



- Strategic planning
- Consumer and trade promotions
- Events/brand experiences
- Point of sale and display
- Loyalty and incentive programs
- Sponsorship marketing
- Mystery shopper/retail audits
- Licensing
- Creative services
- Packaging design
- Promotional merchandise
- Premiums
- Print solutions
- New product development
- Direct marketing

Director(s)/Executive(s):

Darren Nottingham - Director
Email: sheriff@issmarketing.com.au

Sean Taylor - Director
Email: sean@issmarketing.com.au

Glenns Carey - Director, Sydney

Major Client(s):

Nestle, Disney, Wine Australia, Crazy John's, Tattersall's, Orica, Universal Pictures, West End Draft, Energizer, Colgate, Distinguished Vineyards, Tooheys Extra Dry, Dulux, Beck's, Hahn Premium Light

Head Office

Street Address
108 Bridport Street
Albert Park, Vic, 3206
Phone: 03 9695 7900
Fax: 03 9695 7999

Office(s):

ISS Marketing Sydney
Level 2, Building 61, Fox Studios, Driver Avenue
Moore Park, NSW, 1363
Phone: 02 9383 4234
Fax: 02 9383 4220
Email: glenns@issmarketing.com.au

URL: www.issmarketing.com.au

Johnson & Hobby Communications

Description:

The agency's skill base includes:

- Strategic planning
- Creative concepts
- Copywriting
- Art direction
- Graphic design
- Production for all media, including multimedia and the internet

Services cover:

- Mainstream advertising and Direct Marketing campaigns
- Information campaigns
- Corporate Identity
- Graphic design and packaging
- Incentive programmes
- Corporate video

Established: 1994

Company/Business Philosophy:

Above all else our approach emphasises creativity, never for its own sake, but always in the service of building the brand and advancing our clients' objectives.

Director(s)/Executive(s):

Mr Kris Johnson - Partner
Level 1, 7 Newry Street
Richmond, Vic, 3121
Phone: 03 9429 3021

Ms Kate McCombie - Partner
Level 1, 7 Newry Street
Richmond, Vic, 3121
Phone: 03 9429 3021

Major Client(s):

Robert Bosch (Australia) Pty Ltd, ISIS Group Holdings Pty Ltd

Head Office

Street Address
Level 1, 7 Newry Street
Richmond, Vic, 3121
Postal Address
PO Box 171
Sandringham, Vic, 3191
Phone: 03 9429 3021

URL: www.johnsonandhobby.com
Email: kate@johnsonandhobby.com

Loyalty Marketing

Description:

Promotional marketing specialists.

Services include:

- Instant win games
- Prize insurance
- Online games
- Risk management
- Sourcing prizes
- Lotto tickets
- Loyalty programmes
- Research
- Art and design

Established: 1985

Director(s)/Executive(s):

David Roach - Chairman
Email: david@loyalty.com.au

Simon Roach - Managing Director
Email: simon@loyalty.com.au

Carol De La Haye - Project Director
Email: carol@loyalty.com.au

Kathryn Price - Executive Assistant
Email: kathryn@loyalty.com.au

Dennis Alexander - Online and Promotion Designer
Email: dennis@loyalty.com.au

Justin Marshall - IT Consultant
Email: justin@loyalty.com.au

Major Client(s):

Coca-Cola, McDonald's, Masterfoods, QANTAS, News Limited, TAC, Coles Myer, Federal

Hotels, Courier-Mail, The Daily Telegraph, The Advertiser, Herald Sun

Head Office

Street Address
Suite 11, 210 Toorak Road
South Yarra, Vic, 3141
Phone: 03 9637 7000
Fax: 03 9637 7077

URL: www.loyalty.com.au

Marinelli Motorsport PR and Media Services Pty Ltd

Description:

Corporate public relations and media service specialising in the automotive and motor racing industry.

Established: 1995

Company/Business Philosophy:

To provide highly specialised media, customer and public communications services that provide tangible results.

