



# Boss Agency

Overview

Strategy / Branding / Creative / Digital / Content / Integrated Marketing



# A Digitally-Powered Creative Agency

We're a Melbourne branding and creative agency driven by clean, elegant and purposeful design.

We build and transform brands, and create campaigns that boost awareness, attract and inspire.

With over 25 years experience developing and helping brands to grow, our end goal is to give your brand a wow factor in today's fast-changing world. Working collaboratively with you and your team, we incorporate the latest design thinking and digital know-how to ensure we're always delivering ideas that innovate, engage and deliver value-driven results.

We delight in delivering big picture vision with the personal attention of a smaller agency. It's a journey of trust aimed at building a collaborative long term relationship with you to effectively connect with your client base.

You imagine. We create. It's that simple.

# Our Objectives

About Our Agency

It all starts with you. Our reason for being is to amplify your dreams and vision into something tangible and effective to get great results every time.

## Our purpose is to deliver results

We strive to continually evolve our thinking and practices, to ensure we're always delivering to our clients ideas that innovate, engage and deliver results.

Our aim is to bring value to your business and a wow factor to your brand. And, we do it together with you because there is power in partnerships.

## We do this by extracting what you already have

We actively bring together diverse perspectives – different skills, cultures, knowledge and outlooks. We unearth points of differentiation – giving them visibility – that generate a wealth of ideas. Making for smarter brand strategies, that lead to better creative outcomes.

We go beyond creating a 'pleasant' facade for your business. We create brands with meaning and depth. Substance and longevity. Working from the outside in, we put ourselves in the shoes of your customers, staff and stakeholders.

## And using it in amazing ways

At Boss Agency, our expert team of creative problem solvers will empower you with big ideas, actionable strategies, bold designs and effective digital marketing tactics, to deliver breakthrough branding, marketing, design and digital results in ways you've never imagined.

# How We Work Together

We empower you with big ideas, actionable strategies, bold design and effective digital marketing tactics that will generate the best results. Using an integrated approach, we drive you towards your goals and objectives by delivering custom solutions that are right for your business.

We delight in delivering big picture vision with the personal attention of a smaller agency.



## An Integrated Approach

Our multi-talented team can deliver anything from a brand refresh, a website design, an advertising campaign or an integrated project employing multiple marketing disciplines in tandem. Not only is our work thoughtfully executed to meet market, client and audience needs, but it is driven by clean, elegant and purposeful design.



## We Partner

We believe there is power in partnerships because when people connect, anything is possible. Boss Agency was founded on the belief that working with an agency should be a comfortable and collaborative process; When you work with Boss Agency, we want you to think of us as an extension of your team.



## We Act

When we connect, we are able to distill the complex and inspire action. Sometimes, you need a new perspective. With decades of experience leading, facilitating, and co-creating, our team helps you set a clear, measurable plan for success. Whether you work with us on a single project or the entire spectrum of integrated marketing services, you will come on a journey of trust. It personalises our work and builds a lasting relationship.



## We Customise

We always look for an approach that is purpose-fit specifically to the outcome we strive to achieve because we know every single brand is different. We take a fresh perspective and shine a light on where the opportunities for success really lie.



# An agency unlike an agency

Many Brains. One Powerhouse.



Dynamic skills and experiences drive our teams

Boss Agency is a powerhouse of passionate individuals working together to help businesses of all sizes craft, build and increase awareness of their brand. Armed with insight and with 25 years of combined experience, we create work that differentiates and resonates; balancing functionality and creativity to deliver unforgettable brand and digital experiences that enhance the vision you have for your project.

Partnering adds extra fuel to our work output

We work with business owners, entrepreneurs and marketing teams who are ready for more. Partnering with us will give you greater clarity and help broaden your vision. Together we will help you realise and reach your goals.

Your business is our business

Our team delivers custom solutions that are right for you. We tailor strategies, effective digital tools and design creatives to implement the absolute best of your ideas. In fact, we end up becoming an extension of your business, working with you and for you to drive results.

