

whats it called



design studio

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PORTFOLIO

Ancora Fremantle

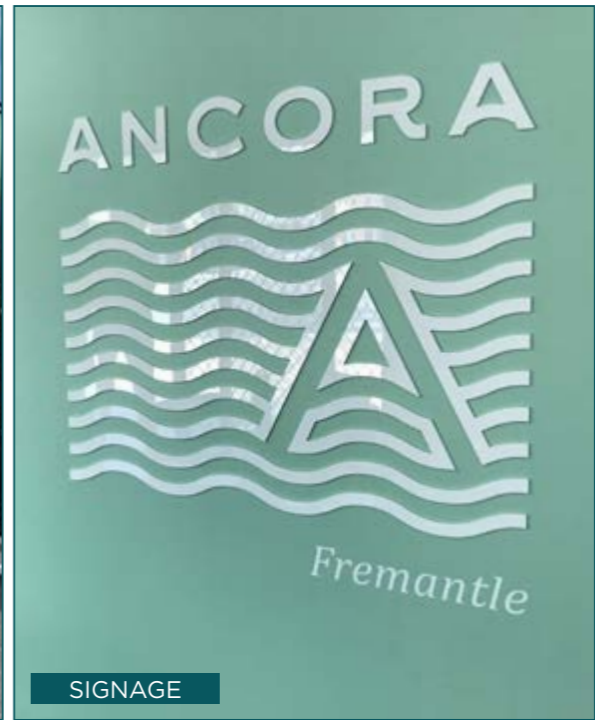
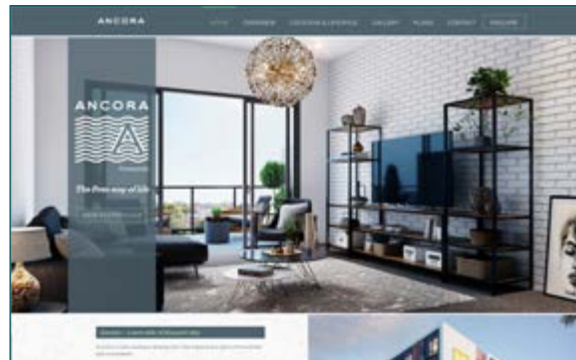
Design and set up of marketing collateral, for a new development in Fremantle. The target market, being first time home buyers, that aspire to live in this trendy cafe style environment. I developed a comprehensive.

Agency:
Campaign Focus

Links: [Click here to view Ancora Flythrough](#)



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WEBSITE

ADVERTISING

SIGNAGE

DISPLAY SUITE

DISPLAY SUITE

Palmyra Apartment Estate Finbar

Property development, for Finbar. Palmyra is a development situated on the outskirts of Fremantle. Only minutes bike ride to various destinations. I focussed on the bike ride to key venues and target the first time home buyer , the professional youth that needed to be in close proximity to the city as well as a few meters away from the vibrant lifestyle of fremantle. The entry price point for this development made it attractive to couples wanting to get into the market place.

We developed marketing sales tools, from a comprehensive brochure, on site, sales office, signage, tvc and newspaper advertising. Digital media comprised of Edms. Website and REA advertising.

Agency:
Campaign Focus

[Click here to view Palmyra TVC 30 sec](#)
[Click here to view Palmyra TVC 15 sec](#)



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MAILERS



DISPLAY SUITE



PRESS ADVERTS



BUS ADVERTISING



DISPLAY SUITE

One Kennedy Maylands

One Kennedy situated in Maylands, this is one of the top ranked areas to live in Australia. The development is situated walking distance to quirky cafes, bars and bakeries. This area is well sought after, we targeted first time home buyers. I sourced talent an influencer, and leveraged on that with all marketing material. Developing all marketing collateral as well as website and various social media posts, scripted and filmed. One Kennedy is a successful project, and was marked one of the fastest selling developments in the last quarter.

