



Integral

CREATIVE SERVICES
PORTFOLIO



Your creative services partner

Every interaction with your organisation is a brand experience. That means a customer experience, an employee experience or any other stakeholder who has a touchpoint with your brand.

The experiences span visual identity, creative media, awareness that your brand exists, and storytelling – communicating brand elements both externally and internally.

Integral partners with you to diagnose, understand, segment, strategise, and refine your brand experience across all touch points. We ensure that wherever and whenever you are found, the experience is a good one.

Our full spectrum of services provides creative, reliable, and adaptive solutions across the entire user journey.





Independent, local creative services agency now part of national 100 person brand experience, digital technology and program management provider.



Integral

AGENCY SERVICES



brand strategy

- Brand audits, research and analysis
- Brand promise, positioning, value proposition and message development
- Brand and customer experience
- Customer journey mapping and brand touchpoint development
- Customer persona development

experience design

- Visual identity and brand guide
- User experience design
- User interface design
- Graphic design
- Visual content
- Video and animation

communications

- Communications and engagement strategy
- Stakeholder engagement
- Consultation
- Storytelling
- Change communications
- Public relations
- Employee communications

digital marketing

- Research, audits and analysis
- Data and analytics
- Digital marketing strategy
- Search engine marketing
- Social media marketing
- Email marketing
- Marketing automation

marketing for results

- Research and analysis
- Strategy and planning
- Campaigns
- Advisory
- Audits
- Marketing-as-a-service

web

- Information architecture
- Web design and development
- CMS and DXP
- CRM

content

- Research and planning
- Strategy, creation and management
- Written
- Spoken
- Presented
- Broadcast
- Designed
- On page
- Video
- Animated



Integral

Portfolio

A SELECTION OF RECENT WORK DELIVERED
BY OUR BRAND AND CREATIVE SERVICES TEAM.

RBWH FOUNDATION

CLIENT RELATIONSHIP SINCE 2020

Not for profit | Medical research |
Philanthropy.

Design partner

Intimate understanding
of brand

Seamless briefing process



Graphic design for print, digital, event activations and outdoor

- Annual reports (donor impact)
- Major donor brochures
- Hospital campaigns
- Philanthropy proposals
- Logo development
- Print management
- Social graphics

RBWH FOUNDATION



YOU MAKE MEDICAL ADVANCES POSSIBLE

CELEBRATING 35 YEARS OF CREATING BETTER HEALTH

Annual Report (Donor impact)

RBWH RESEARCH GROUPS AND DEPARTMENTS

RESEARCH SERVICES

INTERNAL MEDICINE SERVICES

CANCER CARE SERVICES

PATIENT CARE AND CLINICAL SERVICES

MENTAL HEALTH SERVICES

YOU JOINED THE RACE AGAINST CORONAVIRUS

CORONAVIRUS ACTION FUND AMOUNT RAISED: \$5,766,807

THANK YOU FOR SUPPORTING COVID-19 RESEARCH

URBAN'S STORY

SURVIVING BURNS THANKS TO MEDICAL RESEARCH

NEW Ways to Make New Skin

YOUR Support Helped Save Captain Crispy Dave

Supporting Research to Save Tiny Lives

YOU MAKE MEDICAL ADVANCES POSSIBLE

WELCOME TO OUR 2020 DONOR IMPACT REPORT

YOU POWER MEDICAL RESEARCH

WORLD-LEADING RESEARCH AND PATIENT CARE BY THE NUMBERS

Over the past year at the RBWH...

- ALMOST 200 RESEARCH PROJECTS WERE UNDERWAY
- OVER 500 RBWH CLINICAL RESEARCH TRIALS WERE CONDUCTED
- ALMOST 8000 PEOPLE PRESENTED TO BURNS EMERGENCY AND TRAUMA
- CLOSE TO 200 STUDIES WERE FUNDRAISED BY RBWH CLINICAL RESEARCHERS
- OVER 1000 EPISODES OF HEALTH CARE WERE PROVIDED
- MORE THAN 2000 CANCER CARE PRESENTATIONS, CONSULTATIONS AND ADJUSTMENTS OCCURRED
- 25000 SURGERIES WERE PERFORMED
- 1000 QUEENSLAND BABIES WERE DELIVERED

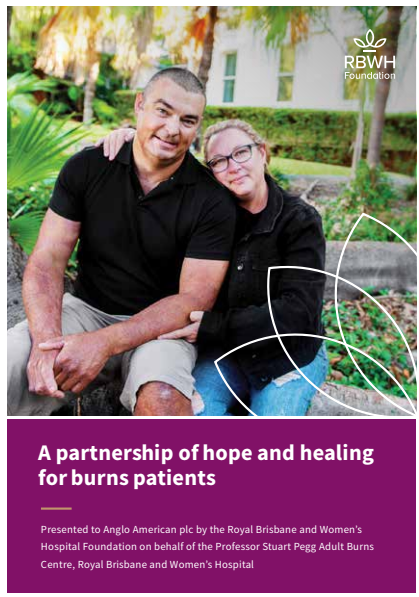
THE RBWH FOUNDATION HAS DISTRIBUTED MORE THAN \$50 MILLION OVER THE PAST 35 YEARS.

THANK YOU FOR YOUR GENEROSITY AND COMPASSION

BETTER HEALTH FOR ALL TODAY



RBWH FOUNDATION



Philanthropy proposals



2020 Campaign posters

Raise It For Redcliffe Hospital - Logo development, various Giving Day campaign designs including item shown below; campaign logo, brochure, billboard, pull banner and bunting.