Our solutions are fully integrated from start to finish

We provide a seamless customer experience right through from strategy and planning to production and implementation. One dedicated team will manage your project, talk through the problems, consolidate the messaging, make the decisions and consider the costs. Our personalised collaborative approach will save you time and money.

# Our Process

## THE [BOSS] PROCESS



### PLAN

## Planning & Strategy

Questions and understanding are the basis for the direction and the source of our inspiration. Our thorough approach to analysis of your market place and technical application helps us build a thorough brief document that helps us hit the mark every time.



### CREATE

## Creative & Concepts

The visual concepts are where the magic happens but it doesn't happen by accident. We turn all the knowledge gained from our research into a range of creative concepts for you to assess. Close collaboration with our clients helps us sharpen the focus and target our creative to exactly their needs.



### DEVELOP

## Building & Development

Once the right creative direction has been chosen it is then just as important to know how to bring it all to life across various channels and mediums. We have the expertise to develop digital solutions using a wide range of popular technology and over 20 years experience creating print based artwork.



### DELIVER

## Delivery & Deployment

Whether it's launching a website, sending out a marketing campaign or printing a brochure. In-depth knowledge, timing and attention to detail are key to the finished product and success of your investment. A lot of care, effort and passion goes into our work and we want it to show.



### SUPPORT

## Maintenance & Support

We pride ourselves on forming long-term partnerships. Being a team you can rely on to ensure your brand and communications stay fresh, relevant and effective, way past the first point of delivery. From design and website updates to strategy reviews and proactive ideas, all aimed at keeping you ahead of the game.



# Starts with two bosses

Personal Beginnings. Big Dreams. Shared Aims.

We are not your usual bosses. We remain hands on to ensure every project receives our personal oversight. Our combined efforts have morphed into an ever-growing Boss team that designs the never-before-seen creatives and implements commanding marketing strategies.

By offering you our shared expertise and management skills, we will motivate you to drive your own brand from success to success.



## Emma Karkar

*Founding Director*

When Emma worked at the head offices of AOL and MTV in New York City — after completing her Masters of Science (Integrated Marketing) at NYU — she had no idea that her destiny would see her founding Boss Agency in Melbourne. Her uncanny ability to envisage new pathways and potential for clients and to convert these into complete creative and digital solutions — with her collaborative partner — has been the realisation of a long-held dream.

## Maurice Cifuentes

*Creative Director*

Maurice has an instinctively natural talent for seeing the bigger picture especially when dealing with cultural and digital trends. The brands he has transformed show his exceptional ability to prepare businesses for the future. It takes a very brave person to predict trends and then break category norms, but his work is testament to his very personal successes. Turning his talents to new ventures in this collaborative partnership opens up many exciting possibilities.

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# What makes you special

## (and makes us want the best for you)

Unique Brands. Brave Ideas. Ambitious Plans.

### Willing to try something new

Your business and your business model is what excites us, and putting your business on a new footing is a challenge we relish. What is more, we are fast, efficient and reliable.

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### Open to communicating

Your brand or new business concept is already unique, but you come to us because you want it to stand out and be noticed. So, understanding what you need is a critical starting point for us, but so too is communicating throughout our relationship.

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### Sharing goals and concerns

We partner with business owners, entrepreneurs and marketing teams who are ready for more. More growth, more clarity, more vision, more strategy, and more results. Whatever you are striving to achieve, we will help you realise your goals.

But most importantly, we are ever mindful of costs because we know you want results that justify whatever you spend.

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### Solutions and value

That brings us back to understanding your business goals from the outset. We deliver marketing solutions to help grow your business in ways you've never imagined. Our strategic messaging is carefully thought out to increase customer awareness of your brand and to provide concrete marketing deliverables to promote it.

