

THE DESIGN WEB AND ADVERTISING COMPANY





WE ARE DESIGN-LED AND RESULTS DRIVEN.

Established in 1997, *ninetyblack* is a family business, first started to service the visitor industry through the delivery of brochures, visitor guides and maps to the Taupo accommodation network.

We have evolved to provide a full marketing service to business owners needing to build and promote their brand to audiences of all shapes and sizes. Our

team covers specialist departments for graphic design and print advertising, web development and digital marketing, and distribution.

As a multi-disciplinary agency, we engineer creativity using digital and print media to deliver brand solutions that will grow your business.



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SUCCESS • HONESTY • INTEGRITY • TEAMWORK

There are no gimmicks at ninetyblack, no missions or visions – just one clear purpose (formed by our common values) that drives our behaviour, decisions and actions; get S.H.I.T done.



What makes the difference?

DIVERSITY IS OUR GREATEST STRENGTH.

It enables us to challenge and fast track ideas – getting to the best solution faster. We leverage our differences (culture, race, education, gender, religion, talent) and collaborate as a team to produce positive and innovative outcomes for our clients.

**WE'RE NOT A DESIGN OR DIGITAL FIRM,
WE'RE AN IDEATION AGENCY.**

Across our design, digital and advertising departments, we blend our capabilities to engineer possibilities. Turning ideas in to everyday business practice, so your business performs better.





We craft and build engaging brand communications through design led thinking.



DESIGN

We specialise in design and brand solutions to connect your brand with your customer.

We adopt a collaborative approach to projects – and you are a part of that. Whether we are designing your business identity or creating marketing communications and promotional material, our aim is to make it;

- ➔ Memorable
- ➔ Strike a chord with your target market
- ➔ Fit your brand and vision
- ➔ Work in all mediums



"As always you have captured perfectly what we want to convey with our logo. I feel this has given our team a lift as our new branding is professional and fresh! We are so happy with the finished result and the feedback from our clients has all been very positive. Thanks again."

- Carolyn Mackay
GENERAL MANAGER
DB CONSULTING ENGINEERS

BRANDING

BRAND PACKAGES

Whether you are starting a business, or you need to refresh or reinvent your existing one – we have off the shelf brand packages designed specifically to suit the needs of small to medium sized businesses. Choose from just a logo right through to our complete corporate identity kit which enables you to hit the ground running with an instant and consistent brand message.

If it's not all there and your business needs a custom fit, we can tailor our packages to suit.



PENNY HOMES

MORE THAN MEETS THE EYE

Innovative designs and building excellence

We work hard to make your building experience enjoyable and to deliver the highest quality that your home deserves.

TALK TO US TODAY

07 377 0154
pennyhomes.co.nz

Craig Wyllie
GENERAL MANAGER

07 377 0154 027 490 9094
craig@pennyhomes.co.nz
1 Jarden Mile, Taupo 3330
pennyhomes.co.nz

Come and visit the latest Penny Homes showhome at 33 Marabou Crescent, Brentwood, open Monday to Friday from 9am to 5pm, and weekends from 11am to 3pm.

WEB

We build a functional digital experience for your customers through every medium, transforming your online presence with creative website design, development and technology that perform – all driven by user experience.

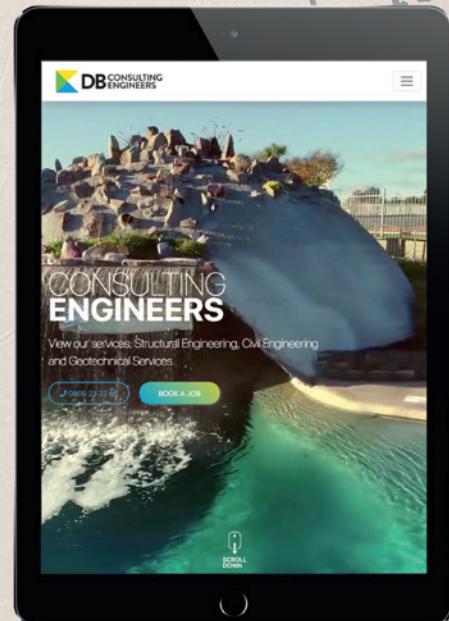
With a digital-first approach to web design, our aim is to deliver online solutions that are functional, sustainable and have a purpose. We think about your long-term needs, creating an extension of your business online.

ninetyblack has a team of experienced digital professionals with full in-house development capability – front and back end, content management, website design, and integrated marketing campaigns.

In the end we give you a website that is:

- ➔ unique to your business
- ➔ user-friendly
- ➔ responsive
- ➔ found
- ➔ has a purpose
- ➔ works.

With ninetyblack hosting your website, we minimise downtime, keep security patches up to date, and have an enterprise backup process to protect your data.



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Get the most out of your website

ANALYTICS & REPORTING

We know how to read analytics and can help you discover valuable insights from huge volumes of data. Every month we give you easy-to-read reports that show you how well your website is performing.

MOBILE

Everything we do online is responsive, meaning it will work across all devices, from desktop to smartphone. Mobile internet usage now exceeds desktop almost everywhere, so your website needs to be able to adapt and function on any device to provide the optimal viewing experience.

ECOMMERCE

Our eCommerce systems are moulded into your business processes, making selling online easy. We know payment gateways, POS integrations, and everything in between to make eCommerce work.

BOOKING SYSTEMS

We have coding professionals who make your booking system fit with your business, not the other way around. We understand all the fancy integrations and how to make software talk to software.

APPS

Web applications are an ideal way to automate your business processes, saving you time and money. We can customise functionalities to do exactly what you want and integrate it seamlessly with your workflow.

Our websites are completely customised and tailored to your brand to deliver an intuitive customer experience. If you can imagine it, we can create it.