Raise it for Redcliffe Hospital

Proudly supported by the RBWH Foundation



Redcliffe Hospital Giving Day

13 OCTOBER 2021

Proudly supported by RBWH Foundation



SYNAPSE

AUSTRALIA'S BRAIN INJURY ORGANISATION

CLIENT RELATIONSHIP SINCE 2018

Not for profit | NDIS provider

Creative design and strategic campaign services

Long term client relationship

Intimate understanding of brand

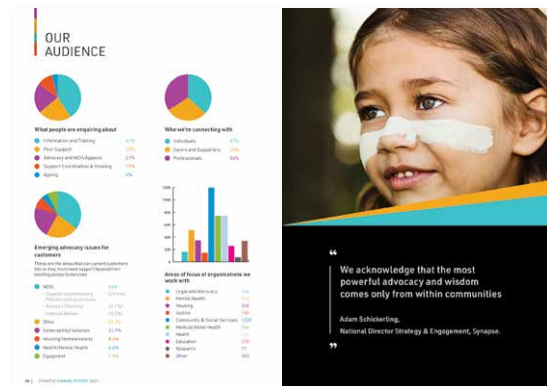
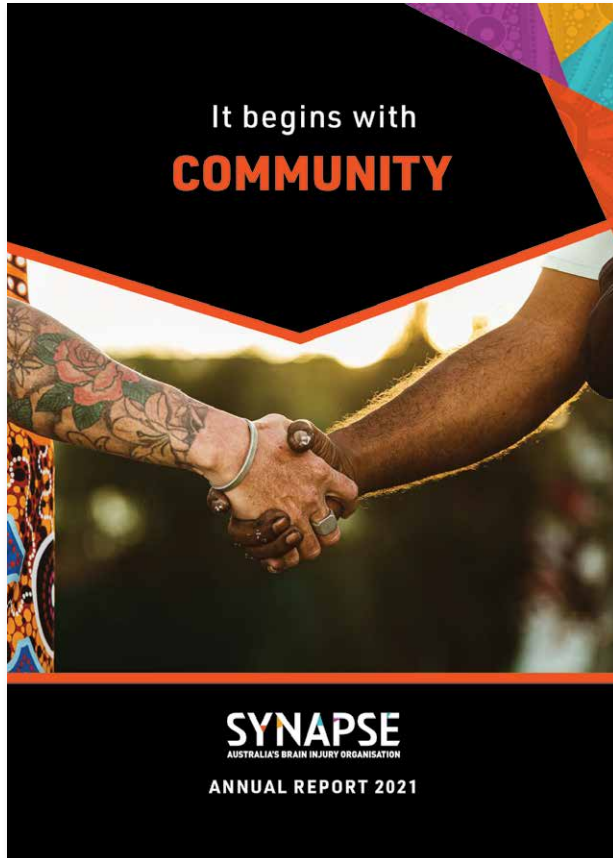


Graphic design for print, digital, event activations and outdoor

- Annual Reports – print and digital
- Long form publications – print and digital
- Iconography
- Training materials
- Brochures
- Digital design – email, social media, campaign landing pages
- Print management

SYNAPSE

AUSTRALIA'S BRAIN INJURY ORGANISATION



2021 Annual Report



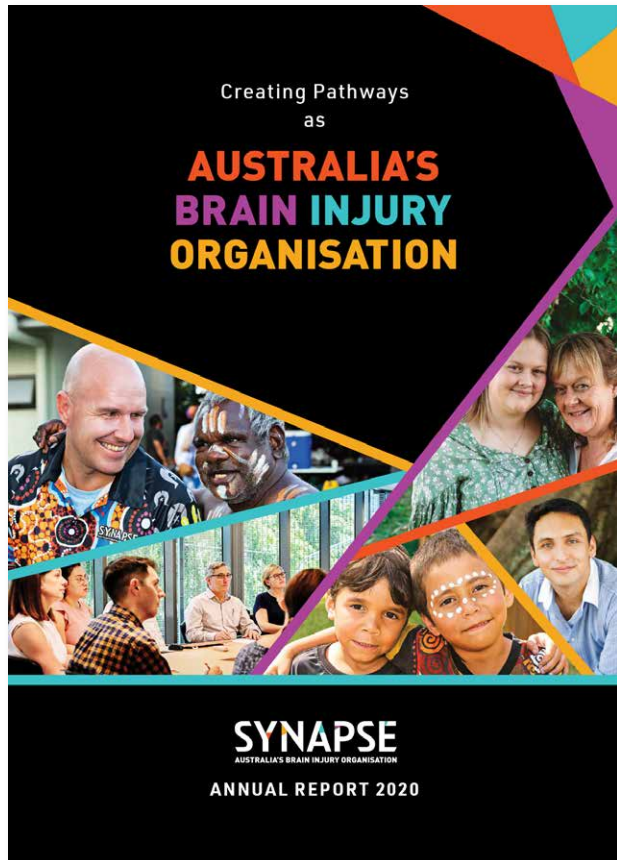
164pp The Facts Booklet 2020

Icon development

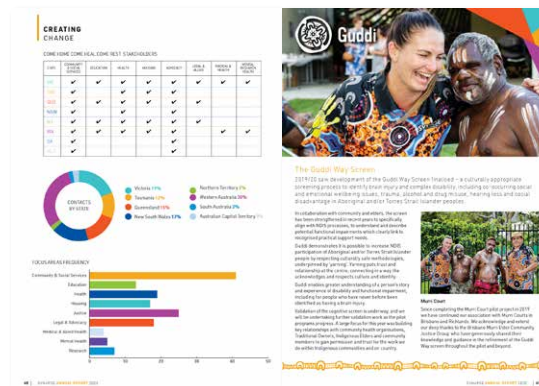


SYNAPSE

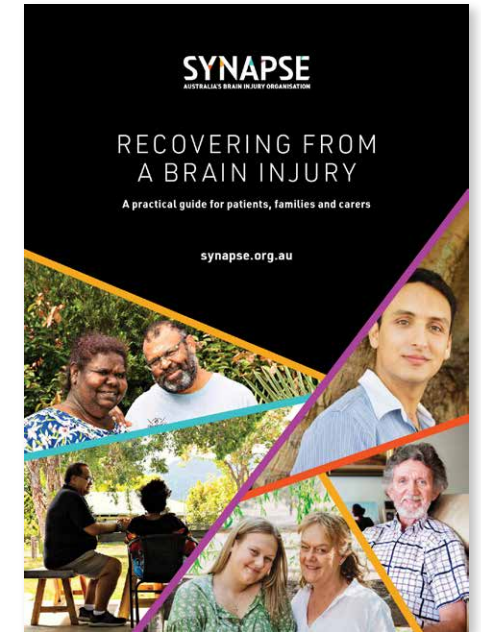
AUSTRALIA'S BRAIN INJURY ORGANISATION



2020 Annual Report



Daily Activity Journal



Information Booklet



QUEENSLAND WALKS

CLIENT RELATIONSHIP SINCE 2021

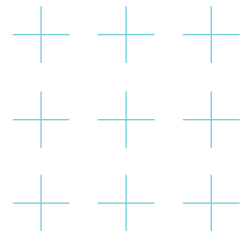
Community organisation | Advocacy

Promoting walking in Queensland.

