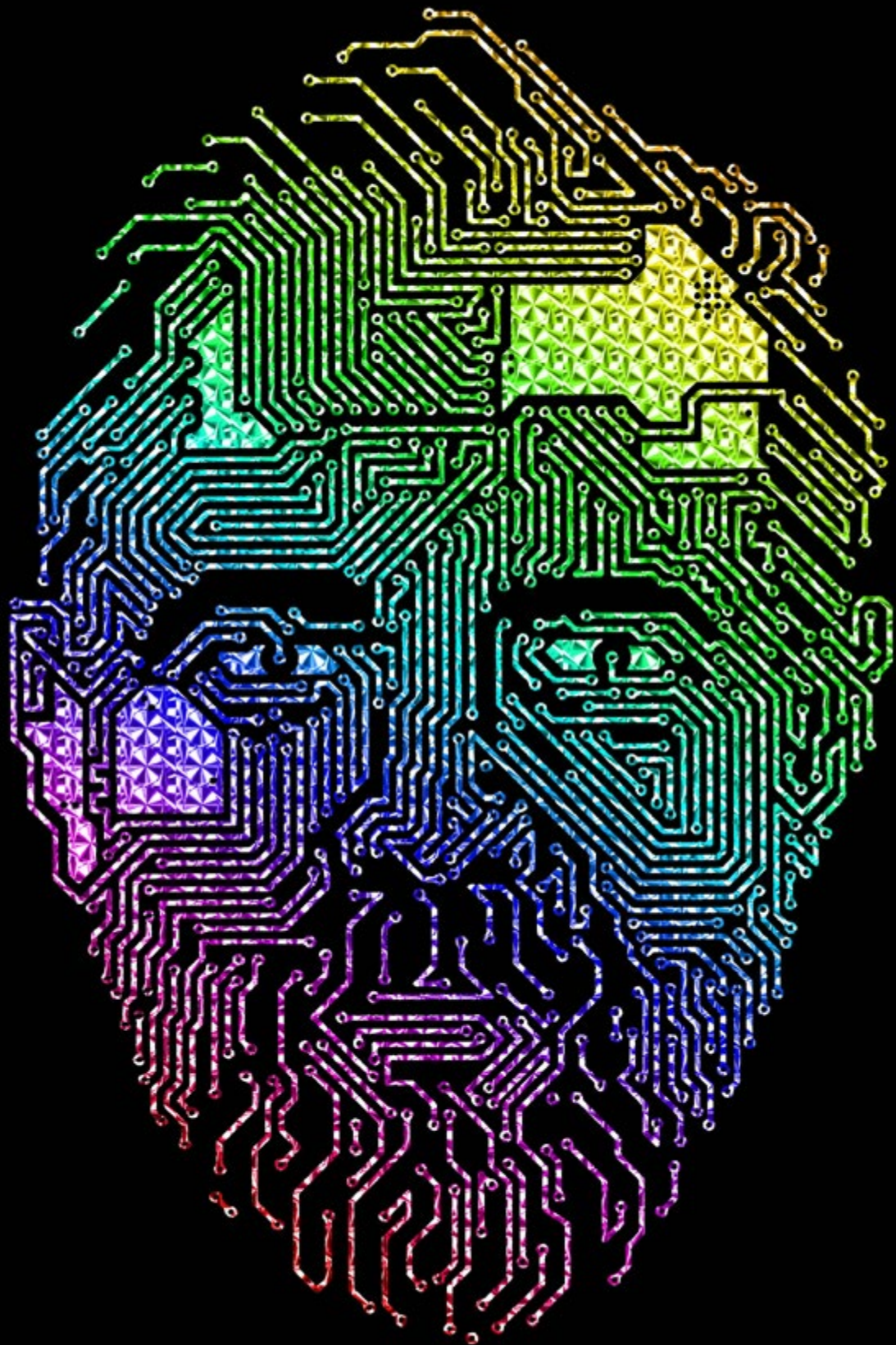


Geoffrey Reed
Communications





Macquarie University
Lenticular image design for
the hard cover book "50 years
of Global Impact Research"

Who we are.



For more than forty years, Geoffrey Reed has been at the forefront of Australian advertising, helping clients build their brands effectively in Sydney, Melbourne and Adelaide. Geoffrey Reed Communications (GRC) provides its clients with

a competitive edge through creative thought leadership and rich experience. The creative principals work directly with the client and take a holistic approach to brand management and marketing communications. Before establishing his own agency in Melbourne 30 years ago, Geoffrey was Managing Director of George Patterson Melbourne and Creative Director of Clemenger BBDO Sydney & New York.