Structuring of motorsport based marketing and public relations strategies for stakeholders to best leverage their sports marketing investment.

Director(s)/Executive(s):

Paul Marinelli - Contact
Email: paul@marinellipr.com.au

Major Client(s):

Repcos, Hella Australia, ZF Asia Pacific, Kimberley-Clark, Delphi, Ford Performance Racing, Calder Park Raceway, Adelaide International Raceway, Telstra Rally Australia, Unicoil International, Caterpillar of Australia, BP Australia, Bob Jane Corporation

Award(s):

Telstra and Victorian Government Small Business Pursuit of Excellence Award 1999

Head Office

Street Address
44 Lygon Street
East Brunswick, Vic, 3057
Phone: 03 9387 1333
Fax: 03 9387 1230

URL: www.marinellipr.com.au
Email: paul@marinellipr.com.au

Marketing Options Pty Ltd

Description:

Marketing Options is a full service sales promotion agency specialising in consumer promotions including:

- SMS and online
- Trade promotions
- Loyalty and incentive programmes
- Corporate marketing

Director(s)/Executive(s):

John Somerset - Managing Director

**Major Client(s):**

Jarrah, Pascall, Duracell, Home Hardware, Dunlop, Konica Minolta, Dr Pepper

Head Office

Street Address
317 Bay Street
Port Melbourne, Vic, 3207
Phone: 03 9645 3599
Fax: 03 9645 3699

URL: www.marketingoptions.com.au

Maynards PROMO Marketing Australia

Description:

Maynards PROMO Marketing Australia is a division of PPR (Professional Public Relations).

Director(s)/Executive(s):

Roger Maynard - Managing Director

Parent Company

Professional Public Relations
Street Address
118 Victoria Road
Rozelle, NSW, 2039

Head Office

Street Address
118 Victoria Road
Rozelle, NSW, 2039
Phone: 02 9555 6733

Mendleson Communication

Description:

An award-winning agency providing:

- Public relations
- Marketing
- Communications
- Management
- Writing and
- Editing services.

Specialists in:

- Health
- Natural resources
- Financial services
- Environment
- Engineering
- ICT and
- Government.

Established: 1997

Director(s)/Executive(s):

Nicola Mendleson - Director and Founder

Veronica McGowan - Senior Associate

Brigitte Claney - Consultant

Head Office

Street Address
1A Yarra Street
South Yarra, Vic, 3140
Phone: 03 9827 0422
Fax: 03 9827 1422

URL: www.mendleson.com.au

Email: info@mendleson.com.au

Mosaic Marketing & Communications Pty Ltd

Description:

Mosaic is an independent marketing, communications and public relations consultancy, with over 40 years of professional experience.

Mosaic performs all strategic, writing and campaign execution tasks inhouse and draws on the resources of skilled and talented business partners for creative input and strategic media buying.

Established: 2000

Number of Staff: 3

Company/Business Philosophy:

Mosaic represents a fusion of many parts, centred on a core business philosophy to create affective communications, delivered through the use of our extensive knowledge of medium disciplines, skill sets and execution capabilities.

Director(s)/Executive(s):

Alan Pavey - Director
35 Donald Street
Highett, Vic, 3190
Phone: 03 9553 6460
Fax: 03 9553 6460
Email: alan@mosaic-mc.com.au

Mr Neville Sice - Associate Director
35 Donald Street
Highett, Vic, 3190
Phone: 03 9553 6460
Fax: 03 9553 6460
Email: neville@mosaic-mc.com.au

Head Office

Street Address
35 Donald Street
Highett, Vic, 3190
Postal Address
PO Box 256
Sandringham, Vic, 3191
Phone: 03 9553 6460
Fax: 03 9553 6460

Email: alan@mosaic-mc.com.au

motiv8 Marketing Group

Established: 1981

Number of Staff: 8

Billings: \$2 million+

Director(s)/Executive(s):

Mr Ian Clifford Tuttleby - Managing Director

Major Client(s):

