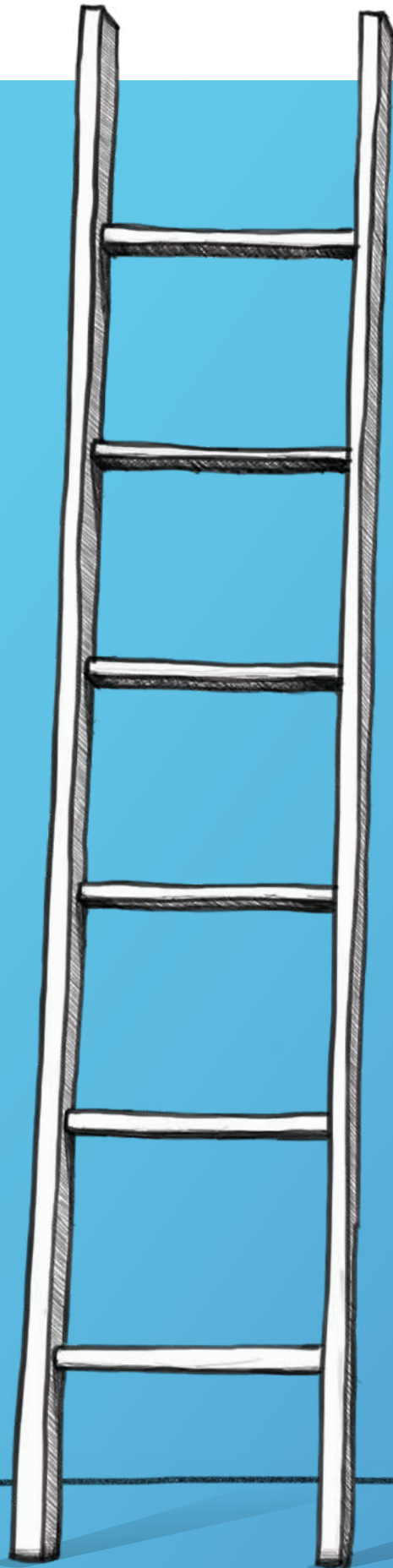




## CAPABILITIES STATEMENT

Helping You  
Reach Your Goals,  
One Rung at a Time



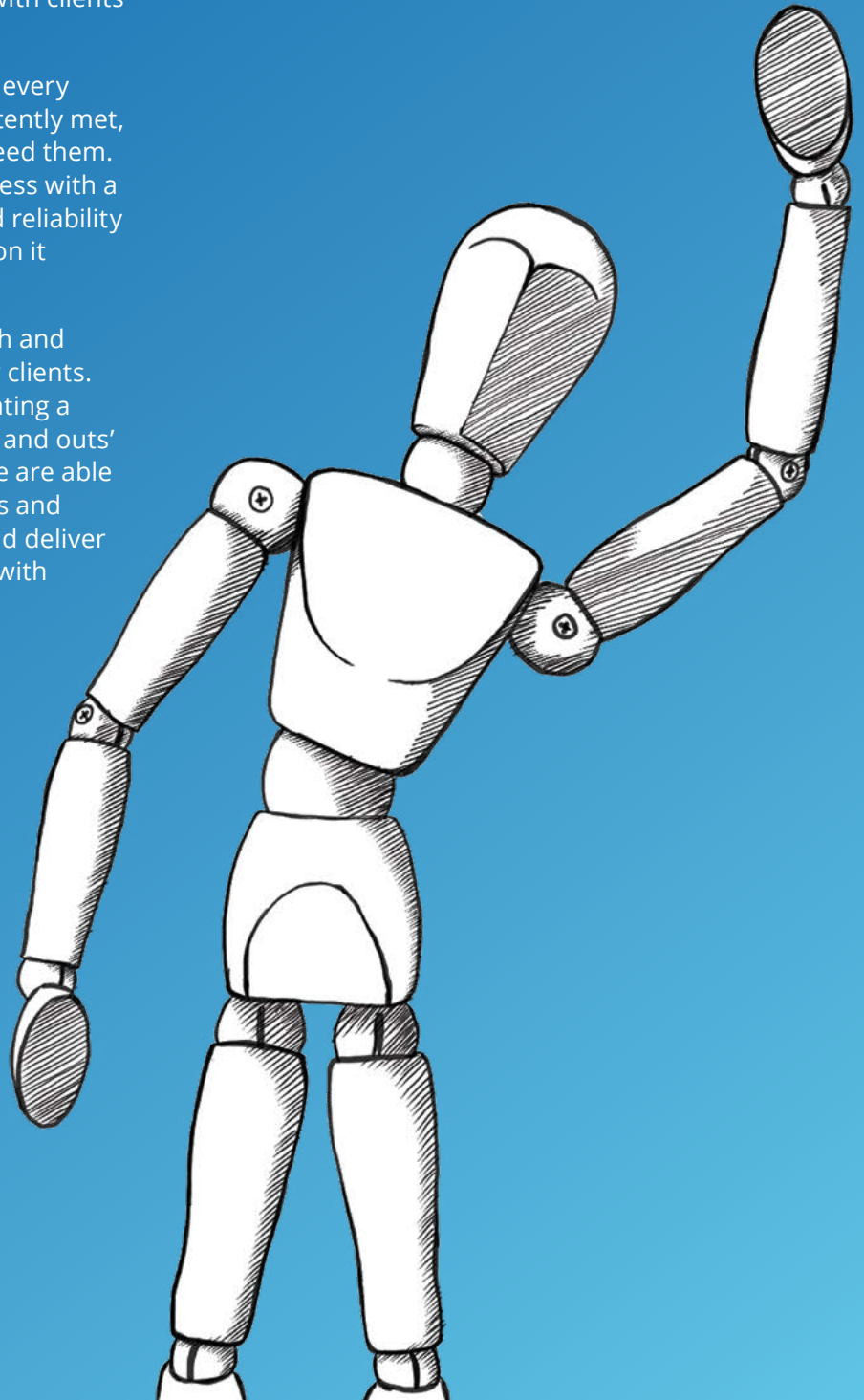
# Who is JAZ?

We are a small team of passionate, **cross-disciplined marketing and design professionals** who foster large ambition, take pride in our ability to adapt quickly, and **produce successful, creative outcomes.**

Over time we have established ourselves as industry leaders, and most importantly our capabilities have garnered trust and confidence since 1992, which has seen us create long-lasting relationships with clients who return to JAZ time and time again.

Our proactive and organised approach to every project means that your needs are consistently met, with our aim being to simultaneously exceed them. With this in mind we approach your business with a can-do attitude, coupled with passion and reliability that ensures your project gets the attention it deserves.

More importantly, we are easy to deal with and build long-standing relationships with our clients. We stand by the belief that the key to creating a successful brand is to get to know the 'ins and outs' of you and your business. In doing this, we are able to tailor our collective bank of experiences and expertise to suit your individual needs, and deliver the best possible solution for connecting with your audience.



# Benefits of working with JAZ

Our process is designed to be easy and enjoyable for our clients, removing the stress and replacing it with understanding and reliability.

No task is too much for us at JAZ – we have broad shoulders and open minds – best of all, we don't shy away from the unknown. We are innovative and curious, visual thinkers, doers, and creators. We will try anything to achieve greatness, and testing the boundaries is a part of our passion.

We are a high achieving team, who take a proactive approach to managing projects with a desire to get results.



*We are all really impressed with the production but also the excellent service and very nice relationship. Over the years I have dealt with many marketing people and often found that arrogance and superiority made the experience less than pleasant. I am very pleased to say that JAZ bring us highly valuable work whilst making it a very pleasant experience.*

**– Mike Walter, Kochii Eucalyptus Oil PTY LTD**

*It's been great working with you. You're highly skilled at what you do and I would recommend you in a heart beat.*

**– Karl Hale, WA Primary Health Alliance**

*Just a quick note during a hectic time for IOH, I'd like to express my very great thanks and genuine appreciation for the very responsive, very friendly and very impressive assistance from the JAZ team.*