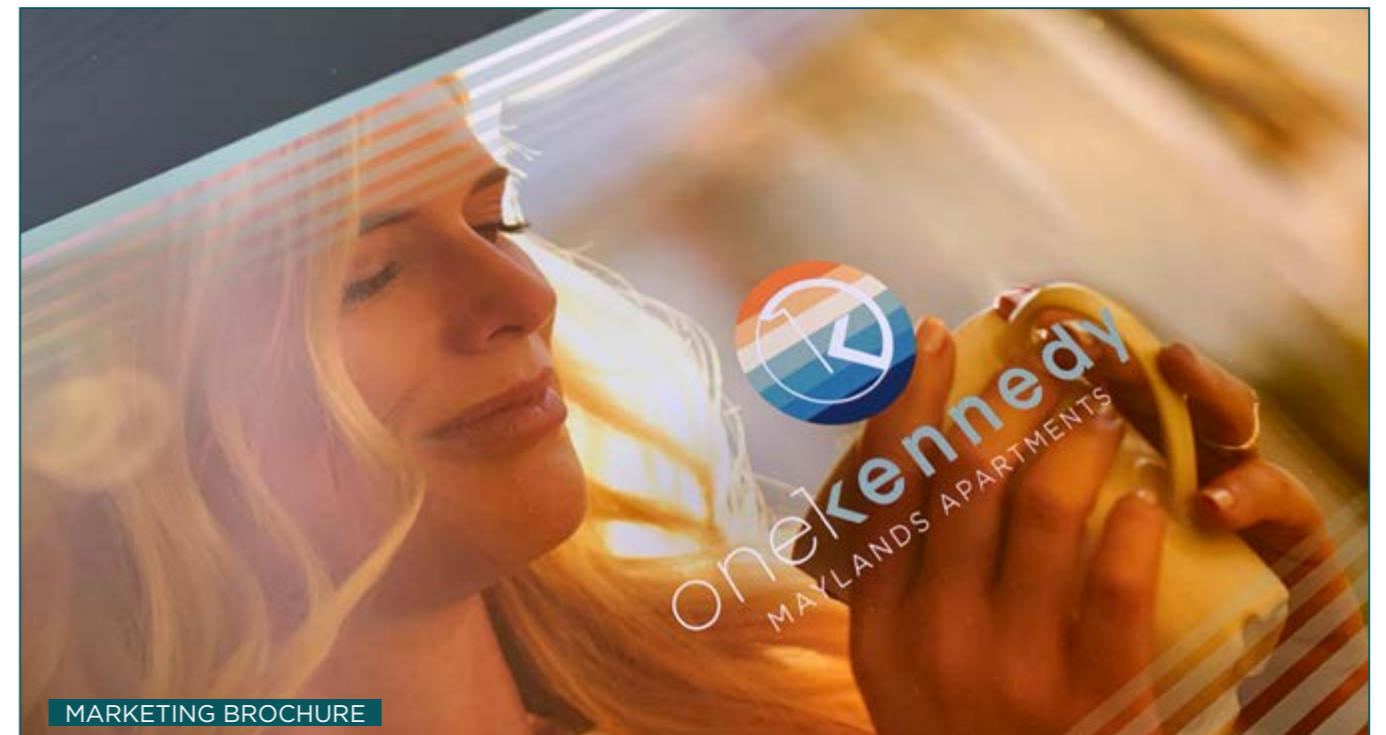
We developed icons with distances to various key areas, illustrated on the printed and digital collateral.

Agency: Campaign Focus

Links:

[Click here to view One Kennedy TVC 30 sec](#)

[Click here for instagram videos](#)



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WEBSITE



PRESS ADVERTISING



DISPLAY SUITE



ADVERTISING



SIGNAGE



SWATCH SAMPLE BOARDS



SIGNAGE

Amara Booragoon

Tower of apartments situated in Booragoon.
The Amara brand was developed as a fashion label.
Closely linked to retail as the apartments backed
onto one of Perth's largest shopping centres. Target-
ing high income professionals and down sizers.

A range of marketing collateral was developed for
this project.