Shell, Dunlop Bedding, Bloom, SCA Hygiene Australia, McCormick Foods Australia, L'Oreal Australia, Crown Commercial, Hopes Health Products, Dickwicks

Media Agency: Mitchells

Head Office

Street Address
9 Yiannis Court
Springvale, Vic, 3171
Postal Address
PO Box 1255

Clayton South, Vic, 3169

Phone: 03 9548 2744

Fax: 03 9548 2944

URL: www.motiv8.net.au

Email: ian@motiv8.net.au

Nancarrow Marketing Company Pty Ltd

Description:

Brand building and retail client-based marketing communications agency.

Director(s)/Executive(s):

Digby Nancarrow - Managing Director

Parent Company

Adcorp
Street Address
Level 10, 473 Bourke Street
Melbourne, Vic, 3000
Phone: 03 9223 0999
Fax: 03 9223 0950

Head Office

Street Address
Level 10, 473 Bourke Street
Melbourne, Vic, 3000
Phone: 03 9223 0988

Email: digby@nmcmarketing.com

Nicolas Productions Pty Ltd

Description:

Public relations consultancy specialising in media communications, marketing, TV productions, major events.

Established: 1991

Company/Business Philosophy:

Honest, open, direct and professional.

Director(s)/Executive(s):

Ms Yvonne Nicolas - Director
2/31 Somerset Street
Richmond, Vic, 3121
Phone: 03 9428 6682
Fax: 03 9428 5243
Email: nicolasyvonne@hotmail.com

Major Client(s):

William Angliss Institute TAFE, AMES, Docklands

Head Office

Street Address
2/31 Somerset Street
Richmond, Vic, 3121
Phone: 03 9428 6682
Fax: 03 9428 5243

O'Keefe Communications Pty Ltd

Description:

Integrated marketing agency providing solutions for advertising/PR campaigns.



Established: 1986

Number of Staff: 4

Billings: \$2 million

Company/Business Philosophy:

Providing creative and accountable campaigns for budgets of all sizes.

Director(s)/Executive(s):

John O'Keefe - Managing Director

Suite 5, 620 St Kilda Road

Melbourne, Vic, 3004

Phone: 03 9820 4400

Fax: 03 9820 5233

Email: okc@okc.com.au

Management/Staff:

Paul Miller - Art Director

Ron Blaskett - Creative/Copy

Major Client(s):

- Packaged Foods/FMCG - Franchise - Retail

Award(s):

Communicator Awards (USA) - Print Category 2006

Summit Awards (USA) - TV Category 1999

Summit Awards (USA) - Print Category 1997

Summit Awards (USA) - TV Category 1997

Head Office

Street Address

Suite 5, 620 St Kilda Road

Melbourne, Vic, 3004

Phone: 03 9820 4400

Fax: 03 9820 5233

URL: www.okc.com.au

Email: okc@okc.com.au

On Campus Promotions

Description:

Advertising and promotions geared towards the student and youth market including:

- Newspapers and magazines
- Student diaries
- Radio - SYN FM
- Student websites
- Campus activities
- Event sponsorship, product sampling, showbags
- Orientation/disorientation
- Market stalls
- Parties
- Events
- Street press

Director(s)/Executive(s):

Amanda Van Rooyen - Marketing Manager

John Joseph - Director

Head Office

Street Address

Level 1, Suite 1, 397 Smith Street

Fitzroy, Vic, 3065

Phone: 03 9419 8044

Fax: 03 9419 8644

URL: www.oncampuspromotions.com.au

Options Consultants

Description:

Options Consultants provide internet marketing solutions including:

- Marketing strategy advice
- Creative web design and copywriting
- Permission email
- Search engine ranking solutions

Established: 1995

Director(s)/Executive(s):

Tony Kent - Founder/Managing Director

Cathy Howley - Creative Head

Brad Smith - Programming, Technical Guru

Major Client(s):

Acumen, Ansell, Encyclopaedia Britannica Asia-Pacific, Netspace, OAMPS, Rest Super-annuation, wishlist.com.au, webcarhire.com, HSBC, Porta, recruitmentsuper.com.au

Head Office

Street Address

110 Bridport Street

Albert Park, Vic, 3206

Phone: 03 9696 9711

Fax: 03 9696 9722

URL: www.options-strategy.com

Email: info@options-strategy.com

P & C Group

Description:

P & C Group provides two fully integrated divisions: corporate communications and event management.