**– Gareth Widger, Iron Ore Holdings**

*Hi Tim, I have been meaning to contact you and say thank you so much for the assistance of JAZ and the team, particularly Zoe and Deanna for all the help you gave us with the re-brand.*

*Zoe has been instrumental in driving the re-brand forward and I appreciate all of the effort that went into the project plan and identifying the key documents and materials required in order to have a new professional and approachable brand. Thank you!....*

**– Amanda Stephenson, Founder, Bluebird**

*Congrats Tim & the JAZ Family on 25 years, big achievement & proud to have been one of your clients from the earlier days.*

**– Matthew Williams, Sustainable Park Solutions**

*Thank you very much, you have done an excellent job with capturing all of the old site information as well as making much needed improvements.*

**– Karen Ridley, Entek Energy**



# How can we help?

As a full service agency who has been around for nearly 30 years there are many ways we can help you.

Rather than tell you all about us, we prefer to hear about you. By getting to know you and understanding the intricacies of your business and the challenges you face it is only then we can start to help you. There may be other solutions that you haven't thought about that are more effective. It is only by listening we can know this.

## What are you looking for help with?

Is it help with branding, design, marketing, web, social media, content creation, video or is there something else?

Whatever your needs are let's start with a conversation, it's cheap. That way we will find out more about each other and make sure we are a good fit.

“an umbrella of services  
in one company”



# Our Services...

## BRANDING

Over the years we have created many brands, redeveloped brands, promoted brands and protected brands. Sometimes it can be as simple as providing clarity on brand architecture and strategy

What are you looking to do?

- Create a new brand
- Re-develop or invigorate an existing brand
- Build brand awareness

At JAZ, this is our specialty. We explore your truth, and invest our creative curiosity into your market, your clients, and your point of difference. We go far beyond just the visual element, delving deeper into your values, vision, strategy and culture to create a brand identity that represents every little piece of your puzzle. The benefits of having a strong brand are endless. Your brand is an asset that gives your business value.

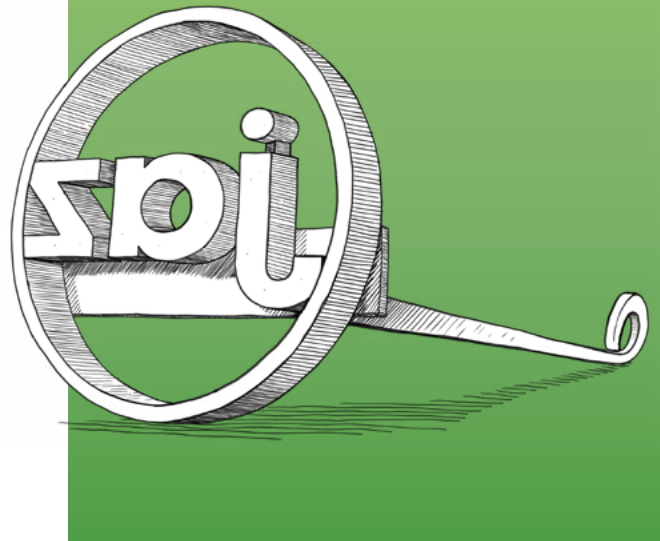
Starting from the core values we move outwards to the many layers that make up the visual aspect of the brand. By investing the time in strategy you create a brand that has meaning, substance and more importantly longevity.

Areas we have helped others include:

- Developing brands including the name
- Brand workshops, including key stakeholder engagement
- Trade marks
- Logo design & associated graphic
- Style guides
- Application of brand internally and in the office/shop fit out
- Brand strategy and architecture

### Brand Reputation

One of the most overlooked areas in branding is brand reputation. Now with the advent of social media brands have global exposure.