What we offer.

Geoffrey Reed Communications is a strategic and creative agency, operating nationally.

We specialise in creating advertising, design and promotional campaigns built around strong ideas that sell.

The agency has a focus on achieving quantifiable results for its clients. In the 6.5 years GRC worked with Great Southern Railway Brands, The Ghan and Indian Pacific, their annual sales grew from \$39 million to \$85 million.

Together with our media partners CARAT, one of the world's largest buying groups with local ownership, we offer clients massive media buying power and a host of professional strategic media planning and buying services across all platforms.

Cut-Through Creativity is the key to sales success. GRC's diverse range of talents in advertising and design are recognized with numerous local, national and international creative and achievement awards to their credit. GRC are acknowledged leaders in our craft. We are the only agency to become two time recipients of Adelaide's highest accolade, the AADC Gold Chair for Advertising. We regularly win National Awards for Wine label Design, Print, Television & Radio advertising and digital and online creative.



Geoffrey Reed – CEO, Creative Director



Began his career as a cadet at The Age newspaper Melbourne. Completing a degree in Marketing Communications and Psychology at RMIT, he transitioned into advertising and became Account Director at Clemenger BBDO Melbourne & Sydney. In between, he spent a year in New York with BBDO and with partner agencies in London, Dusseldorf and Paris. Joining George Patterson, he became Creative Director and then Managing Director in a bull-run of Australia's largest Agency spanning 13 years in Sydney, Adelaide & Melbourne. Geoffrey started his own agency Reed Communications in Melbourne in 1993 that will celebrate its 30th anniversary in September this year. In an Australian Financial Review Poll, Australian marketing managers nominated Geoffrey Reed as 4th on their list of Australia's top 10 advertising people, a ranking shared with Philip Adams, Alan Johnson, Alan Morris, Harry Ledowsky and John Singleton. Geoffrey has worked with most of Australia's top 100 brands. International Award Credits include a Silver Lion from Cannes, Gold Mobius from USA and Best Global Campaign for ITT.

Forty years brand building experience working with many of Australia's top 100 brands.

Advertiser – Adelaide	Isuzu Trucks	Premium Wine Brands
Andronicus Coffee	James Hardie	Redheads
AMATIL/APD: Smiths Crisps, CC's	Jurlique	Refined Real Estate
Australian Open, Clash of the Centurions	J.P. Morgan	Richardson Vicks
Australian Wine Research	KFC	Richmond Grove
Institute	King Caddy	Robert Timms
Barlow Grundys Shoes	Kirra Tours	SABCO
Bristol Paint	KIT-E-KAT	SA Tourist Commission – SA Shorts.
Bunnik Tours	Kraft Foods	SA Water
Carlton United Brewery – VB, Fosters.	Lanser Communities	SITMAR Cruises
Carlton Football Club	Le Cornu Furniture	Spartan Electrical
Caterpillar	McLarens Young International	STC
Channel Seven	Masterfoods	Statewide Hearing
CIBO	Macquarie University	Stratco
City of Unley	Mattel Toys	Tampax
Climat Air Conditioning	Morris Wines	Telstra Mobile
Coles Supermarkets	National Panasonic	Tetley Tea
Colgate Palmolive	NISSAN	The Age
Dairy Vale	Noblett Furniture	The Legendary Ghan
D.H.L.	Northern Territory Tourism	The Indian Pacific
Diadora	Orlando Wyndham	The Overland
Dolmio/Allora	PAN AM	TYNTE Flowers
Five AD 1323	Patons Wool	Vale Ale
General Motors Holden	Pal / Pedigree Dog Food	Volvo
Gloweave	Pacific National	Wilkinson Sword
Great Southern Railway	Patons Wool	Westfield
Hindmarsh Adelaide	Paxton Wines	Women's Weekly
Holden Rodeo	Pernod Ricard	YMCA
I.T.T.	Peters Ice Cream	

Our Philosophy

The challenge today for clients is where to find an experienced creative partner who can help them navigate the plethora of new media, technologies, strategic and media offerings and deliver them sound, focused marketing solutions. Our philosophy is built around partnerships where our senior people work directly with our clients to provide a deep level of personalised service. GRC is devoted to delivering the most effective, high quality creative work. We therefore choose our clients very carefully and our portfolio is confined to a small number of brands.



Creative Services.