Director(s)/Executive(s):

Christine Bolt - Contact

Head Office

Street Address

53 Drummond Street

Carlton, Vic, 3053

Phone: 03 9663 0886

Fax: 03 9663 0887

URL: www.peselandcarr.com.au

Email: christine.bolt@peselandcarr.com.au

Pacific Micromarketing Pty Ltd

Description:

Provision of consumer database marketing services.

Number of Staff: 65

Management/Staff:

Amy Allan - Marketing

Major Client(s):

Freedom Furniture

Head Office

Street Address

Freshwater Place, Levels 10-12, 2 Southbank

Boulevard

Southbank, Vic, 3000

Phone: 03 9936 3636

Fax: 03 9936 3738

Office(s):

Sydney Office

Level 13, 67 Albert Avenue

Chatswood, NSW, 2067

Phone: 02 9412 6090

Fax: 02 9413 9302

Email: contactus@pacmicro.com.au

Brisbane Office

Level 5, 320 Adelaide Street

Brisbane, Qld, 4000

Phone: 07 3010 9432

Fax: 07 3010 9001

Email: brisbane@pacmicro.com.au

Perth Office

141 Stanhope Road

Kalamunda, WA, 6076

Phone: 08 9293 0186

Fax: 08 9293 0069

Email: pacmicro@pacmicro.com.au

International Office(s):

Auckland Office

Quadrant House, 1 Pupuke Road

Takapuna, New Zealand

Phone: 09 979 3100

Fax: 09 979 3194

Wellington Office

Level 6, 169 The Terrace, Lambton Quay

Wellington, New Zealand

Phone: 04 499 0290

Fax: 04 471 1135

URL: www.pacmicro.com.au

Email: pacmicro@pacmicro.com.au

Parnham & Associates Pty Ltd

Description:

Parnham & Associates Pty Ltd are specialists in creative marketing solutions, especially info-commercials and info-commercials.

Services:

- Product development
- Product commercialisation
- Marketing
- Advertising
- Multimedia
- Online marketing and communication
- eCommerce

Established: 1977

Director(s)/Executive(s):

Leon Parnham - Chief Executive Officer

Head Office

Street Address

6 Menzies Avenue

Brighton, Vic, 3186

Postal Address

PO Box 8

Brighton, Vic, 3186

Phone: 03 9592 6634

Fax: 03 9592 3499



URL: www.parnham.com
Email: info@parnham.com

Peninsula Marketing Business Profitably

Description:
 Small business marketing agency.

Director(s)/Executive(s):
 David Mason - Director

Head Office
 Street Address
 36 The Outlook
 Bilgola Plateau, NSW, 2107
 Phone: 02 9918 2592
 Fax: 02 9918 2527

Piranha Marketing

Description:
 Marketing consultancy and promotional agency. Promotional personnel for events, gala dinners and demonstrations throughout Melbourne. Marketing support for small- to medium-sized businesses and promotional campaign assistance for established brands.

Established: 2003
Number of Staff: 40

Director(s)/Executive(s):
 Carmen Petropulo - Director
 PO Box 159
 Caulfield South, Vic, 3162
 Phone: 0416 062 435
 Email: carmen@piranhamarketing.com.au

Nicholas Petropulo - Promotions Manager
 PO Box 159
 Caulfield South, Vic, 3162
 Phone: 0416 062 435

Major Client(s):
 String Theory Productions, Entertainment Store, '1440 Productions', Film & Television Production House, Mercury Principle, Australian Film Institute, NAB, Charcoal Marketing

Head Office
 Street Address
 PO Box 159
 Caulfield South, Vic, 3162
 Phone: 0416 062 435

URL: www.piranhamarketing.com.au
Email: carmen@piranhamarketing.com.au

Pro Internet Marketing

Description:
 Internet marketing company.