Agency:
Campaign Focus

Links:
Amara TVC 30 sec



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PRESS ADVERTS



PRESS ADVERTS



PLANS BOOK



SHOPPING CENTER PROMO



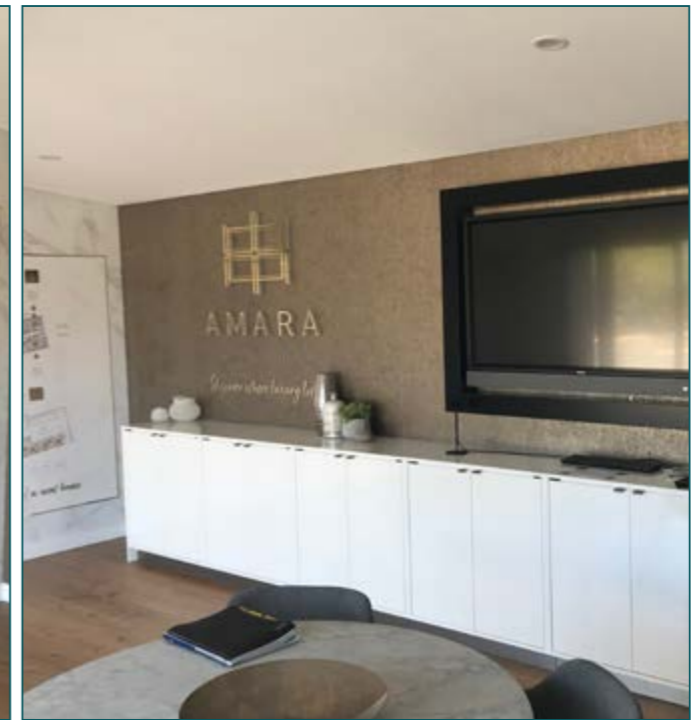
BUS ADVERTISEMENT



MAILER



BROCHURE



DISPLAY SUITE



SWATCH SAMPLE BOARDS



IFAP

116 page course and service guide outlining course details.

Agency:
Luminosity



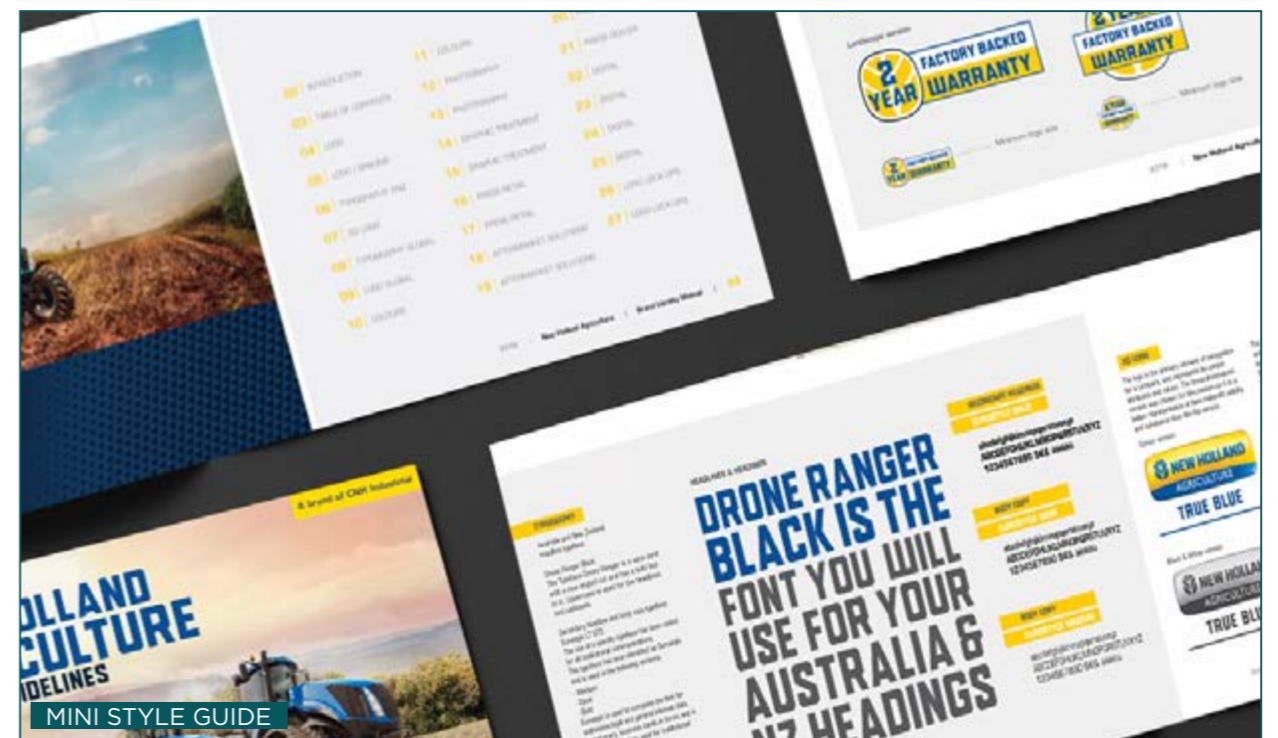
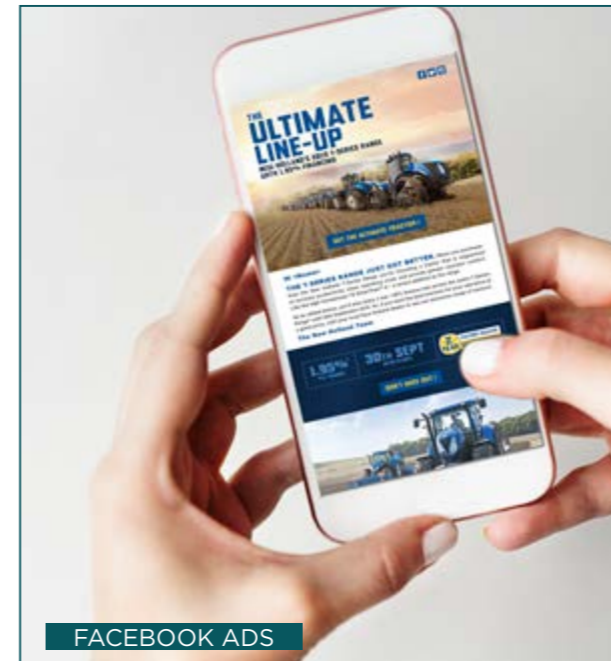
CATALOGUE PAGE SPREADS