# EDENLIFE®

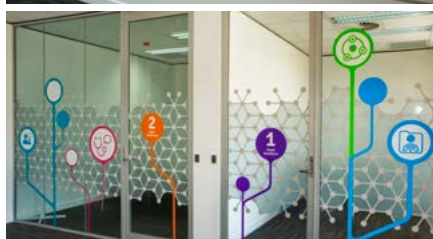


EDENLIFE®  
AUSTRALIND



EDENLIFE®  
MARGARET RIVER

Edenlife - Brand name, logo and sub-brand development |



WA Primary Health Alliance - Brand Development and Application of Brand on Office Fitout |

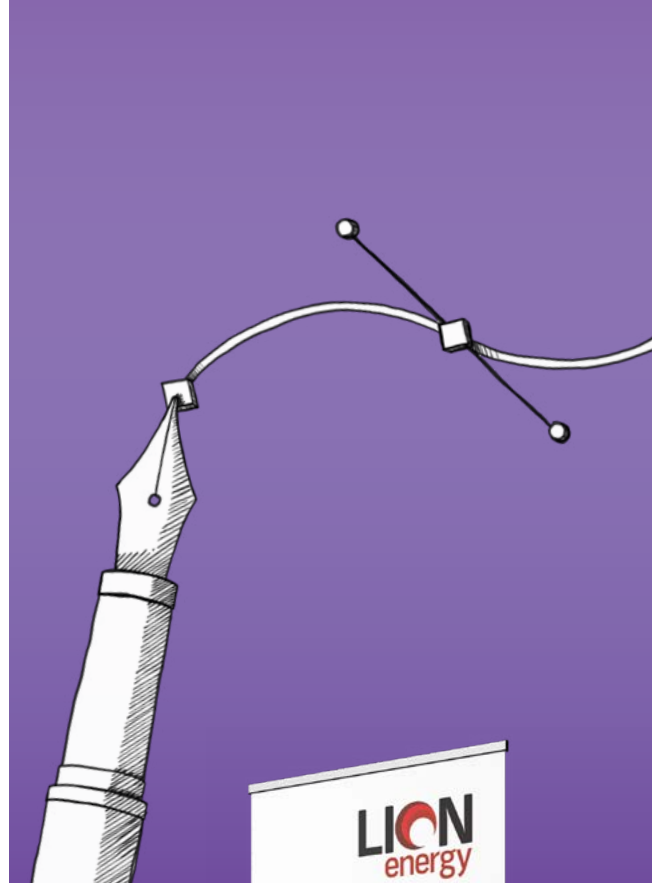


## DESIGN

If content is the king then design is the queen, as good content is made better with rich and engaging design. Creativity is at the very core of what we do, be it through our design or creative solutions.

We love nothing more than being able to transform even the most intricate ideas into a visual concept that is tangible, inventive, captivating and unique to you. We wholeheartedly agree with the belief that planning is the key to success, and demonstrate a sound and detailed approach to every element of our design process. First impressions do count, and there is no better way to create an impact with both an aesthetic and functional design.

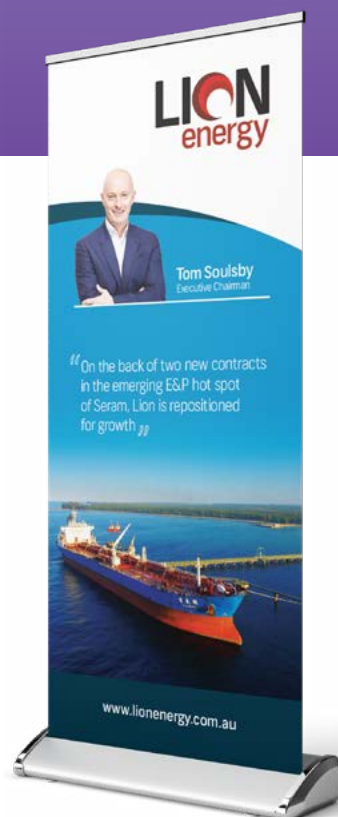
Our way of design is unique within our industry as we are driven by strategy; everything must have a purpose. Every colour we choose, every typeface used and every stroke that is applied has all been carefully selected to paint an overall picture of what your brand is truly about. We create logos, illustrations, design for print, design for web, invitations, brochures, posters, packaging, banners and signage to name just a few.



| Edenslife Australind - Brochures



| Seeds to Serve - Packaging



Lion Energy - Pull up banner |



| City of Swan - Swim School Characters

# MARKETING

At JAZ we believe the basic fundamentals of marketing haven't changed, just the approach and channels used. Today with so many options at your fingertips, it's about multiple levels and touch points working in unison towards a common goal.