Key services:

- 'Search engines-friendly' web design
- Search Engine Optimisation
- Search Engine Marketing
- e-Commerce solutions
- Internet strategy development

Established: 2002
Number of Staff: 6

Director(s)/Executive(s):
 Joseph Zaritski - Director

Major Client(s):
 Asian Pacific Business Centres, I-Xplore, Whateveruwant, Business Money, Waverley Forklifts, Tags Direct

Award(s):
 National Marketing Award - Finalist 2004

Head Office
 Street Address
 Suite 208, Level 2, 1 Queens Road
 Melbourne, Vic, 3004
 Phone: 03 9863 8377
 Fax: 03 9863 8378

URL: www.pro-internet-marketing.com.au
Email: info@pro-internet-marketing.com.au

Quadrant Marketing Pty Ltd

Description:
 Business development - know how.

Increase turnover, market share and profits! Providing a personalised capability for smaller companies (3 to 70 employees) to outsource their management and marketing expertise on a part time or a needed basis.

Our role is to assist the owners - to fix problems, clarify strategies and promote the business in the most effective and efficient way.

Established: 1983
Number of Staff: 2

Company/Business Philosophy:
 'Think globally, act locally and respond personally.'

Our approach is to provide:

- Strategic simplicity
- Global thinking
- Simple creative executions
- 'Can-do' service culture

Director(s)/Executive(s):
 David Hepworth - Managing Director
 Phone: 0412 106 450
 Email: david@quadrantmarketing.com.au

Dianne Hepworth - Director
 Email: dianne@quadrantmarketing.com.au

Major Client(s):
 Clients in building, professional services and food industries. A focus on manufacturing, distribution and service companies for domestic and export markets.

Head Office
 Street Address
 94 Brunel Street
 East Malvern, Vic, 3145
 Postal Address
 PO Box 101
 Darling, Vic, 3145
 Phone: 03 9886 9577
 Fax: 03 9885 0028

URL: www.quadrantmarketing.com.au
Email: quadmktg@ozemail.com.au

re:market'able

Description:
 Marketing communications company, specialising in marketing, retail, wholesale and e-commerce solutions to a range of industry. Expertise in marketing, buying and Direct Marketing.

Services:

- Marketing analysis
- Marketing strategy
- Market research (qualitative and quantitative)
- Brand building and positioning
- Promotional recommendations and implementation
- Competition analysis
- Customer targeting and segmentation
- SWOT analysis
- Pricing reports
- Distribution recommendations
- Product launches
- Retail buying
- Online marketing
- Direct Marketing (mail order)
- Copywriting
- Training

Director(s)/Executive(s):
 Karen Lurati - Principal

Major Client(s):
 RMIT, Deakin University, Monash University, Australian Retail Traders Association, Riot Art & Craft Stores, Fabienne Jewellery, Babies To Treasure, Cloud End Bed & Breakfast, Web Elements, Jetset Travel, AB Mortgage Solutions, Holism, Lasertecs

Head Office
 Street Address
 17 Oak Street
 Surrey Hills, Vic, 3127
 Phone: 02 9888 8490
 Fax: 02 9833 5611

URL: www.remarketable.com.au
Email: karen@remarketable.com.au

Roger James & Associates

Description:
 Research and communications consultancy. Roger James is current National Chairman of the Australian Marketing Institute (AMI) 2005-06.

Director(s)/Executive(s):
 Roger James - Director

Head Office
 Street Address
 3 Glen Court
 Templestowe, Vic, 3106
 Phone: 03 9846 6800

Email: rjahil@bigpond.net.au