

# Strategic Communications

Hit the mark and get your desired response.

We put the customer at the centre when crafting succinct, clear communications.



## Madison Avenue by the numbers

19

Years

2,300+

Projects completed

125

Clients

60

Long term clients

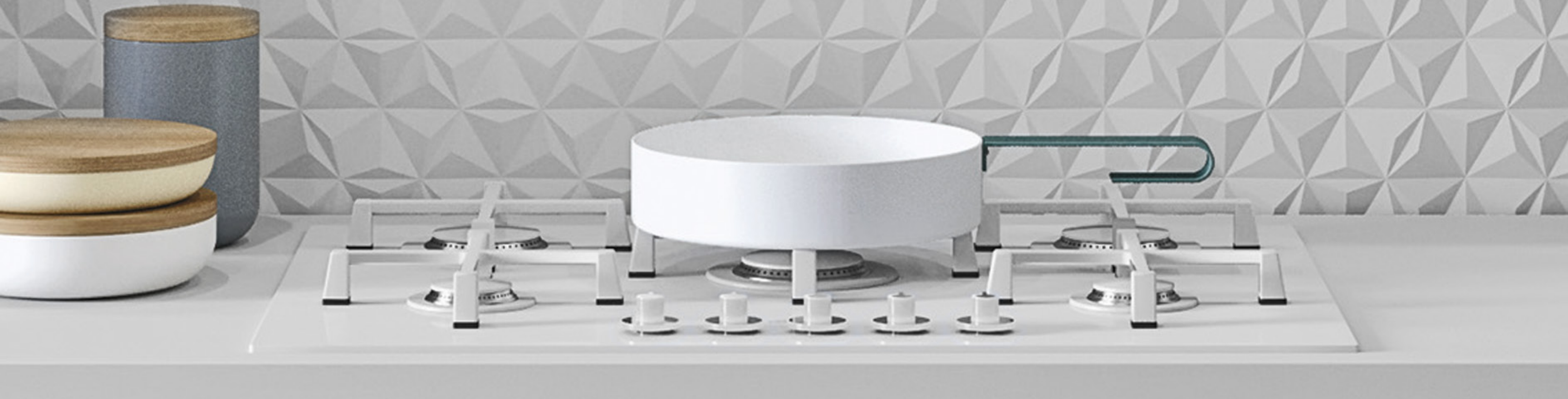
9.76

Average length of ongoing  
client relationships in years

173

Campaigns

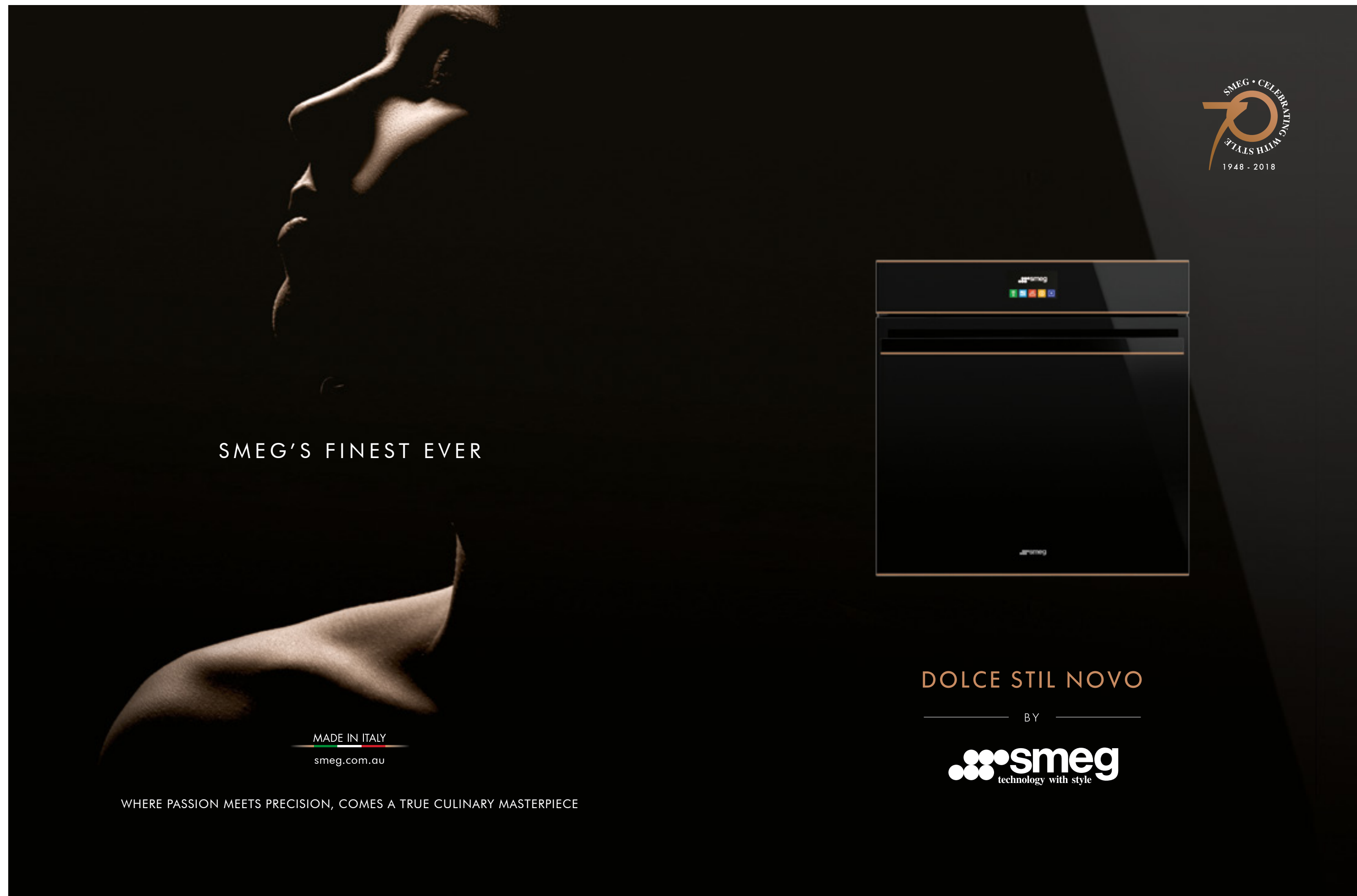




# Smeg Australia

Premium kitchen appliances with flair

Delivering double digit growth and increasing market share for eight consecutive years. All in a flat market, and with negligible budget increases.



# Advertising Art Direction Copywriting Design & Production

Producing artwork that speaks evocatively to consumers and makes publishers look good, allowing us to maximise offers of free-of-charge distress advertising space and boost client ROI.







## Media Planning Media Buying

Leveraging long term media relationships to continually punch above our weight and deliver innovative, cost-effective above-the-line and digital media plans that regularly deliver over 200% value-to-spend ratio, and were instrumental in re-positioning the brand as a premium offering.