We can help you define your goals, grow your audience, and promote your capabilities, all while cultivating the right campaigns to make your business shine through the different channels.

All this requires forward planning, creative strategies and clear goals aligned with your business objectives.

Our work with others includes:

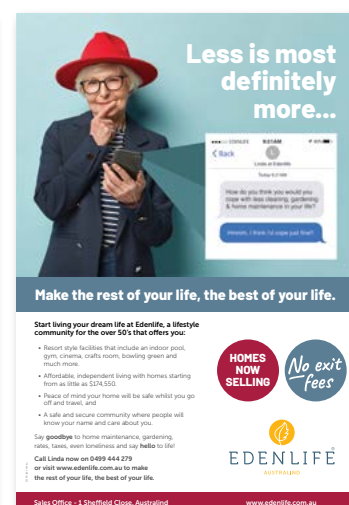
- Marketing plans and strategies
- Advertising campaigns
- Social media strategies
- Ongoing marketing support

To be effective and deliver results requires an intimate knowledge and understanding of your business as we look to implement a wide range of strategies that ignite your business's potential to get results.

It all starts with a conversation, let's talk.



JAZ Creative - Social media action plan template



Edénlife Australind - Strategic press campaigns, concept to creation



JAZ Creative - Social media marketing campaign

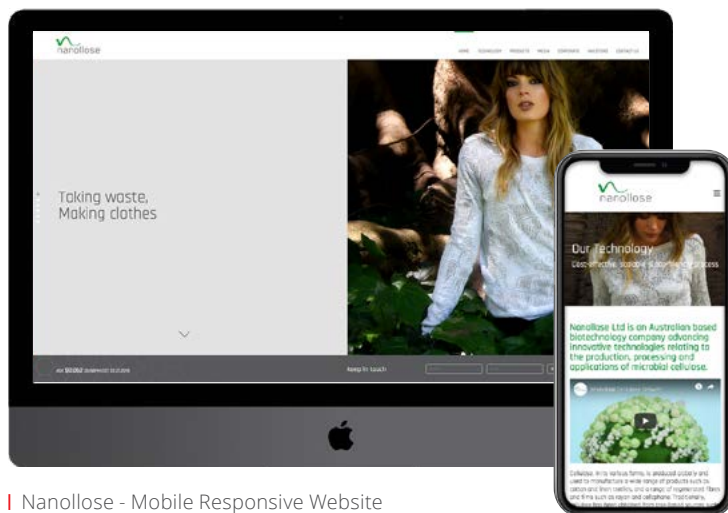
## WEB

The future of communication is well and truly at the feet of the World Wide Web – and as the fastest growing tool with which to connect, now more than ever consumers are turning to the web as their primary source of information, outpost, and reach.

Today being mobile friendly isn't good enough your website must be optimised for mobile devices and mobile centric in the user experience. Most importantly your site must be secure and running on HTTPS to Google standards at the very minimum.

As the web site is integral to your marketing we focus on custom-built web sites with a variety of data analysis and SEO tools. In the long term custom designed sites not only deliver better results, but work out more cost effective. For us websites are about giving your brand exposure and capturing leads.

Over the years we have built many different web sites. No two web sites are the same, every web project has unique goals and requirements. There are no shortcuts to careful planning and scoping to ensure you get the right results.



| Nanollose - Mobile Responsive Website



| Meningitis Centre - Public Health Videos  
SEMC - State Risk Animation Video



| Maze Architects - Website



## SOCIAL MEDIA

It seems that new social networking platforms are appearing from behind every corner, which can make it extremely difficult in knowing exactly where to commit your time and resources. One thing is for sure though – social media is here to stay, and investing your time in establishing a strong social media presence is an absolute necessity, not a luxury.

We can help you build your social media presence by helping to identify the best channels to reach your target audience, create purpose to your content, encourage engagement with your audience and deliver a unique experiences across the different platforms and it all starts with a strategy.

