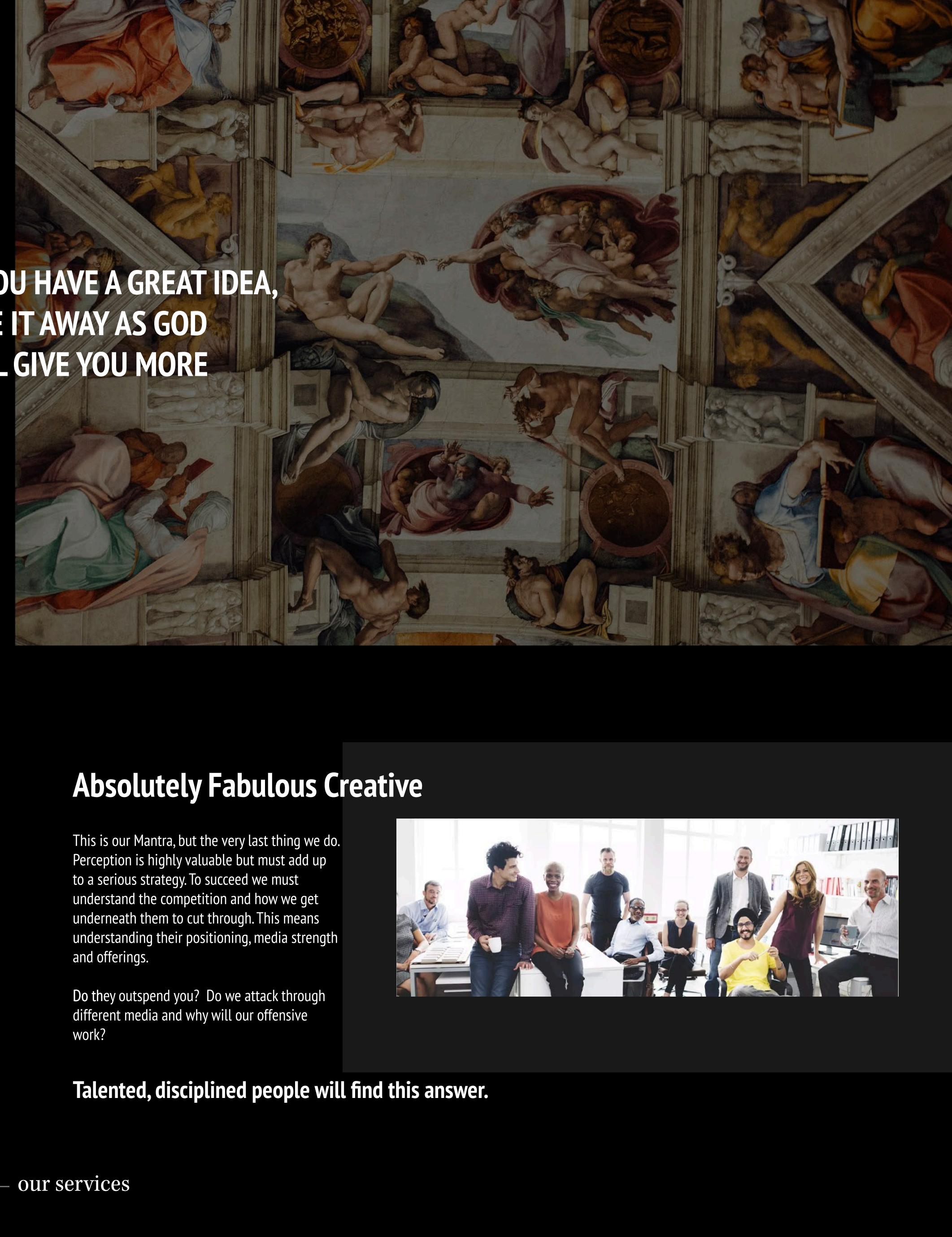


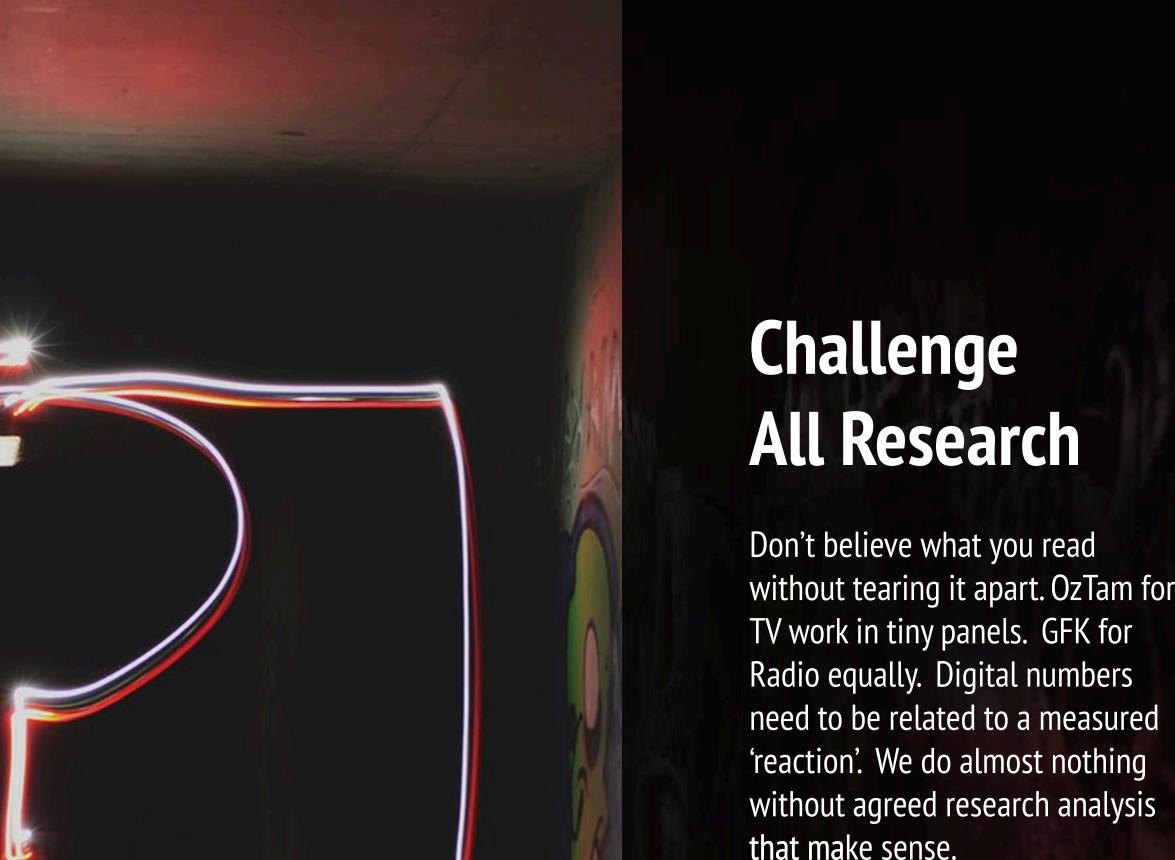
**IF YOU HAVE A GREAT IDEA,
GIVE IT AWAY AS GOD
WILL GIVE YOU MORE**



Absolutely Fabulous Creative

This is our Mantra, but the very last thing we do. Perception is highly valuable but must add up to a serious strategy. To succeed we must understand the competition and how we get underneath them to cut through. This means understanding their positioning, media strength and offerings.

Do they outspend you? Do we attack through different media and why will our offensive work?



Talented, disciplined people will find this answer.