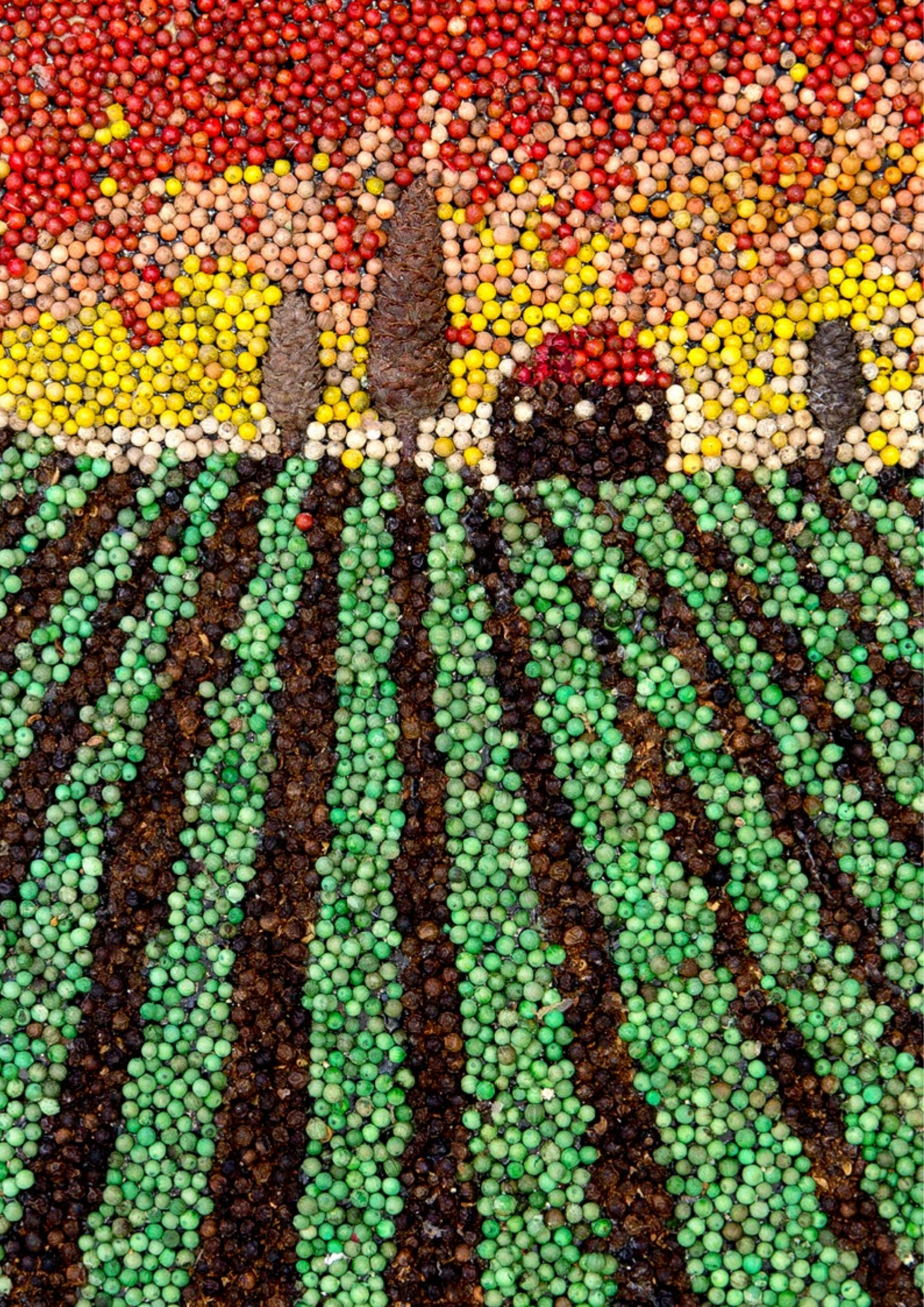
GRC offers a full range of strategic planning, research and creative services. Whilst we specialise in Brand Strategy and Creative Executions for main media, we also offer Graphic Design, Direct Marketing, Film and digital Video Production, Interactive Media and Website design and all facets of Design and Print Production. These services can be bought selectively depending on your requirements.



Clash of the Centurions

Henry Young (AUS) and Leonid Stanislavsky (UKR) line up with the world's top Tennis stars. Tennis Australia chose to partner with GRC to stage this international charity event at the 2023 Australian Open in front of a sell-out crowd at Rod Laver Arena. The Tennis Plays for Peace Charity event was beamed to a global audience and has raised more than \$3 million dollars.





Creative Vision.

Many agencies have a creative signature or particular style that makes their work recognizable.