Queensland Walks Month 2021

Campaign creative – concept and execution

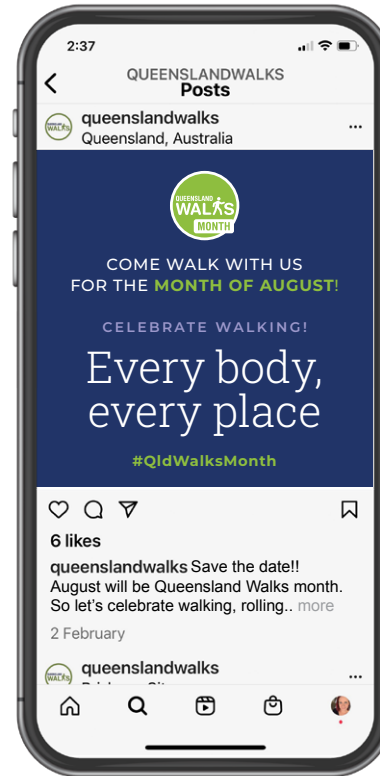
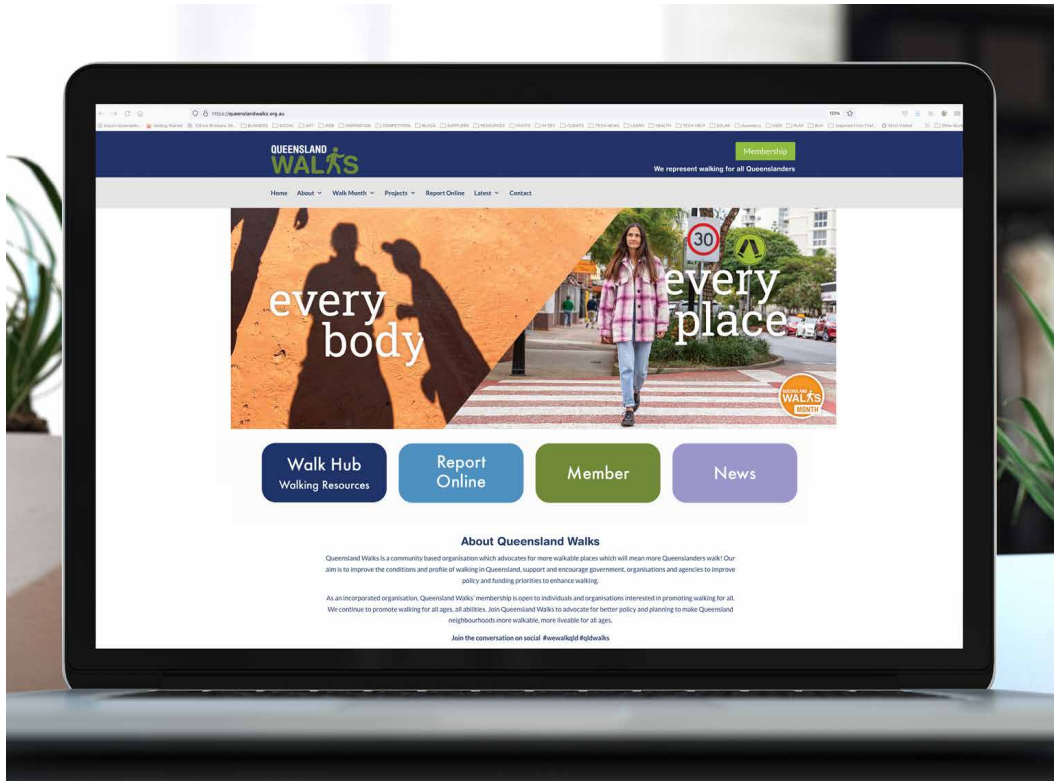
Niche brand (logo) update



Niche brand development and campaign implementation, incorporating Queensland Walks brand, and campaign partners Heart Foundation, 10,000Steps and Snap Send Solve, including:

- Logo modification
- Campaign creative – visual language, tagline and messaging
- Imagery
- Poster design
- Animation
- Website banner graphics
- Email marketing design
- Social media tiles
- Copywriting
- Social media marketing
- Reporting