— our services



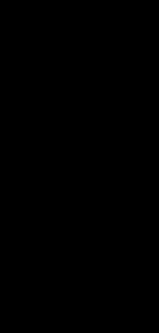
Campaign strategy

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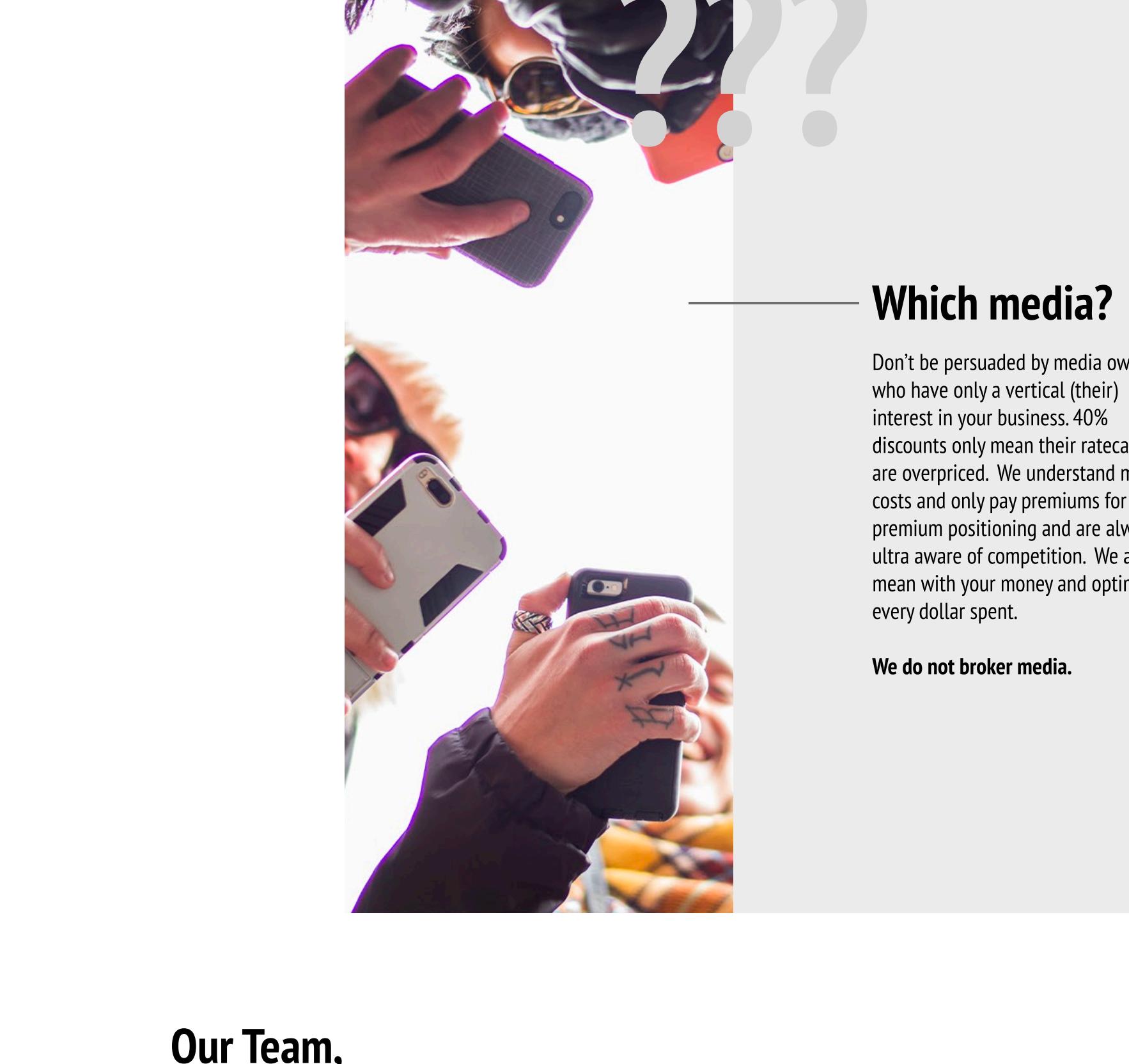
Full service creative

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Planning & buying

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Challenge All Research

Don't believe what you read without tearing it apart. OzTam for TV work in tiny panels. GFK for Radio equally. Digital numbers need to be related to a measured 'reaction'. We do almost nothing without agreed research analysis that make sense.