Unfortunately, this is often at the expense of their client's brand. At Geoffrey Reed Communications we don't have a house style. Your brand is paramount. It dictates the creative framework for the whole communications mix. Below are a few examples of our work for a diverse group of Australian brands. This eclectic collection of highly individual advertising images and styles illustrates the point that "Brand Essence will dictate its own unique style and image".

1. **Bullrush Clothing**
Summer campaign poster



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2. **Adelaide Airport**
China South Airline presentation concept



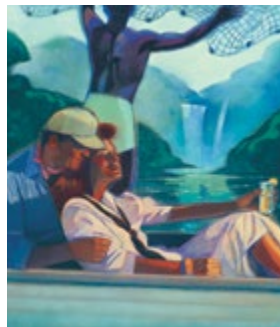
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3. **The Ghan**
Locomotive livery design



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4. **NT Tourism**
Image for
Holidays of Australia



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5. **Two Dogs**
International poster
campaign



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6. **AWRI Commercial Services**
A-Team portrait – Industry
Services Team



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7. **Stratco**
Good Neighbour Fence
Award Winning
TV Commercial



7

◀ Peppercorn seed art created to illustrate new soil research relating to 'pepper taste' in shiraz.



A National Brand Agency

One of the most satisfying aspects of the Agency's growth over the last decade is the fact that we continue to attract and serve national brands. Often they are located in other cities.

Our continued success comes from organic growth from within and this largely stems from satisfied clients and their referrals.

Great Southern Railway – operators of The legendary Ghan, entrusted the launch of the inaugural journey of The legendary Ghan to Darwin to GRC. In the first year, The Ghan carried its 100,000th passenger into Darwin contributing an additional \$28 million to the NT economy.

Clash of the Centurions – Tennis Australia chose to partner with GRC to stage this international charity event at the 2023 Australian Open in front of a sell-out crowd at Rod Laver Arena. Broadcast to a global audience, The Worlds Oldest Male Tennis Players, supported by tennis legends, played their Challenge Match to raise funds for Ukraine War Victims. This is a tale of classic male one-upmanship that has instead become a powerful story of solidarity starring two 98-year-old tennis-mad blokes on opposite sides of our war-torn world.

GRC were appointed by Macquarie University to create a 200 page coffee table book celebrating Macquarie's 50 years of world leading research that had global impact. GRC designed and illustrated the whole book and managed its final print production in China.

Australian locomotive operator, Pacific National, recently appointed GRC to design new Locomotive Livery for their entry into the Queensland market. Pacific National's winning locomotive designs led to other industrial design projects for their locomotive fleet plus Locomotives for Anglo Coal and Rio Tinto.

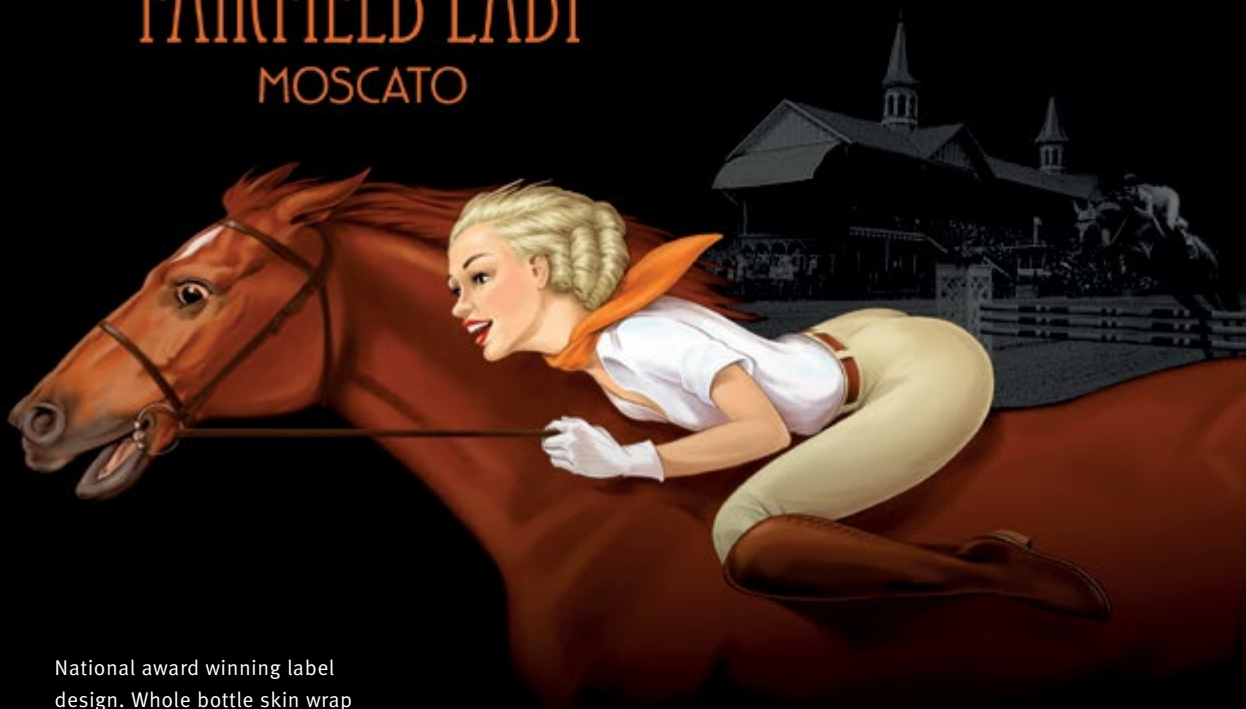
Our home market of South Australia has also provided significant growth in recent years. CIBO Espresso appointed GRC to revitalise its brand image and attract new customers. SA WATER commissioned GRC to create a series of unique animated videos on Saving Water. TYNTE Flowers asked us to refine their brand logos, packaging and livery.