QUEENSLAND WALKS



PROCENSOL

CLIENT RELATIONSHIP SINCE 2015

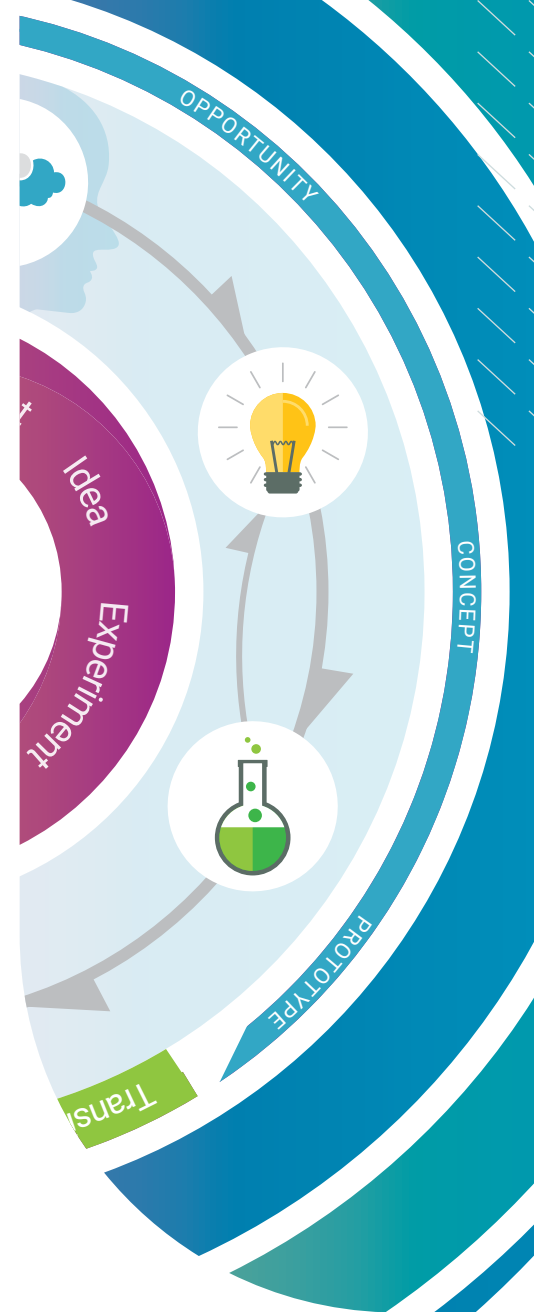
B2B | Intelligent Automation

Outsourced marketing
agency partner

Long term client

Extension of team

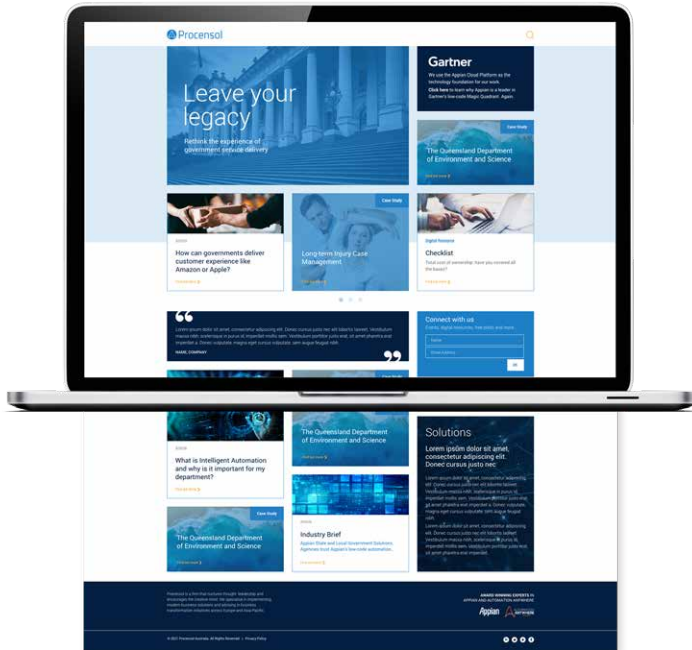
Intimate understanding of
brand and business



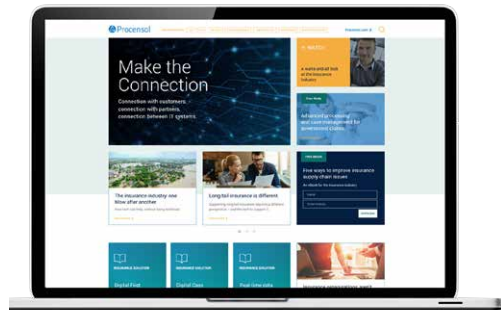
Graphic design for print, digital and event marketing

- Niche brand and logo design
- Brochure, case studies and whitepaper designs
- Campaign collateral design
- Event collateral design
- Event banner and booth design
- Digital design - web, social media, email
- Motion graphics / animation
- Video / photography
- Promotional merchandise
- Stationery and business card design
- Templates design (MS Word and PPT)
- Signage design (office)
- Print management