### Content Planning and Production

In order to effectively captivate your audience via social media, it is essential that you can identify the interests in which you share and are somewhat relevant to your business. People are after all, on these platforms for 'social' reasons, it is not feasible to use these platforms purely to sell your products and services. JAZ can help you maintain the correct balance between 'social' and 'business marketing' content, because if you're going to be socially active it is vital to do so correctly.

Part of our social media strategy plan includes a personalised 12-week schedule, which consists of example posts that you can use for your chosen social media platform. In addition, we also offer design proofs to accompany these posts.

### Conversation Management

With Social media marketing you may dictate what type of content gets published on your pages but you can never completely anticipate and control the 'conversations' that it will generate.

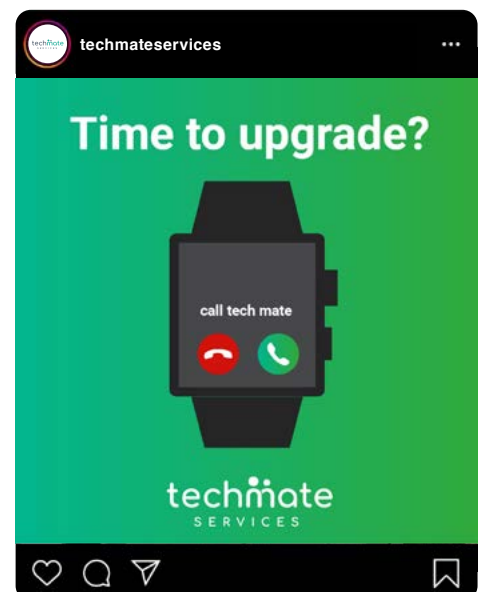
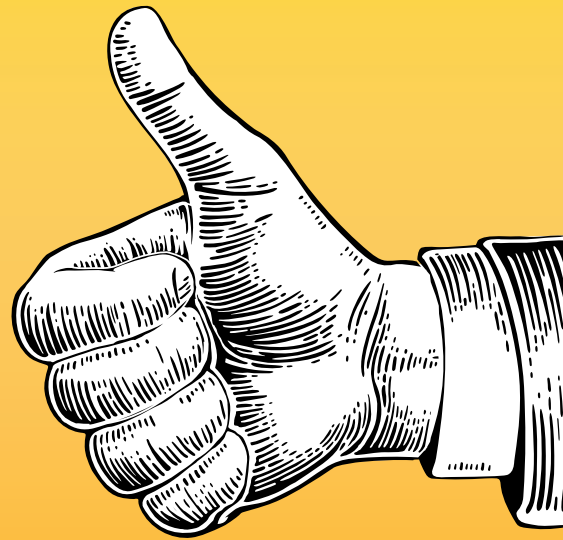
As part of our social media management service we identify where there are opportunities for your business to be mentioned, and develop ways that helps in adding value to these conversations.

Managing conversations promotes engagement from the audience, which in turn helps create the perception of a reputable and reliable business/brand.

### Issue Management

We've seen it all before, personal reputations and companies made and ruined in the blink of an eye due to unforeseen circumstances or misinterpreted behaviour that is relayed via social media. While social media presents various marketing there are potential risks. Part of our social media management service is to identify potential risks wherever possible and to have a plan to deal with it

Risk management plans are akin to having a fire extinguisher in building, you may never use it but it's there if you do.



Meningitis Centre Australia - Social media campaign graphic |  
Tech Mate Services - Social media graphic

# KEY PERSONNEL

Our team is a group of passionate, cross-disciplined designers, marketers and communication professionals who deliver successful, creative results.

## Tim Langford-Smith

### | MANAGING DIRECTOR

Tim has over 30 years experience in the design and marketing sector. Since founding JAZ in 1992, Tim has developed a strong instinct for customer focused business, which together with his leadership ability has helped position JAZ as one of WA's leading design agencies. Over the years, Tim has developed a specialist skillset including:



- Strategic brand architecture development
- Marketing strategy development
- Effective graphic design
- Designing and typesetting large and critical documents
- Research and copywriting

Over the last 27 years he has not only built his own businesses, but helped others grow through strategic marketing advice and custom implementation. Tim is driven to increase the profit margins of each business he works with and takes pride in providing growth solutions through strategy.

