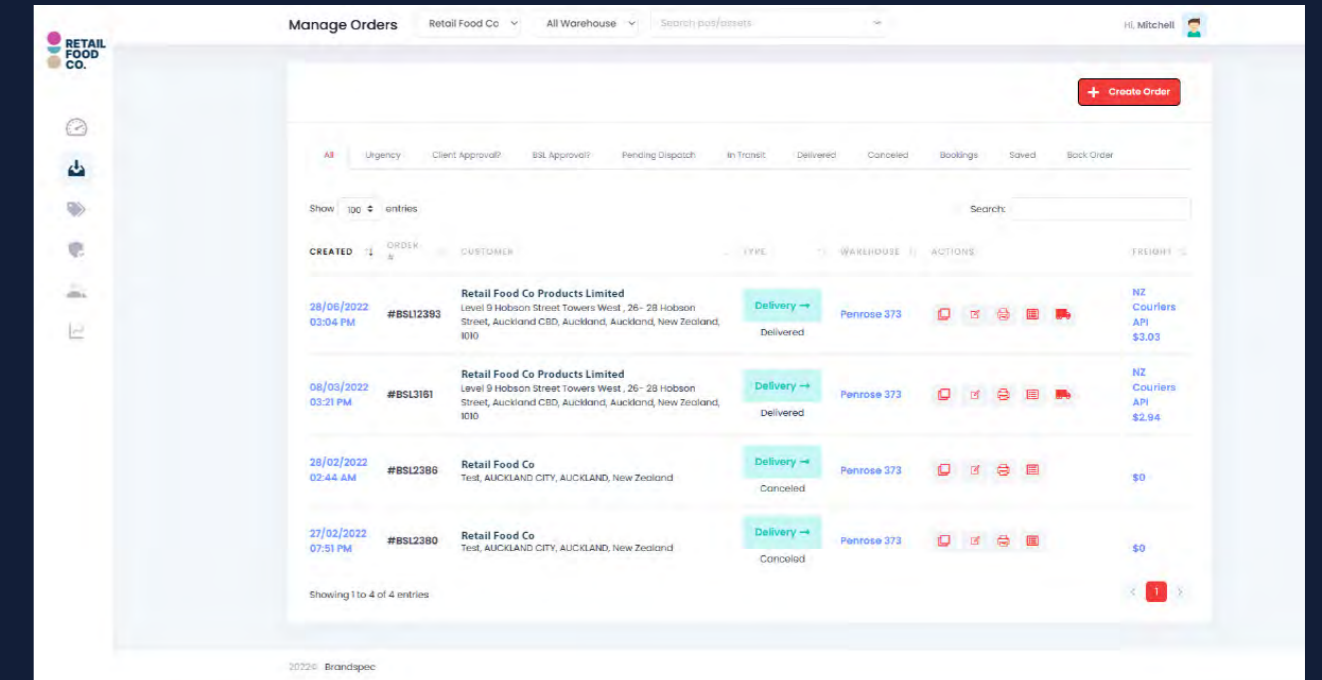
# Intuitive Ordering

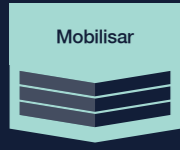
With visibility control, order approvals and email alerts



# User Order Management

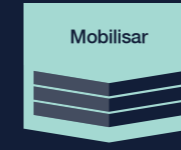
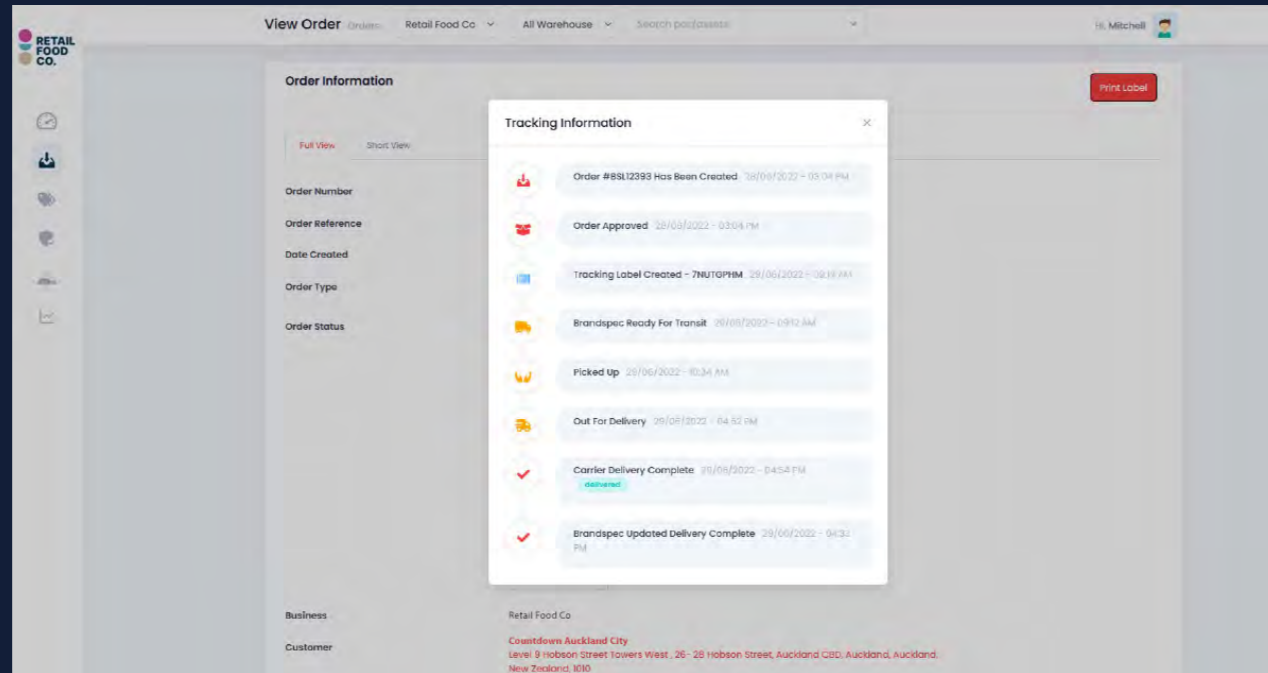
Control orders, approvals, saved orders, bookings, and orders in process