PROCENSOL



Microsite website UI and implementation



Conference Brochure 2021

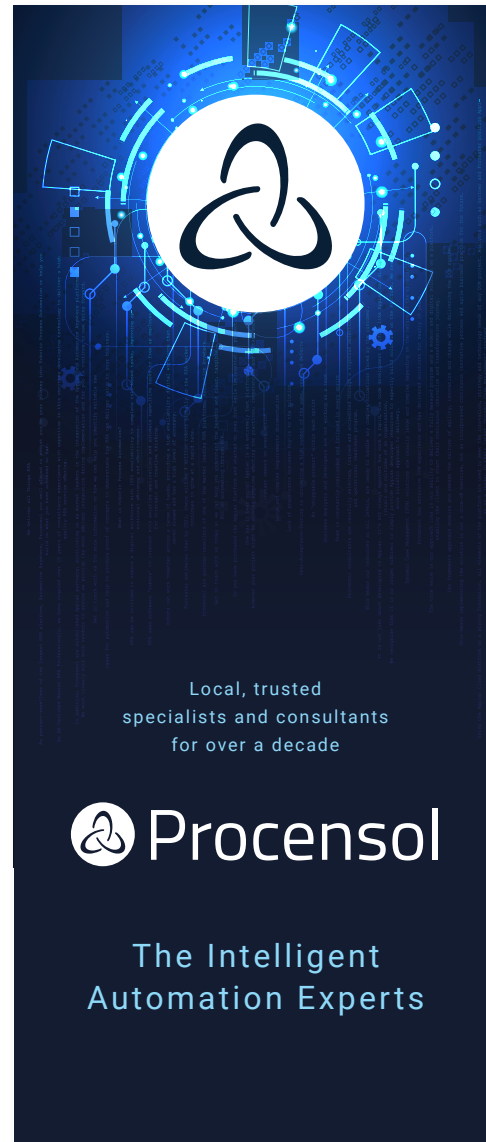


Data sheet and case study suites

PROCENSOL



Modern Business Transformation brochure



Pull up banner



Innovation lifecycle diagrams



Intelligent Automation animation feature

POPULACE THREADS

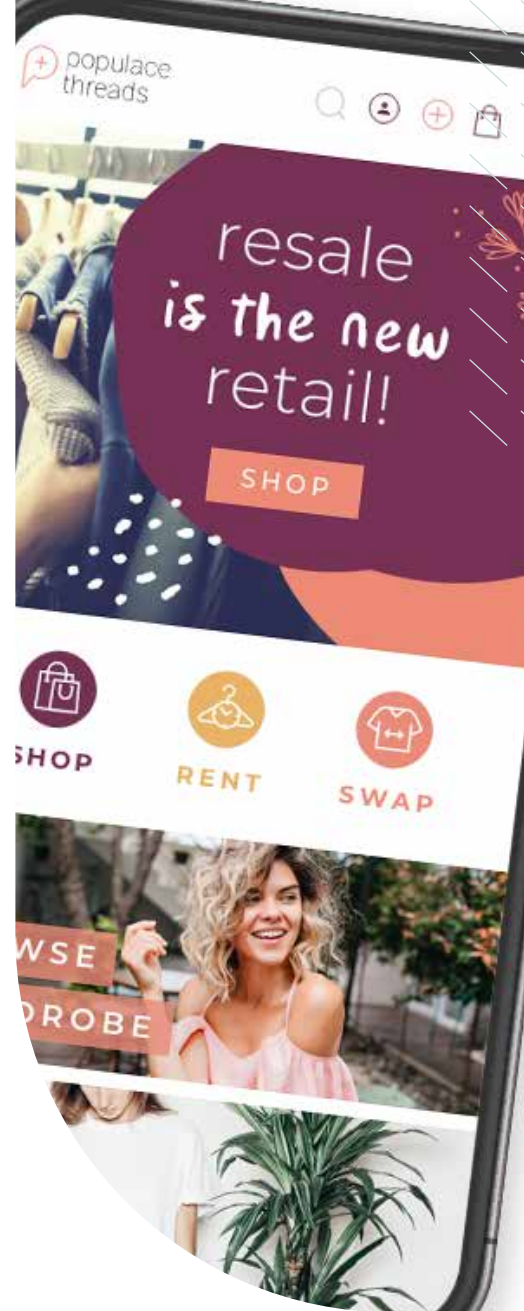
CLIENT RELATIONSHIP SINCE 2017

Start Up client | Sustainability | Circular Economy.

Brand and identity

Long term client relationship

Intimate understanding of brand



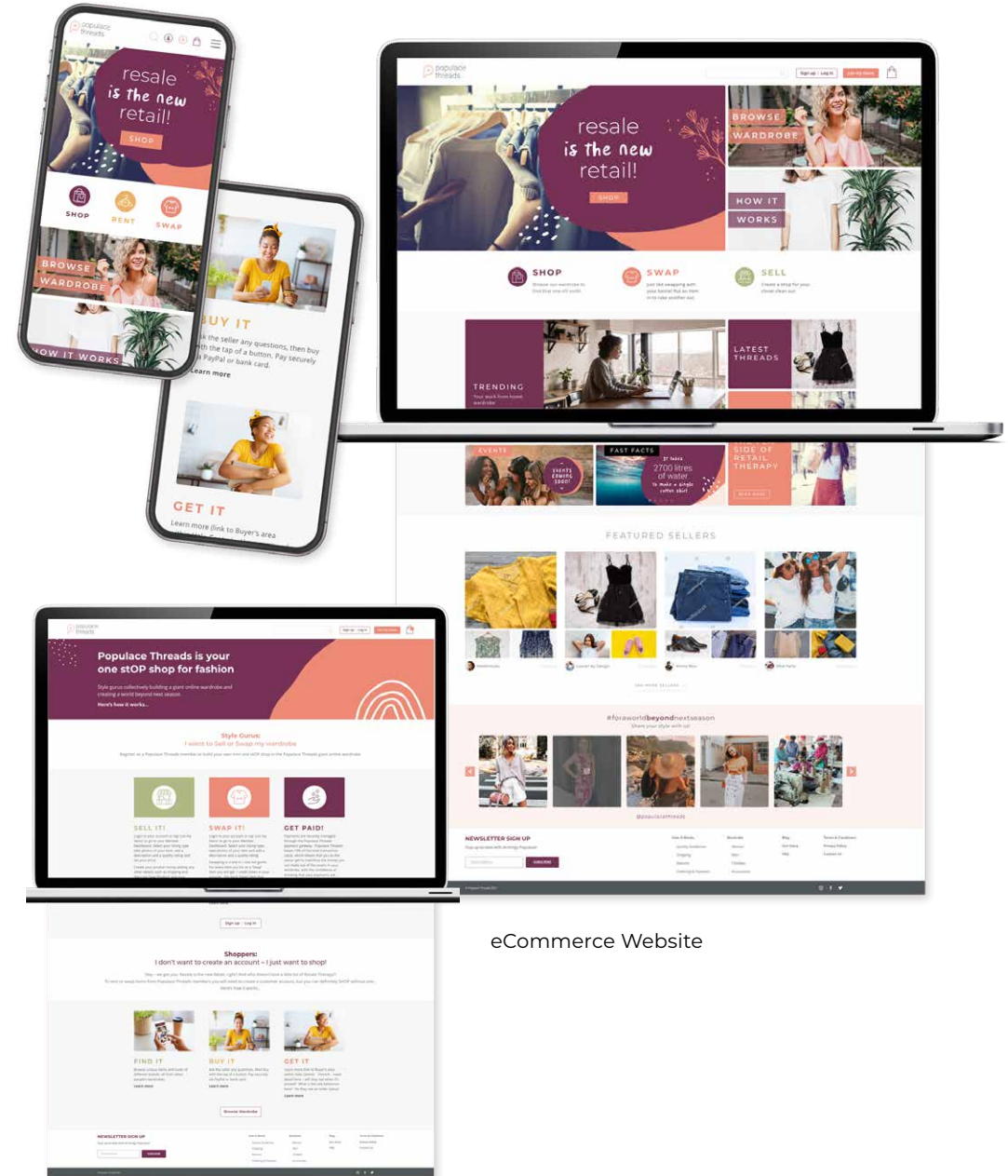
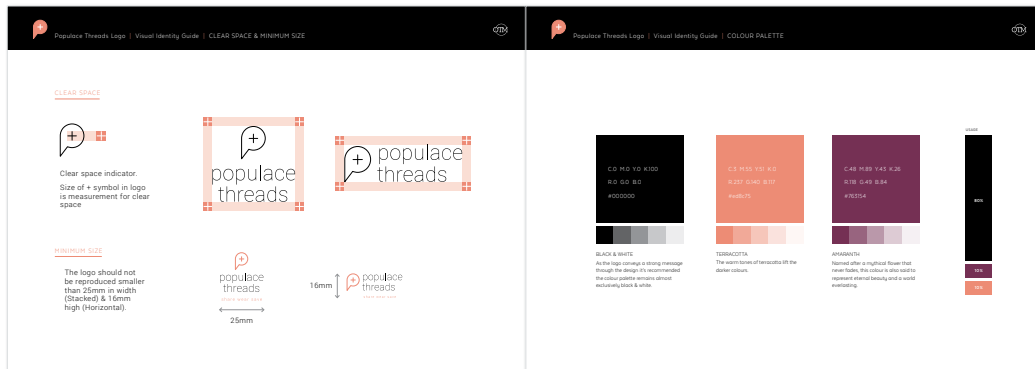
Creative services including