"ninetyblack are the true champions of Rezdy custom website integration. We choose ninetyblack as our trusted partner because we know they always deliver the perfect solution, tailored to suit the demands of growing tour and activity businesses"

- Simon Lenoir
FOUNDER AND CEO
REZDY



More than 80% of consumers do research online before making a purchase decision.

So why invest thousands in a website if no one can find you? Make sure you are part of the purchase decision by supporting your website and being proactive in its development and marketing. Your website is a living, breathing channel, and to keep itself running and adapting to the changing online world, you need ongoing updates, marketing and advertising.

We're passionate about all things digital and are dedicated to helping you make the most of online and the opportunities available.

SEO

Search Engine Optimisation (or SEO) is critical to ensuring your website/business is 'found' online. We can make a range of enhancements to your website, optimising content to help you rank in a Google Search – as the 'higher' your business ranks, the more visibility your website will receive.

GOOGLE ADS

Google Ads help you achieve greater exposure to your target market and a competitive edge in online search with relevant, targeted and cost-effective marketing. From display ads on popular websites, to text ads in Google Search, we create campaigns that reach your potential customers, at the exact moment they are looking for a service/product that your business provides. Ask us about our Google Ads packages.





SOCIAL MEDIA

Social media, specifically Facebook, is an extremely important tool for businesses to use. It's one of the best channels to build brand awareness, community and profile your brand personality. Our creative team can help you make your social media channels work as seamlessly as possible for you by establishing, maintaining and optimising your social media to enhance your brand and grow your customer base through curated content.

NEWSLETTERS

Email newsletters (EDMs) are about maintaining connection - a tool for businesses to stay in touch with their customers. We have inhouse content writers and designers that are able to create engaging newsletters that will inform, delight and foster loyalty for your brand.

BLOGS

Regular blogging adds valuable content to your website that can help customers better understand the expertise, services and/or products offered by your business. It gives you more visibility online, positions you as an expert in your industry and is an effective way of connecting with your customers. We are experienced at writing compelling blogs for a wide range of industries and organisations.

The screenshot shows a digital marketing platform interface. The top navigation bar includes 'Overview', 'Status: Eligible', 'Type: Search', and 'More details'. The main area displays a line graph titled 'ADS EXTENSIONS AUTOMATED EXTENSIONS' for the period 'Aug 24 - Nov 14, 2018'. The graph tracks Clicks (blue line) and Impressions (red line). Below the graph is a table of campaign details:

| Ad status | All enabled | Add filter | | | | | | |
|---|-------------------|------------|------------------|-----|--------|-------|----------|--------------|
| Ad group | | | | | | | | |
| Status | | | | | | | | |
| Ad type | | | | | | | | |
| Clicks | 107 | 3,734 | | | | | | |
| Impressions | 2.84% | NZ\$2.87 | | | | | | |
| Cost | NZ\$107.23 | | | | | | | |
| Business Branding Packages Leading Digital Marketing Agency in New Zealand | Graphic Design | Approved | Expanded text ad | 107 | 3,734 | 2.84% | NZ\$2.87 | NZ\$107.23 |
| Business Branding Packages Leading Digital Marketing Agency in New Zealand | Digital Marketing | Approved | Expanded text ad | 66 | 3,130 | 2.11% | NZ\$4.92 | NZ\$324.63 |
| Modern Graphic Design Agency NZ's Help You Look Good Whakatane, Bay of Plenty | Graphic Design | Approved | Expanded text ad | 139 | 4,020 | 3.46% | NZ\$5.28 | NZ\$459.37 |
| Online Marketing Agency Digital & Social Media Marketing Whakatane, Bay of Plenty | Digital Marketing | Approved | Expanded text ad | 66 | 2,405 | 2.74% | NZ\$3.70 | NZ\$844.21 |
| Total: All but removed ads | | | | 378 | 13,329 | 2.84% | NZ\$3.52 | NZ\$1,329.44 |
| Total: Campaigns | | | | 378 | 13,329 | 2.84% | NZ\$3.52 | NZ\$1,329.44 |

PUBLISHING

We deliver memorable visitor experiences through the medium of print, in the form of guides, maps, and magazines that promote tourism operators, tell destination stories, and inform visitors how to holiday throughout our beautiful country.

We are publishers offering a full-service facility:

- ⇒ Project Management
- ⇒ Advertising Sales
- ⇒ Design
- ⇒ Print Management and Distribution

Our full-service facility means that you can contract ninetyblack to take care of your publication from start to finish. With 20+ years of experience in this field, we have specialists in each department to ensure we are delivering a quality service and product to our clients.

18 PUBLICATIONS PER YEAR

We keep our year busy producing in-house and contracted publications. We look after locals and visitors to the Bay of Plenty and Central Plateau regions, as well as publications that cater to nationwide audiences.



*Supported by
regional distribution*



Our distribution services are tiered, but our purpose is simple – we just get the stuff out there. A product is only as strong as its distribution channel – this is where we excel.

VISITOR PUBLICATIONS

ninetyblack ensures all its publications are distributed to the right places. We partner with Visitor Point warehousing to get products nationwide through the i-SITE network, and we manage distribution circuits in the Bay of Plenty, Whakatane, Taupō and Turangi to ensure everything we print is delivered and maintained year-round.

Do you own a business and want it promoted to Taupō motels?

ninetyblack own the local brochure service, giving you a direct marketing opportunity to get your brochure on the racks in motel reception areas. We keep these brochure racks topped up on a regular basis, servicing 82 locations – a combination of accommodators and tourist operators, including the Taupō i-SITE.

"We have worked with *ninetyblack* since 2013 and they have consistently delivered great publications for Destination Rotorua"

- Tom Worsp

CONSUMER MARKETING MANAGER
DESTINATION ROTORUA