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### Service at your finger tips

Your trust in us is just as important as your faith in our expertise. We focus on you wholly and the work that needs to be done. We can only do that by giving you the very best of ourselves and our skills. It's the customised service your business demands.



# Services

Boss helps you become the latest version of you, so that you will be the brand everyone is looking for. Our services will build the creative and digital experiences to make it happen.



## Strategy

We create a blueprint of your business and ensure your brand connects with your client base and adds value.



## Branding

We define what makes you unique and ensure your branding is consistent over every consumer touchpoint.



## Creative

We bring your ideas to life and turn them into extraordinary visual experiences that will see your brand recognised.



## Digital

We digitalise your ideas so your customers will interact and enable you to monitor their experiences.



## Content

We provide powerful content that is consistent, connects with potential customers and leaves a lasting impression.



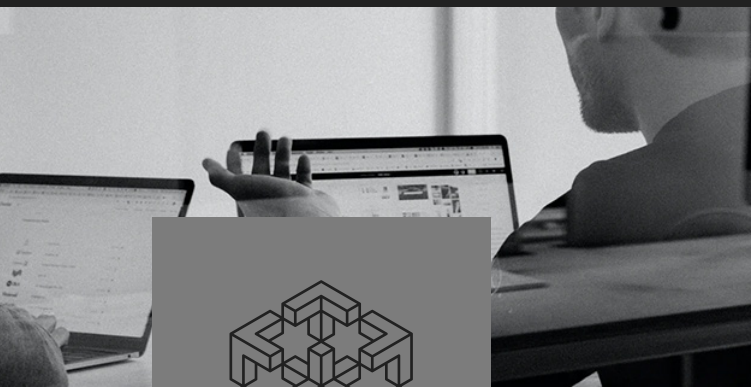
## Integrated Marketing

We employ cutting-edge marketing tools that give measurable strategies for a seamless customer experience.

# Strategy

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Brand strategy defines, differentiates, engages, paces and equips a business.



We live the brand with you and are your partners at every stage of the process. We create a blueprint that harnesses everything you want your business to be, so your brand resonates with your client base.

We spend quality time with you in order to uncover what your brand really stands for. After taking an objective look at the industry and key audiences, we articulate the purpose, proposition, and personality of your business to make tangible and emotional connections.

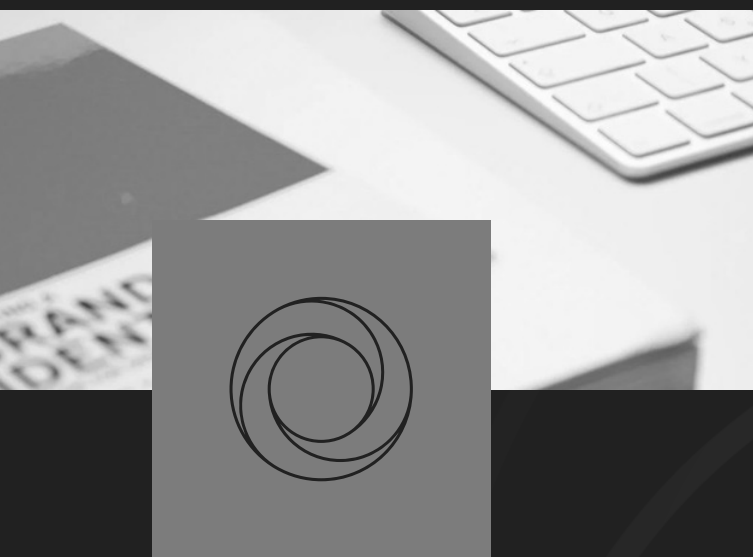
Services include:

- Consultancy
- Business Strategy
- Campaign Strategy
- Brand & Communications Strategy
- Marketing Strategy
- Media Strategy
- Digital Strategy
- Content Strategy
- Sales Tools

# Branding

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We create powerful brands by bringing storytelling, digital communication and innovative visual design together.