Premium Wine Brands-Pernod Ricard hired us to create a new Moscato Wine Brand and our bottle-skin label design for Fairfield Lady won a National Boutique Wine label Award for Morris Wines.



FAIRFIELD LADY[®]

MOSCATO



National award winning label design. Whole bottle skin wrap around created by heat shrinking.



BRAND STORIES



Reedcomm Entertainment saw a new opportunity for its clients using entertainment as the new way to tap into social media. We call them BRAND STORIES™. The concept is simple, we create tailored, narrative driven screen content that engages the viewer, entertains and amuses. This is the prerequisite key for it to be shared and ultimately go viral. Brand Stories are the opposite of advertising. They are first and foremost a video entertainment. To succeed, your brand has to be seamlessly woven into a mini-movie story. This process is a bit like product

placement in a feature film. Brand Stories™ are designed to entertain and be virally ‘sneezed-on’ by a particular audience to their social networks. It is literally an on-line Trojan Horse built around great entertainment. Brand Stories are the new way to engage with consumers online. No other organisation has Reedcomm’s unique creative abilities and experience that combines brand marketing and narrative driven story telling for the screen.



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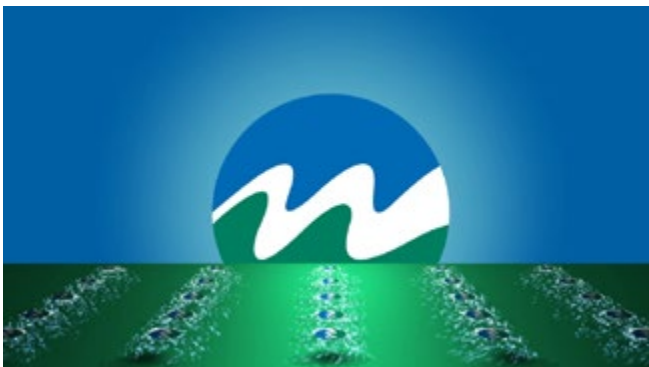
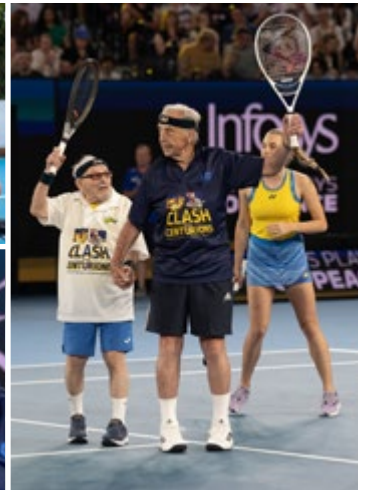
1. **CIBO Espresso**
10th Anniversary Animation
2. **VALO – McLaren Vale**
Prestige wine experience
3. **Clash of the Centurions**
Tennis Plays for Peace at the Australian Open 2023
4. **SA Water**
Series of animated water saver online videos
5. **Pleasure Opera**
Music video
6. **YMCA**
The Y Factor video
7. **Kingcaddy**
Platinum Pro Electric Golf Buggy
8. **Boileau**
Fuji Xerox Panda TV ads



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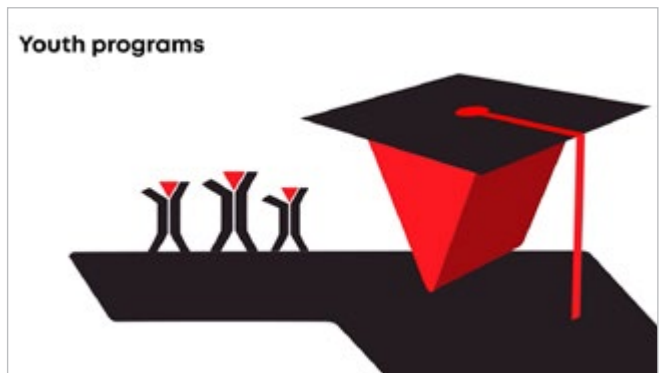
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What can you expect?

