

THE PERFECT RECIPE®

FOR

INSPIRED BRAND THINKING

AND

COMMUNICATIONS

RECIPE

HOWEVER BIG OR SMALL YOUR COMMUNICATIONS NEEDS MAY BE, WE RECOMMEND OUR SIMPLE RECIPE® FOR SUCCESS.

R ESEARCH TAKE PLENTY OF KNOWLEDGE ABOUT YOUR CUSTOMERS.

E MPATHISE ADD A LIBERAL DOSE OF EMOTIONAL CONNECTION.

C LARIFY DISTIL IT INTO ONE, SIMPLE THOUGHT.

I NSPIRE SPRINKLE WITH MAGIC.

P ERFORM LEAVE TO SIMMER.

E NGAGE ENJOY THE RESULTS.

IT'S A PROVEN RECIPE® THAT WILL LEAVE YOUR CUSTOMERS ASKING FOR MORE.

ENTREE

A SINGLE, TARGETED COMMUNICATION PIECE

MAIN

A FULL, INTEGRATED COMMUNICATIONS CAMPAIGN

DESSERT

A FOLLOW-UP TO EITHER/BOTH, WITH FULL TRACKING

***BOTH OUR ENTRÉE AND MAINS OPTIONS ARE AVAILABLE AS DEGUSTATION.**
EACH COURSE IS MATCHED WITH IDEAL MASSCAST & NARROWCAST ELEMENTS.

— RESERVE A TASTE —
ASK US FOR REVELANT WORK EXAMPLE

DEGUSTATION

MASSCAST

Since the dawn of advertising, branding has been about being noticed. A brand agency is tasked with the sizzle: cooking up some noise for, or “amplifying”, the brand. The oven of choice: MassCast media.

En masse branding has become increasingly more challenging with the advent of Digital, but the fundamental principal is the same: to inspire change through brand-centric strategy and creative.

As your Chefs, brand-centricity is one of our fundamental principals. With your brand at our core, we apply our RECIPE® for success, combining the perfect balance of strategy and creative to ensure delicious and satisfying results.

NARROWCAST

The 21st century brought unprecedented change to the marketing landscape – with Digital and Social Media revolutionising the communications mix forever. The oven of choice: NarrowCast media.

Now no brand worth its salt can ignore Social. And the same goes for the Chefs tasked with amplifying your brand. That’s why Social is not just a channel to us, but an integral part of any campaign we cook up.

As always, our strategic thinking for your Social is brand-centric. But before apply our RECIPE® for success, we consider a narrow, more targeted audience – and add two more key ingredients: authenticity and bravery. Because Social is about being real and taking chances.

Benefit from the fusion of mass and narrowcast where your brand is the center piece.

JUST ADD SEO

Contrary to what commentators say, SEO is not dead, it is a strategic tool, part of an overall amplification campaign.

A reported 42% of users click on the first search result, while only 8% click on the second*. It takes a special and dedicated resource to help you climb up the rankings to greatness, and stay there. Which is why SEO will always be on our menu.

CHEFS

PETER PRICE OAM

CREATIVE DIRECTOR & MD (HEAD CHEF)

Peter has worked in some of the world's best ad agencies from Johannesburg to London to Sydney, serving up hot campaigns for brands like BMW, Firestone, Benson and Hedges, General Motors, Pantene, Sunsilk, Cover Girl, Hasbro and more.

KEY INGREDIENT: HE GETS TO THE HEART OF YOUR CREATIVE SOLUTION.

Peter is a Graduate in Marketing Management and a Fellow of the Australian Institute of Company Directors. His other roles include:

- Crime Stoppers International, Vice President
- Crime Stoppers Australia, Director
- NSW Crime Stoppers, Director/CEO
- Federal Attorney General, Director
- Classification Review Board, Member

TONIA PORT

STRATEGIC DIRECTOR (SOUS CHEF)

Tonia has spent 25 years inspiring as a Marketing Director and Brand Strategist catering for large multinational corporations in Australia. Her hunger for building strong and relevant brands with integrated business plans has seen her launch and relaunch countless consumer and B2B brands.

KEY INGREDIENT: CREATING A LASTING FOUNDATION FOR YOUR BRAND.

Tonia has a Bachelor of Commerce Major in Marketing. Her previous positions include:

- Marketing Manager – Coca Cola and Diet Coke, Australasia
- Brand Strategist and Senior Marketing Manager, Unilever Australia
- Marketing Director, Evolve Group Pty Limited
- Senior Marketing Strategist, MACAW Management Consulting
- Marketing Director, The Wardrobestore.com
- Senior Marketing Strategist for National Foods NSW, Department of Public Works, Heinz and Waste Services NSW

SOCIAL & DIGITAL STRATEGIST

(LINE CHEF)

Our Social and Digital Strategist has been building delectable websites, apps and communities for well over 20 years, underpinned by their endless passion for compelling digital and social strategies.

KEY INGREDIENT: THEY COMPLETELY ENGAGE YOUR CUSTOMERS ONLINE.

Experience includes:

- Financial
- Not-for-profit
- Food & Retail
- Travel
- Education

CREATIVE GROUP HEAD – ART (LINE CHEF)

An Art Director with over 20 years’ experience across 3 countries. We approach each brief with nothing in mind but elegance and excellence.

KEY INGREDIENT: THEY PRESENT YOUR BRAND IN THE BEST POSSIBLE LIGHT.

Awards include:

- 1 Bronze Clio
- 1 IPA Best of Health Bronze
- 2 Silver ADMA’s
- 2 Caxtons
- 2 New York festival Finalists

CREATIVE GROUP HEAD – COPY (LINE CHEF)

A Copywriter with nearly 20 years’ experience, worked in 3 countries and combine a global perspective with Australian knowledge.

KEY INGREDIENT: THEY WRAP YOUR BRAND IN ALL THE RIGHT WORDS.

Awards include:

- 3 Cannes Lions (Gold, Silver, Bronze)
- 5 One Show In-Books
- 1 D&AD In-Book
- 2 Silver Caples
- 4 Silver ADMA’s, 8 Bronzes

RESERVE

For over 20 years, we’ve broken bread with some of Australia’s most inspiring brands – so we’d love to share a table and discuss yours.

Please leave your details and a short message below, and we’ll make sure we respond to your booking as soon as possible.

Name*

Email*

Please send me a ☐ Taste ☐ Quote.

I’d like Taste of / Quote for:

SUBMIT

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