- Original brand development – logo, colour palette, style guide
- Website design
- Postcard design
- Business card design
- Social media graphics design
- Email marketing banner design

POPULACE THREADS



Visual identity development
with brand guidelines

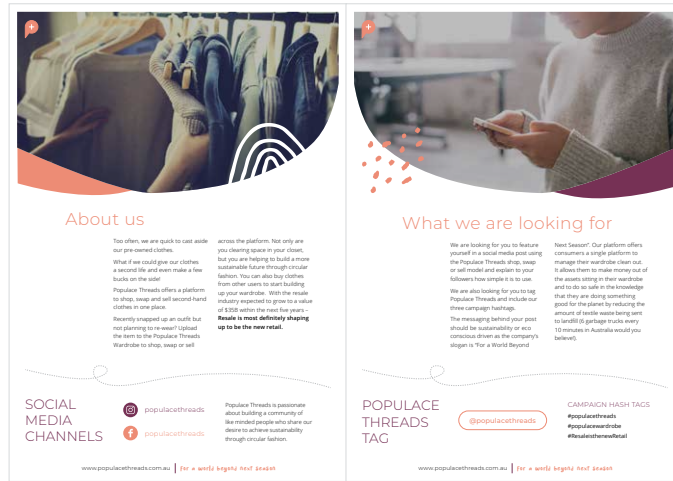


eCommerce Website

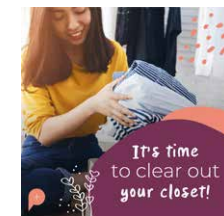
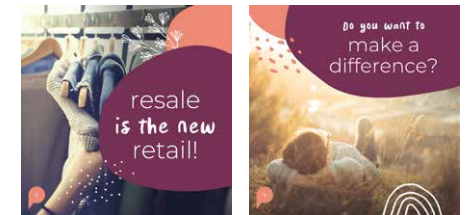
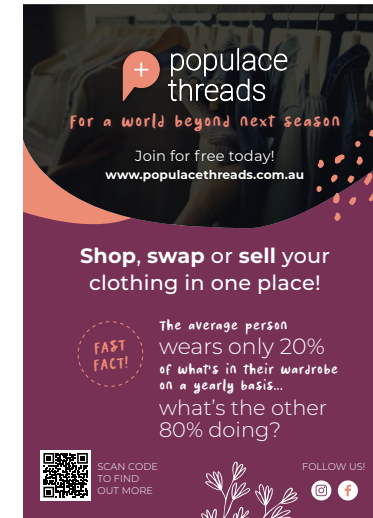
POPULACE THREADS



Influencer brief



Postcard



Social media graphics

HELP ENTERPRISES

CLIENT RELATIONSHIP SINCE 2020

Disability employment and support services | Not for profit

Partnered with Integral | OTM for brand advisory, digital and content marketing and project implementation



Brand strategy engagement:

- Brand audit
- Brand research and insights including customer focus groups, employee focus groups, customer interviews, digital survey and participant research.
- Brand archetypes
- Brand strategy advisory, including linkage to values and brand personality

HELP ENTERPRISES



Brand research and customer experience workshops

BRAND ARCHETYPES

Whether big or small, every brand has a personality and will align with a character archetype (or in some cases a few archetypes with one being more prominent). In this exercise we'd like you to tell us which of the 12 archetypes you think that your brand aligns with the most. **Choose your top 3.**

Archetypes to aspire to – customers including supported employees

integral | OTM
theOTMCompany.com

Influential Swiss psychologist and psychiatrist Carl Jung originally developed the concepts of extroverted and introverted personality, archetypes and collective unconscious.

Brand research - handout

Channels reviewed

| | Facebook | LinkedIn | Instagram | Twitter | YouTube | Google | Search |
|----------------------------|----------|----------|-----------|---------|---------|--------|--------|
| HELP Enterprises | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Gap4Life | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| HELP Target Chain Services | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| HELP Employment | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| HELP Disability Care | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Motivya Centre | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Strategic Insights

Market position and online visibility: Generally, HELP ranks lower than competitors and the broader market.

Purpose, goals and conversion: Clarity on targets for each channel. Goals and conversion to measure ROI.

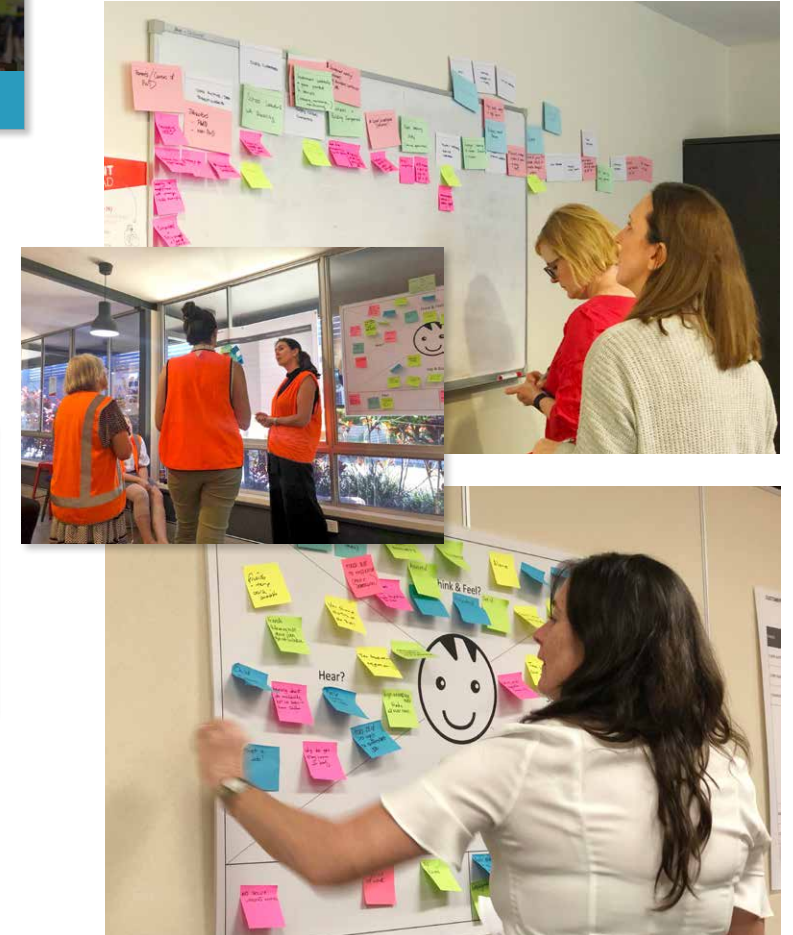
Customers: understand more about customer needs, aspirations and behaviors, and their touchpoints with the brand (particularly digital).