Simple Remuneration

We are in the service business. We believe that there is no set formula for remuneration as each client warrants its own agreement. We prefer to work on a fixed monthly fee which is determined by your needs. In lieu of monthly fees, a simple fee-for-service is arranged, at an agreed hourly rate.

Consultation

Teamwork between agency and client creates the best strategies and solutions. We aim to become a team member with you. Interactive exchanges of information and ideas create strong partnerships and satisfying working relationships.

Honesty

At the start of any project we aim to give a realistic appraisal of what can be achieved with the resources at hand. In all cases, estimates of major work are provided prior to commencement so there are no surprises on costs.

Flexibility

Geoffrey Reed Communications looks to take advantage of every opportunity for its clients. We work within disciplines, but we like to remain open to take advantage of changing market conditions where appropriate.

Objectivity

We didn't get where we are today by "yes-ing" our clients. We are respected for our abilities and our professionalism. Sometimes this means standing firm in our beliefs in order to deliver maximum results for our clients.

Teamwork

On every major task the agency draws upon the strengths of its team and network of talent. We bring the very best talents to bear for our clients wherever they may be located. We emphasise and support South Australian talent wherever possible.

Efficiency

We are highly experienced and have a proven track record, which means we can work quickly and at very short notice. Whatever is required by our clients, we deliver.



QUEEN OF THE HIVE. PAXTON. PURE ENJOYMENT



360 Degree Creative Services

We cut our teeth creating advertising ideas for Australia's top 100 brands. Adapting with the times, we have transitioned to become a broad based digital marketing communications agency, providing a diverse portfolio of strategic, film and creative services to national and South Australian brands.



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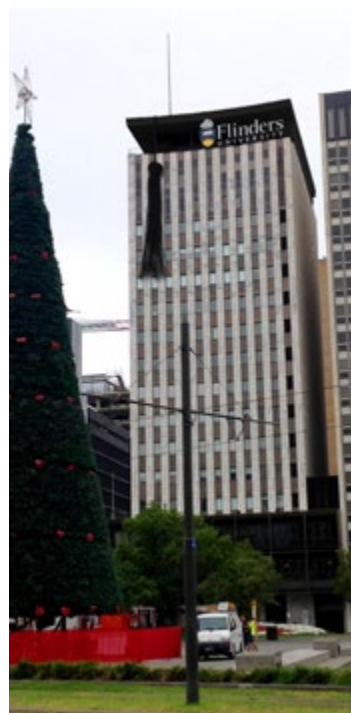


Landmarks and Installations

1. **Murray Bridge**
Barrel Lighting Concept
2. **City of Salisbury**
Geo-boundary Tower installation.
3. **Flinders University**
City Campus Landmark
Mortar Board Concept



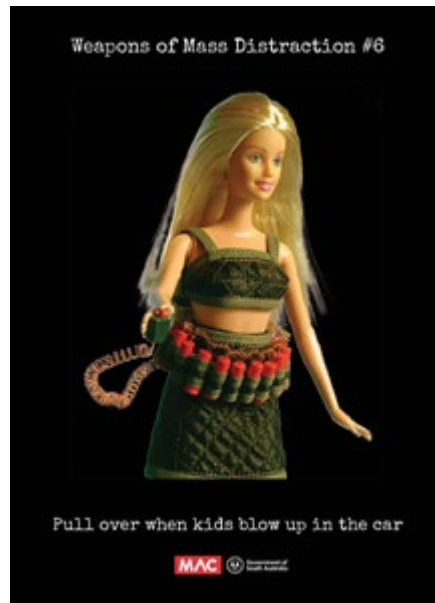
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Public Service Campaigns

1. **MAC Motor Accident Commission**
Barbie Bomber, Distraction/Distruction & Dynamite Shaver Billboards