A good brand doesn't just happen. Each project is a personal quest to research and understand the ethos of the brand from many different perspectives and how it may most effectively be presented to the consumer – not just for immediate impact, but also long-term.

We'll help uncover what differentiates your brand from the competition; we'll define who you are and what makes you unique.

Our holistic approach bridges the gap between digital and design so that your branding permeates your entire business and remains consistent over every consumer touchpoint.

Services include:

- Brand Strategy
- Brand Management
- Brand Workshops
- Brand Architecture
- Brand Design
- Brand Revitalisation
- Brand Positioning
- Brand Identity
- Brand Guidelines
- Brand Name Development

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# 01 Understand: Research & Brand Discovery

Before we start designing your new brand, we undertake a 360 degree analysis of your market, industry, brand and customers to ensure we have a complete picture of your business environment. We'll begin by digging into your business, your goals, and your audience. Not only will this help us design the best possible brand for your business, but you'll also walk away with a deeper understanding of who you serve and how it can help them.

# 02 Explore: Brand Positioning & Strategy

We workshop to reveal your ideal customer, allowing us to build a brand personality that connects aesthetically and emotionally with your consumers. Through these demographics we explore and develop brand tone, brand values and establish a brand story which resonates strongly with your target market.

# 03 Create: The Identity Of Your Brand

Our discoveries made during research and development of your brand personality allows us to then position your brand effectively and create an authentic visual identity. Developing a brand image and creative solution that fosters a strong relationship between brand and customer.

# 04 Execute: Apply Identity Across All Elements & Rollout

Once you have a clear strategic direction and a visual identity that communicates your proposition, all your brand touchpoints should speak with the one voice and work together to deliver valuable brand experiences and connections at every stage of the customer journey. We ensure the expansion of your brand's story across all the creative elements required and that the right brand touch points are communicating the right message, brand voice and have a consistent look and feel.

# 05 Nurture: Brand Growth & Rollout

Following brand rollout, we nurture our established brands encouraging growth and exposure. We can help accelerate your brand with your marketing communications and a strategy. Our team of designers, photographers, copywriters and web developers can create promotional material in line with the brand guidelines, so all customer touch points (both print and digital) are consistent and remain on message.

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# Creative

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We think outside the box because every brand is different.



Our approach is carefully tailored to reach achievable outcomes.

The multi-faceted skills we bring to the table will make your ideas come to life. We push boundaries to turn them into extraordinary visual experiences that will see your brand recognised.

It's a creative journey we take together in the quest for success.

Services include:

- Creative Direction
- Graphic Design
- Logo Design
- Print Design
- Brand Collateral
- Packaging Design
- Stationery
- Advertising & Campaigns
- Signage / Display
- Vehicle Graphics
- Photography & Art Direction

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# Digital

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We deliver personalised digital experiences that accelerate growth and drive business outcomes.



Every category of your business needs to grow and thrive to compete in today's highly competitive environment

The Boss team is well-versed in harnessing the combined power of cutting-edge technology with a highly creative and strategic plan. We design and develop websites, digital campaigns and digital assets. Each has a purpose and tells a story. Our team of in-house designers and developers think across platforms, mediums and sizes, bringing digital concepts to life in a way that will give customers what they want and get them to interact. Those interactions will then generate the data and analytics you need to achieve a strong return on investment.

If you don't know where to begin, our specialists will show you how this powerful technology can enhance customer engagement and experiences, whether through full digital marketing integration or in a particular communication discipline. Once you see its effectiveness, you'll never look back.