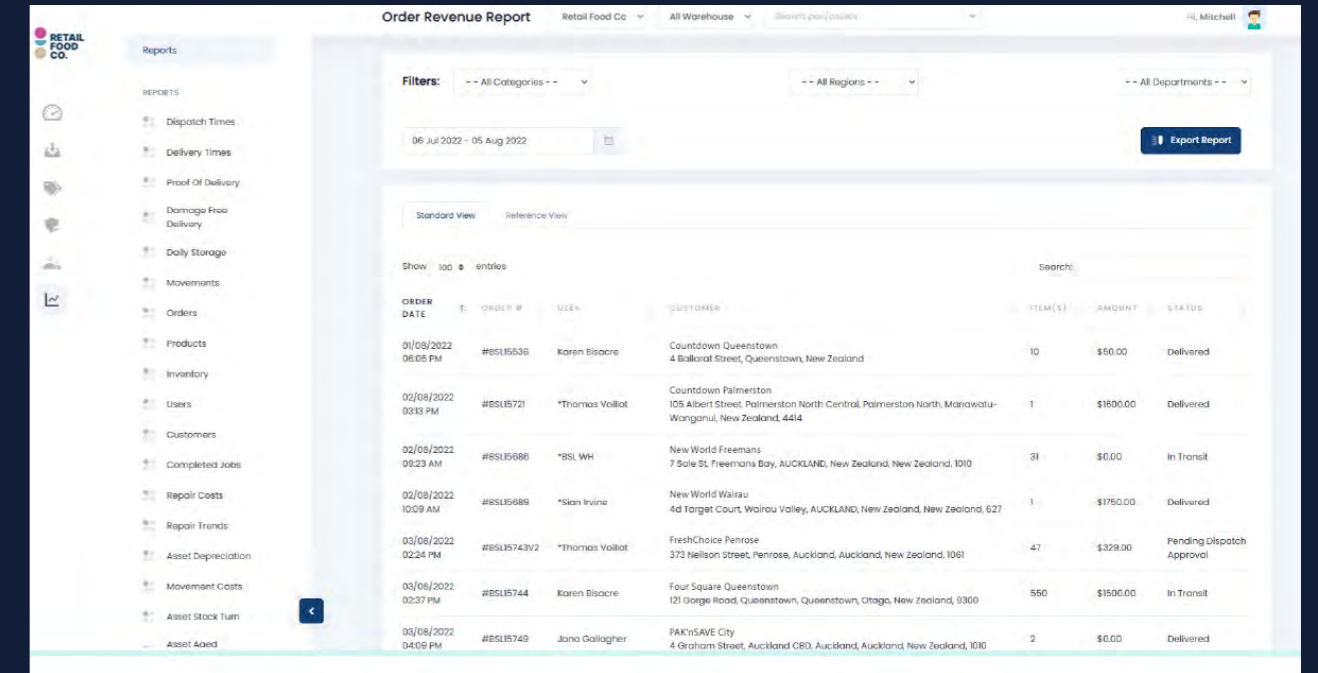
# Live Tracking

With API live connection to the major freight networks, Mobilisar serves individual, live order delivery updates per user, including several email notification trigger states.



# Extensive Live Reporting

Truly reliable data, available as soon as it's created. Supporting live, in-the-moment decision-making, we deliver actionable, real-time insights.



# Enlist our brand army to mobilise your business.

Contact us today:



+64 (0)9 636 7517



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Auckland 1061





**Your  
brand  
army**