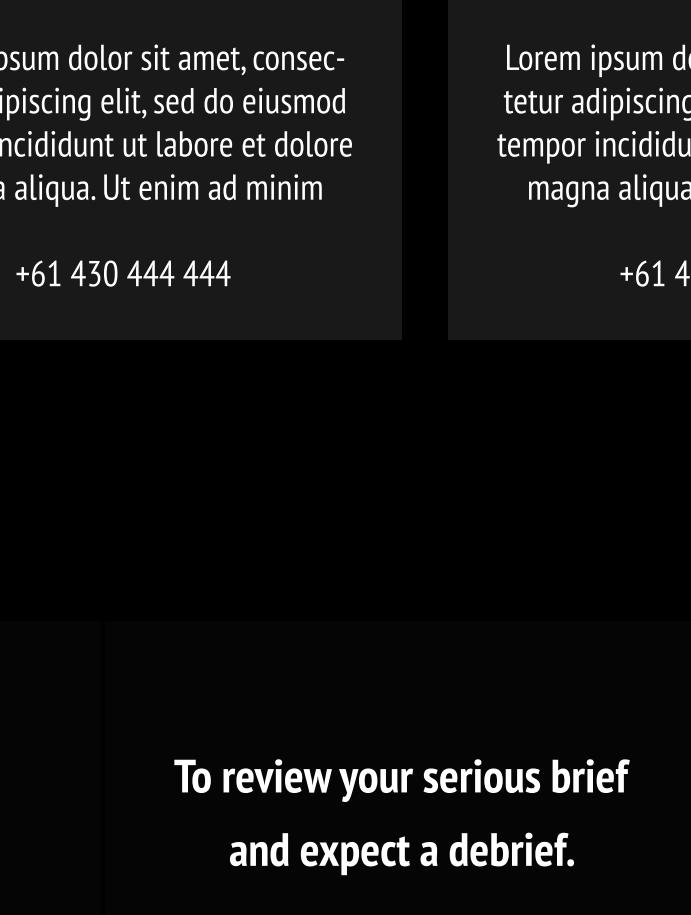
Then we review again and again continuously.

We learn from what we, initially, learn.

Creative work



IMB Banking & Financial Services



The Australian Paralympic Committee



Which media?

Don't be persuaded by media owners who have only a vertical (their) interest in your business. 40% discounts only mean their ratecards are overpriced. We understand market costs and only pay premiums for premium positioning and are always ultra aware of competition. We are mean with your money and optimize every dollar spent.

We do not broker media.

Our Team, Your Team

Have an audit to prove that aspect of our relationship and contracts are expected and delivered upon.

We enjoy good business and have fun with our clients alongside successful work.

— ask us...

— ask us...

Your toughest questions.

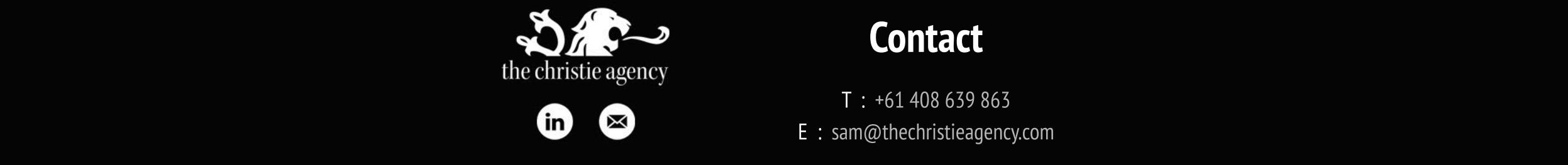
To review your serious brief and expect a debrief.

To give you what you want.

To give you what you need.

Anything and get everything.

 the christie agency



Summary

This website is only an introduction to a team of people, their talents and experience.

The real deal comes when we fit your thinking and wish for a dynamic communications strategy and organization to deliver it. We have had clients work with us for 25 years, (not Sam as he is too young) and created not only their campaigns but in some cases new products based on opportunistic thinking.

We love this work and we think you will enjoy talking to us.

Get in touch

Type your name

and company details

Type your email address

and phone number

Tell us about your world

— ask us...

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