Our intuitive and responsive solutions include:

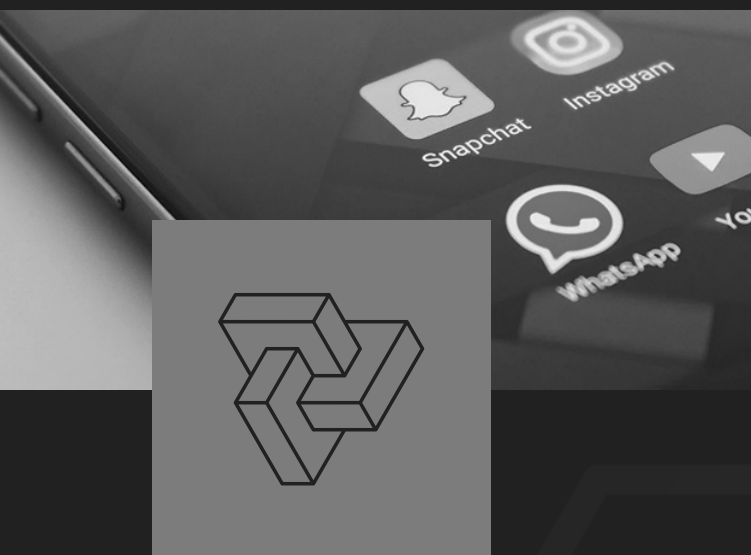
- Digital Strategy
- UI/UX
- Website Design
- Web Development
- eCommerce Websites
- User Experience
- Advertising
- Social Media
- SEM / SEO
- Email Marketing
- Marketing Automation

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# Content

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We make words count by creating content that your audience really wants to engage with.



Powerful content cuts through the noise. We know it has to excite, delight and entice. At Boss Agency, we deliver content marketing journeys to improve customer acquisition and satisfaction.

What words and how we use them is about striking the right chord. Whether the content created is for brand awareness, lead generation or nurturing purposes, the delivery must be consistent and targeted towards a specific audience.

Storytelling is the engine that drives marketing strategy. The more your story connects with potential customers, the more pull effect it will have on their purchasing journey. That is its core value.

Our copywriters are specialists in finding the voice and personality of your business and bring it to life across your print and digital marketing efforts. We make sure that the message reverberates, connects and leaves a lasting impression.

Services include:

- Website Content
- Blogs
- EDM's & eNewsletters
- Brochures
- eBooks
- Whitepapers
- Marketing & Sales Copy
- Press Releases
- Infographics
- Social & Google Ad Copy
- Copywriting / Editing / Proof Reading

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# Integrated Marketing

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Seamlessly integrated marketing solutions will make your brand stand out.



A good story integrates ideas with a clear purpose. Integrated marketing works when strategy, branding, creative, digital and content work hand in hand to bring commercial success to the client.

Our integrated marketing strategies provide a unified and seamless experience for consumers that will make your brand soar far above the competition.

Throughout the process, we work with you. We can work with your marketing team or be your marketing team. Either way, we provide you with a variety of marketing tools to ensure clear, effective and measurable marketing strategies aimed at achieving the results you want.

Services include:

- Integrated Marketing Plans
- Strategic Marketing
- Campaign Management
- Marketing Research
- Content Marketing
- Digital Marketing
- Advertising
- Marketing Automation
- Direct Marketing
- Point of Sale Marketing
- CRM
- Event & Exhibition Planning
- Stand Design & Execution

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# Contacts

When you deal with any of our team, you deal directly with the person who executes your ideas.

## Emma Karkar

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Emma is in charge of:

- Account Management
- Business Consultancy
- Marketing Strategy
- Brand Strategy
- Brand Management
- Brand Workshops
- Brand Name Development
- Marketing Strategy
- Marketing Plans
- Copywriting
- Social Media Management
- Content Marketing
- Reporting & Analytics

## Maurice Cifuentes

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Maurice is in charge of:

- Creative Direction
- Logo Design
- Graphic Design (Print & Digital)
- Packaging Design
- Brand Guidelines
- Photography
- Website Design & Development
- Digital Strategy
- Creative Campaigns
- Email Marketing
- SEO / SEM
- Signage / Display
- Vehicle Graphics

# Ready to build a brand that you love?

Boss Agency can help you develop your brand and content marketing strategy from scratch. Let's partner together to create an awesome future for your business.

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