Brand: digital channels contribute a professional, engaging brand and the design, content and images align with character to reinforce the overall experience and ensure consistency with a disability world of control and enhanced brand awareness. Visual identity is distinct and generally applied consistently.

Digital user experience: clearer pathways, site navigation, accessibility.

Competitive Position - Analytics

Analytics tools allow you to benchmark and track HELP's position in relation to its competitors and to the market overall.



GRIFFITH UNIVERSITY

- “Improving the Student Experience Project”
- Trusted partner
- Long term client
- Digital solutions to improve student experience



Complex course advisor and student enrolment process simplified with a high quality user focused design and seamless digital experience.

INSURET

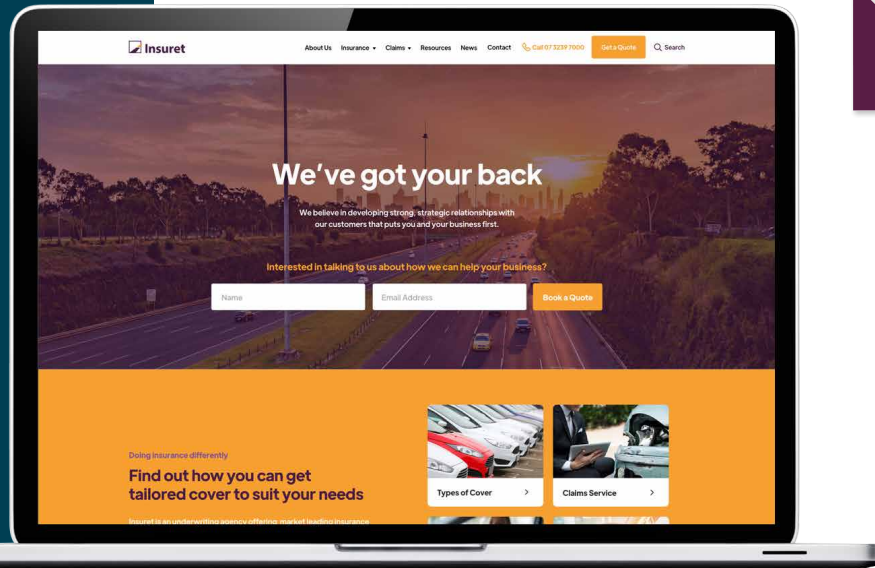
- Website UI and development
- Brochures
- Blog article copywriting
- Business development, marketing strategy, social media strategy
- Strategy workshops
- Powerpoint presentation template
- Data visualisation for reports



Focused Claim Management website



Brochure - digital and print



Insuret website



Powerpoint presentation template



Brochure - digital and print

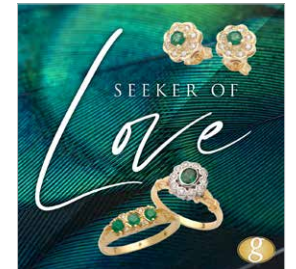
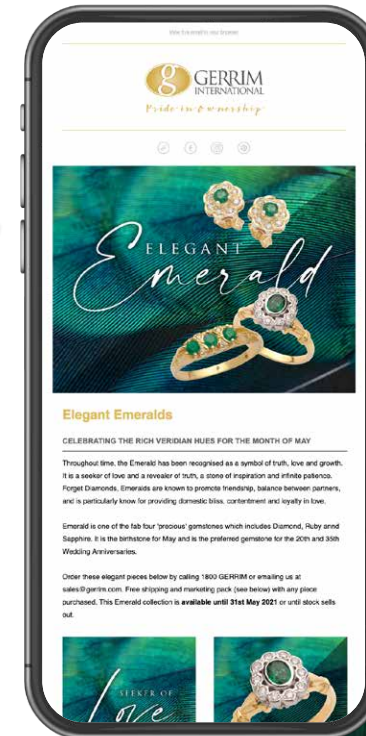
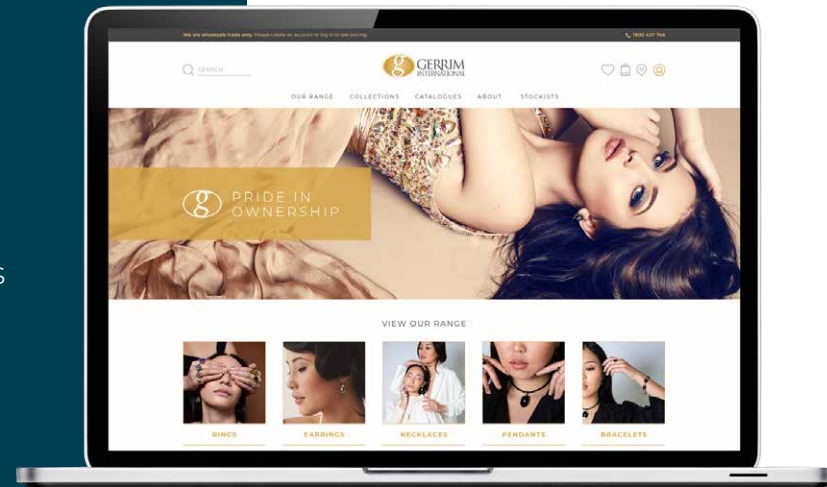
GERRIM INTERNATIONAL