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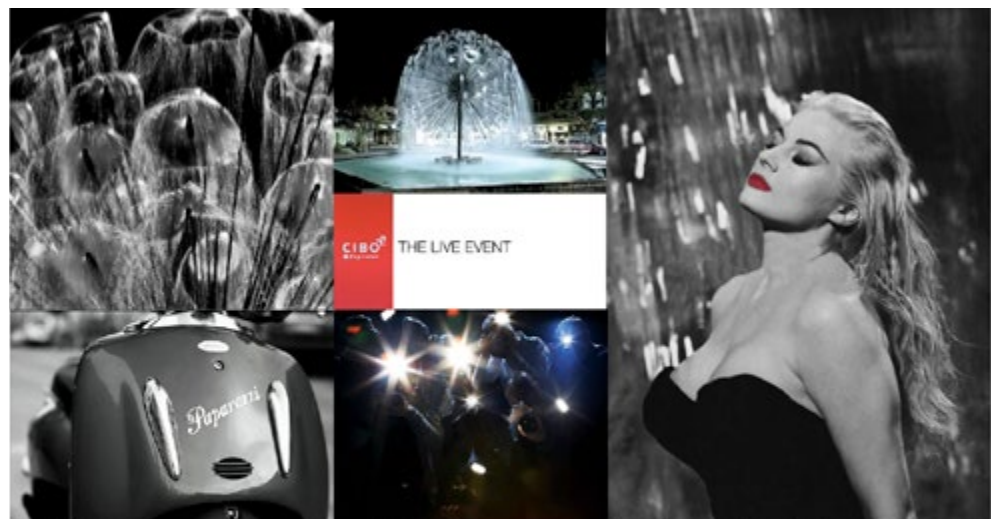
Corporate PR and International Events

1. **CIBO Espresso**
Live Event – Gondola vs Surf Boat Contest Concept
2. **CIBO Espresso**
Live Event – Recreation of Anita Ekberg La Dolce Vita Trevi Fountain Scene at El Alamein Fountain, Kings Cross

LIVE EVENT_BONDI BEACH / GOLD COAST



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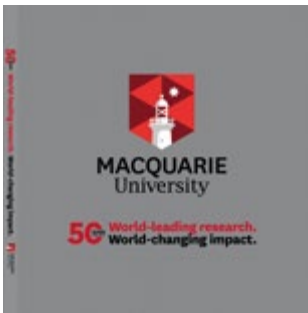


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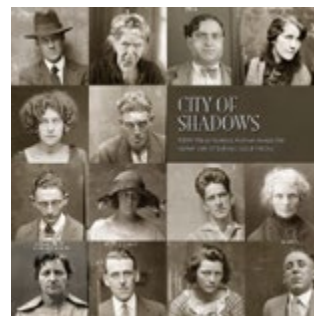
Corporate PR and International Events

1. **EMC**
US cloud giant's
President's Club – Asia
Pacific Bali Junket – video



Hard Cover Coffee Table Books

1. **Macquarie University**
50 years of Global
Impact Research



Collaborative Media Promotions

1. **SA Life – Refined RE**
Cover gatefold
promotion 'How to tell
if you're Refined'.



Logo Design

Social Capitol Video Production

1. **Woolworths & Landcare**
Sustainability video
"Spud's Journey"
2. **Australian Meat & Livestock Corporation**
Grapemarc feed for methane reduction.



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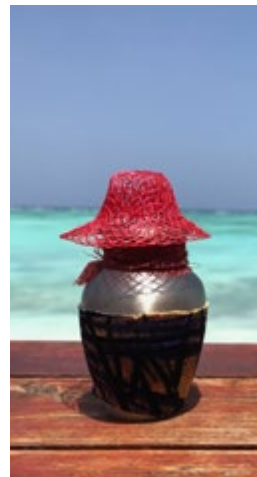
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Brand Image Campaigns

1. **Bullrush Clothing**
National retail poster
2. **Centennial Park**
Cremation Memorials
3. **Climat Air Conditioning**
Polar Bear brand image
4. **Public Service Association**
Anti-Privatisation
animated video
5. **Public Service Association**
Anti-Privatisation digital
meme campaign
6. **Refined Real Estate**
Eastern suburbs launch
print advertisement
7. **Turner Real Estate**
New brand image
campaign concept
8. **TYNTE FLOWERS**
Make the love last
longer billboard



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Between 2007 - 2021 we expanded our creative services establishing Reedcomm Entertainment together with GRC at new offices at The South Australian Film Corporation Adelaide Studios at Glenside. This was an organic development based on Geoffrey's screenwriting and directing skills and extensive experience filming all over the world. This includes the game parks of South Africa, Botswana and Chobe Game reserve. He has shot his own commercials in Los Angeles and on remote locations throughout Australia, from Rainbow Valley near Alice Springs to Ayers Rock, Katherine and Kakadu. In recent years, this has led to the development of screenplays and the expertise in the production of long-form, narrative-driven screen content.