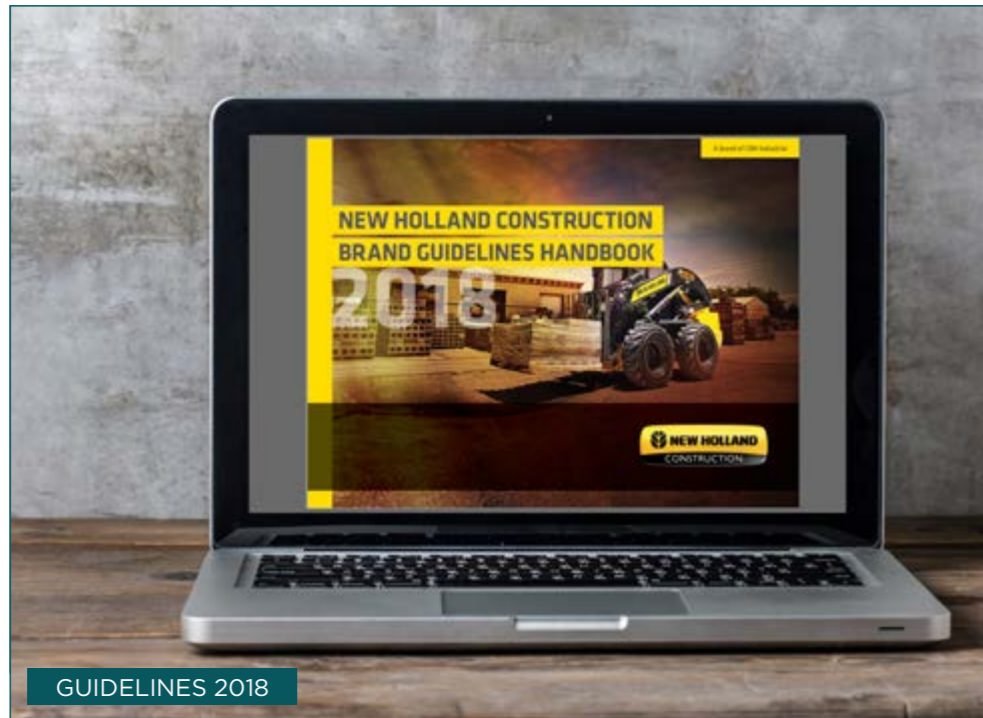


New Holland

Revamping an existing brand, New Holland Agriculture. Briefed to come up with a fresh approach to an already existing brand. Through the use of fonts, photography treatment and design elements, the brand was reworked and approved. I created a new style guide and a range of magazine adverts, Edm's and several digital banners

Agency:
Roloc Sydney





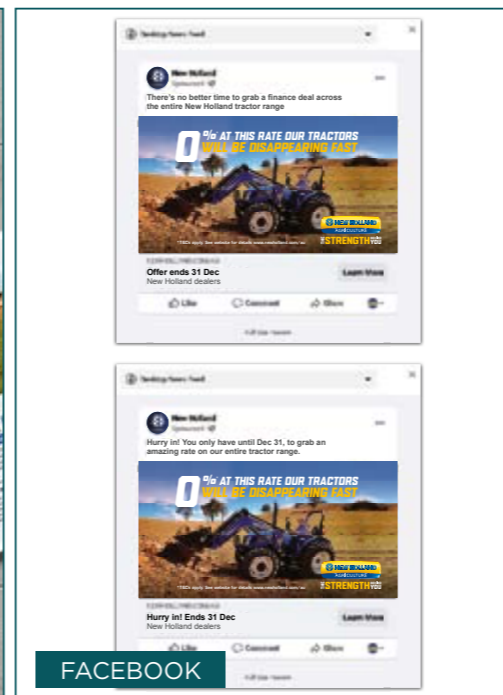
GUIDELINES 2018



POSTER



SUMMER CATALOGUE



FACEBOOK

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BACK  PORTFOLIO

Thank You