- Product photography including colour correction, editing & deepetching
- Product catalogue
- Social media campaign & graphics
- Monthly retailer marketing packs
- Magazine advertisements
- Website UI
- E-newsletters
- Expo signage
- In-store signage & displays

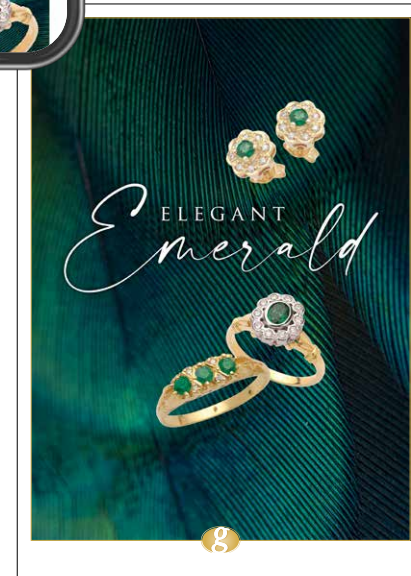
Product catalogue



Website UI (in development)

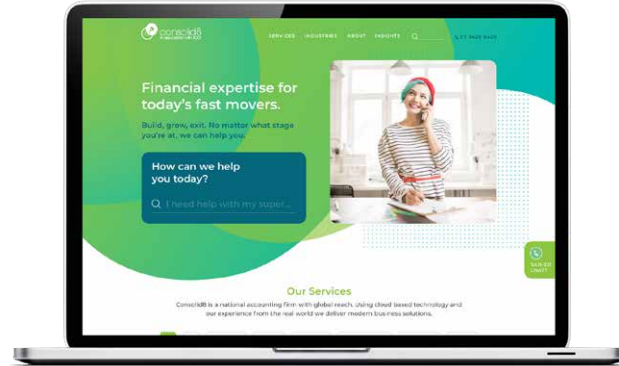


Monthly campaigns including marketing pack (social media graphics & instore poster)

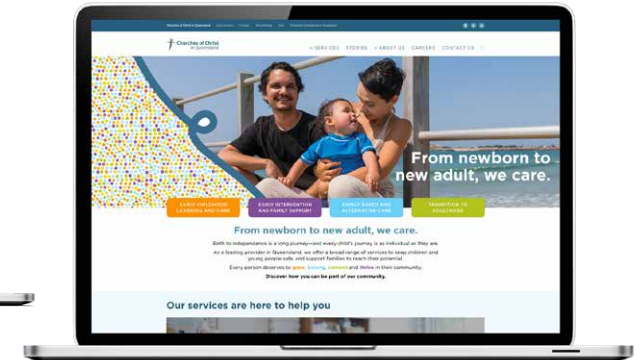


Product photography including colour editing & deep etching

WEBSITES



Consolid8 website template (in development)



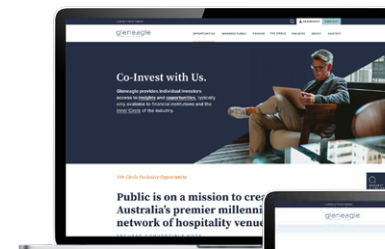
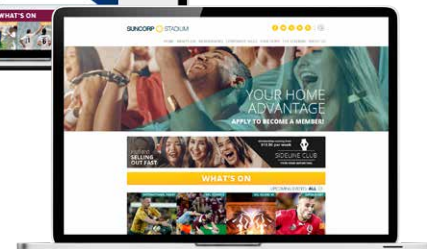
Churches of Christ in QLD Youth & Families microsite



NTI
UI & development
4 sites



Stadiums
Queensland
Suite of 9
stadium/event
sites



Gleneagle
UI/UX including IA,
wireframes, user
testing & prototyping



MAGAZINE AND EVENTS

Integral
Integather Breakfast Event



Families Magazine
Magazine produced every 2 months



Femeconomy
Female Leader Conversations eZine



Procensol
Pull Up Banners



Gerrim International
Sydney Jewellery Fair Signage



ANIMATION & SOCIAL MEDIA

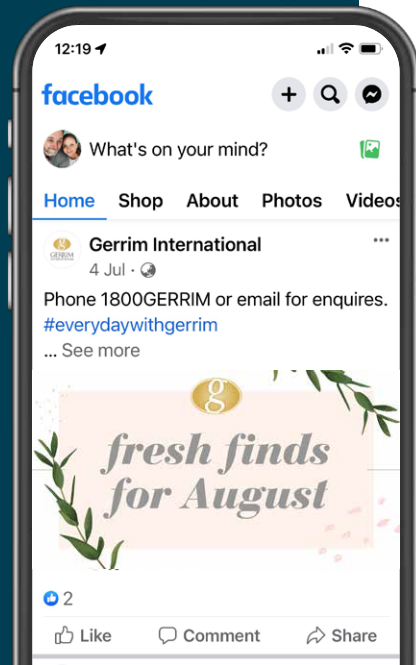


Procensol
Planning for your digital workforce (Event video loop)



Procensol
Intelligent Automation

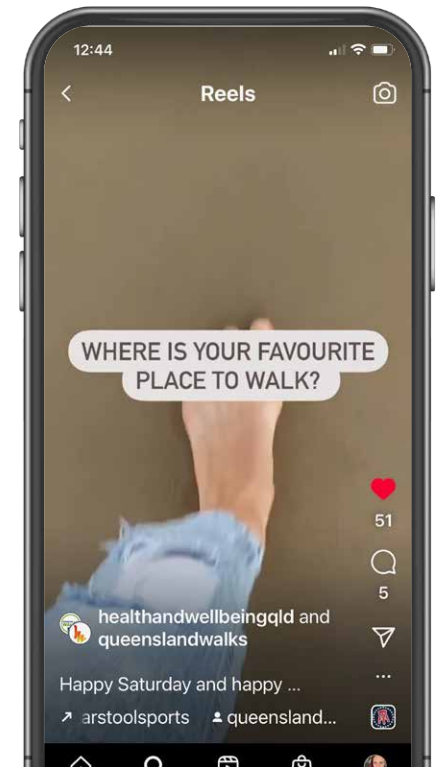
Queensland Walks
2022 campaign reels



Gerrim International
August campaign - carousel post



Populace Threads
Modibodi campaign post





Integral

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Thank you

integral.com.au