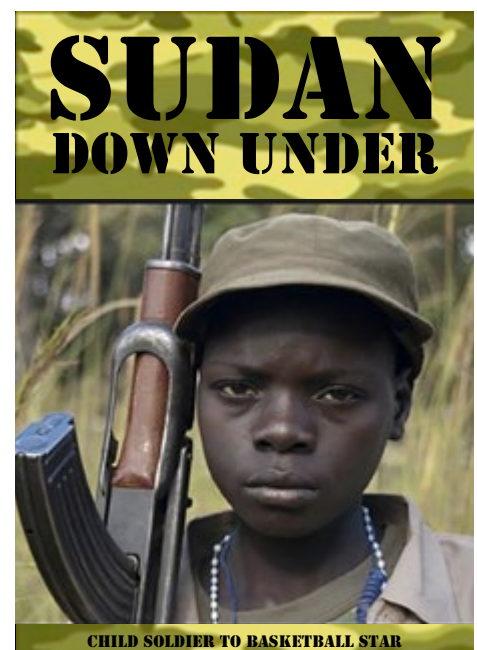
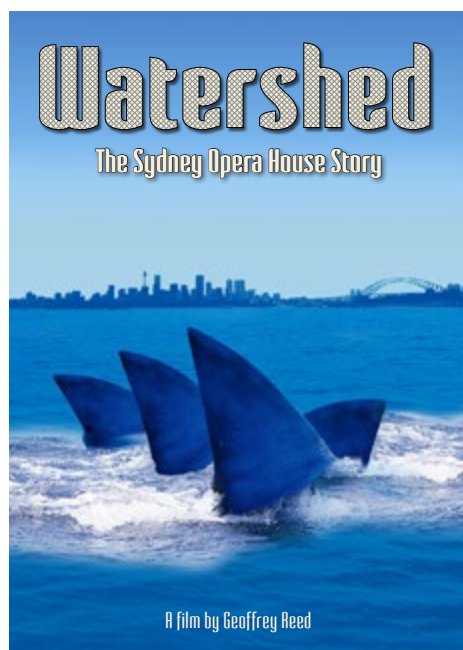
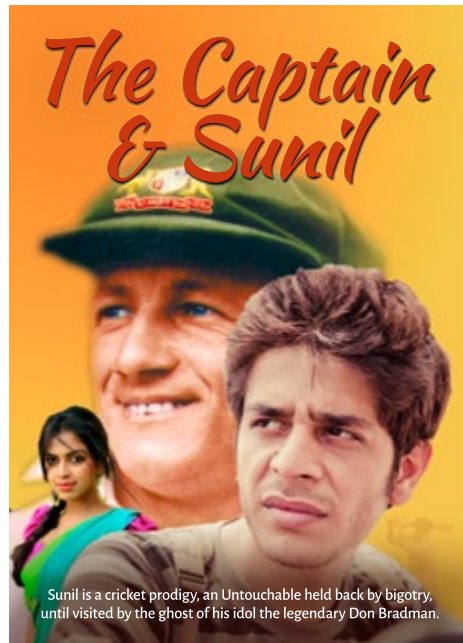
In the commercial world, Reedcomm Entertainment's primary role is creating and producing screen content to meet the emerging demand for social media based short-form video entertainment. YouTube is now the world's second largest search engine. Reedcomm Entertainment creates 'Brand Stories, a new tool for surfing all of the Social Media platforms. This has created a paradigm shift for marketers now struggling to create a brand engagement with their consumers online. This is the place for engagement and information sharing. The place where word of mouth and personal endorsements within particular social groups are actively sought and given.





Narrative-driven Feature Movies & Streaming Episode Projects in Development

1. **King Croc**
Horror Movie for MGM
Home Entertainment
2. **The Captain & Sunil**
Feature film project
Co-Pro with India
3. **Fun Actually**
Chinese adventure
comedy – 20 Episode
Streaming Series
4. **Watershed**
Who killed the Sydney
Opera House?
The true story told in 3
episodes
5. **Sudan Down Under**
Dramatised-doco:
From Child Soldier to
Basketball Star



Referees

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Image created for The Wreck Preservation Ale by James Squire. The ancient yeast, extracted by AWRI scientists, was recovered from the Sydney Cove, shipwrecked in 1797 near Preservation Island, Tasmania.

Geoffrey Reed
Communications



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