Passionate about branding and strategic thinking, Tim works with corporate clients across a wide range of market segments including:

- Governing authorities
- Infrastructure
- Resources
- Property
- Tourism
- Agriculture
- Education
- Manufacturing

## Zoe McKay

### | GENERAL MANAGER

Zoe joined JAZ in 2013 after working in local government and education. Years of a strong marketing focus across a range of disciplines, has positioned Zoe as our marketing powerhouse and has implemented successful social media activities for JAZ and an array of clients. Armed with a Bachelor in Business - double major in Marketing and Management and a Master of Business Administration, Zoe has a wealth of knowledge in:



- Strategic marketing
- Social media
- Copywriting
- Events
- Project management
- Community engagement
- Sponsorship
- Branding

Driven to create successful marketing strategies for clients, Zoe is apt in liaising with professionals at all levels. This, coupled with exceptional organisational and management skills makes her a real asset to the JAZ team.

## Cameron Macmillan

### | STUDIO MANAGER

Cameron has a Bachelor's degree in Creative Industries from Edith Cowan University, majoring in Graphic Design. His skills and experiences have been garnered from working in the graphic design industry for over 10 years, of which he has specialised in:



- Graphic design for print and web
- Typesetting large and critical documents
- Brand and logo development
- Small and medium format printing – both digital and offset
- Vector illustration
- Traditional illustration
- Infographics and diagrams
- Signage including; large format and spatial, way-finding, billboards as well as vehicle and boat wraps
- Video editing and animation
- Cartography
- Reading and interpreting architectural drawings
- Technical drawing and CAD

Cameron is technically minded and brings forth to this project an intimate knowledge with the Adobe suite, primarily InDesign, Illustrator, and Photoshop, as well as Premiere and After Effects. He has managed a variety of large-scale government projects, with his most notable being the design of all interior signage for the WA Primary Health Alliance. Cameron has strong strategic project management and leadership skills.

Cameron is also the Chairperson of the Marine Rescue WA Brand and Identity Committee, responsible for the holistic re-brand of the emergency service state-wide. In addition to this role, Cameron also sits on the Marine Rescue Vessel Livery and Brand Templates committees.

Outside of JAZ, Cameron is a passionate volunteer, committee member and past President of Fremantle Sea Rescue, a government gazetted organisation responsible for saving lives at sea.

## Angela Murray

### | DESIGNER

Angela graduated with a BA Hons in Visual Communications and started her design career in the advertising department of the Press & Journal newspaper back in Scotland. After three years in press advertising designing everything from one-off ads to full campaigns for clients, she moved on to working in a design agency and enjoyed dealing directly with clients to assist them with their advertising, signage, printed materials and design for web. Over the past six years in Australia, Angela has spent time managing eight different Australia-wide industrial product, clothing and safety brands, adding product packaging design to her long list of experience which includes:

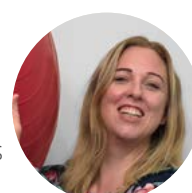


- Graphic design for print
- Design for web
- Advertising campaigns
- Brand and logo development
- Rebranding
- Vector illustration
- Photo retouching
- Product packaging design
- Copywriting
- Email campaigns
- Social media graphics
- Social media management
- Interior and exterior signage
- Vehicle livery

## Leanne Bishop

### | WEB COORDINATOR

Leanne holds Diplomas in Web Development and Digital Technologies along with a wealth of experience having worked in the industry for 10 years. For the majority of that time she has been self-employed working directly with business owners from a many different industries, locally, nationally and internationally.



- Leanne specialises in:
- Wordpress web development for usability and accessibility across all devices, browsers and operating systems
- Customer relationships and retention
- Troubleshooting and problem-solving
- Personalised and functional web solutions
- PHP5, CSS3, HTML5, MySQL, JQuery, Javascript



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