*"Excellent results. I am so proud and pleased. Well done everyone!"*

**Tamara Buchanan**  
Head of Brand, Smeg Australia





GREEN BURIALS  
INTERNATIONAL

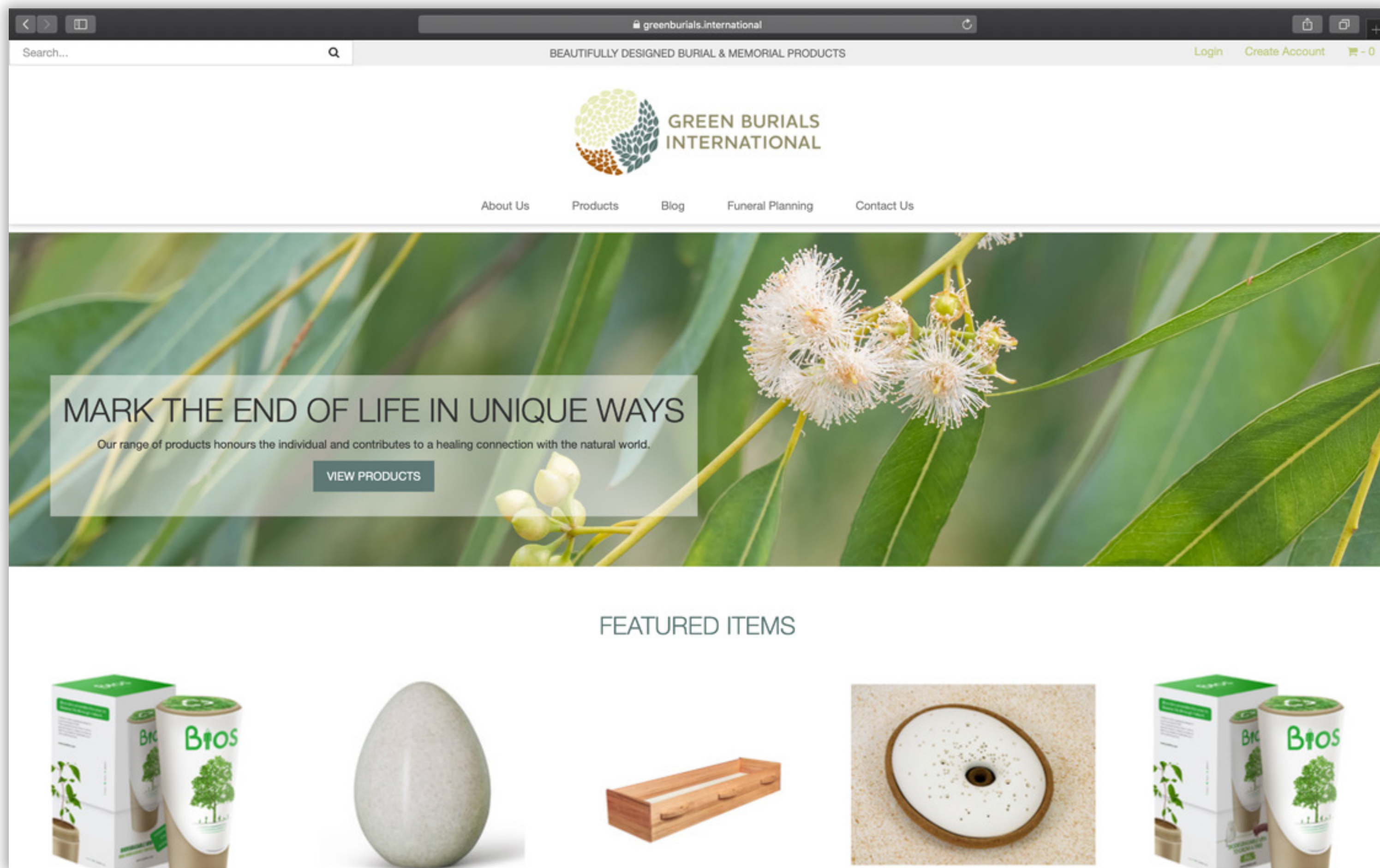
# Green Burials International

Beautiful, biodegradable burial products

Launching this innovative start-up to public and industry acclaim in Australia and New Zealand with triple digit annual increase in reach and 88% annual sales growth. All on a shoe-string budget.







## Branding Website E-commerce

Launching an environmentally and socially aware brand into a very traditional and conservative industry required a nod to the business' ethics, but more importantly needed to convey a sense of seriousness, reliability and trustworthiness to gain consumer and industry traction.





## GREEN BURIALS INTERNATIONAL

Outstanding  
natural vessels  
for unique burials  
and memorials

[www.greenburials.international](http://www.greenburials.international)



### INTRODUCING THE ASH CASKET



### INTRODUCING THE SPIRITREE



## Art Direction Copywriting Creative & Production Promotional Collateral

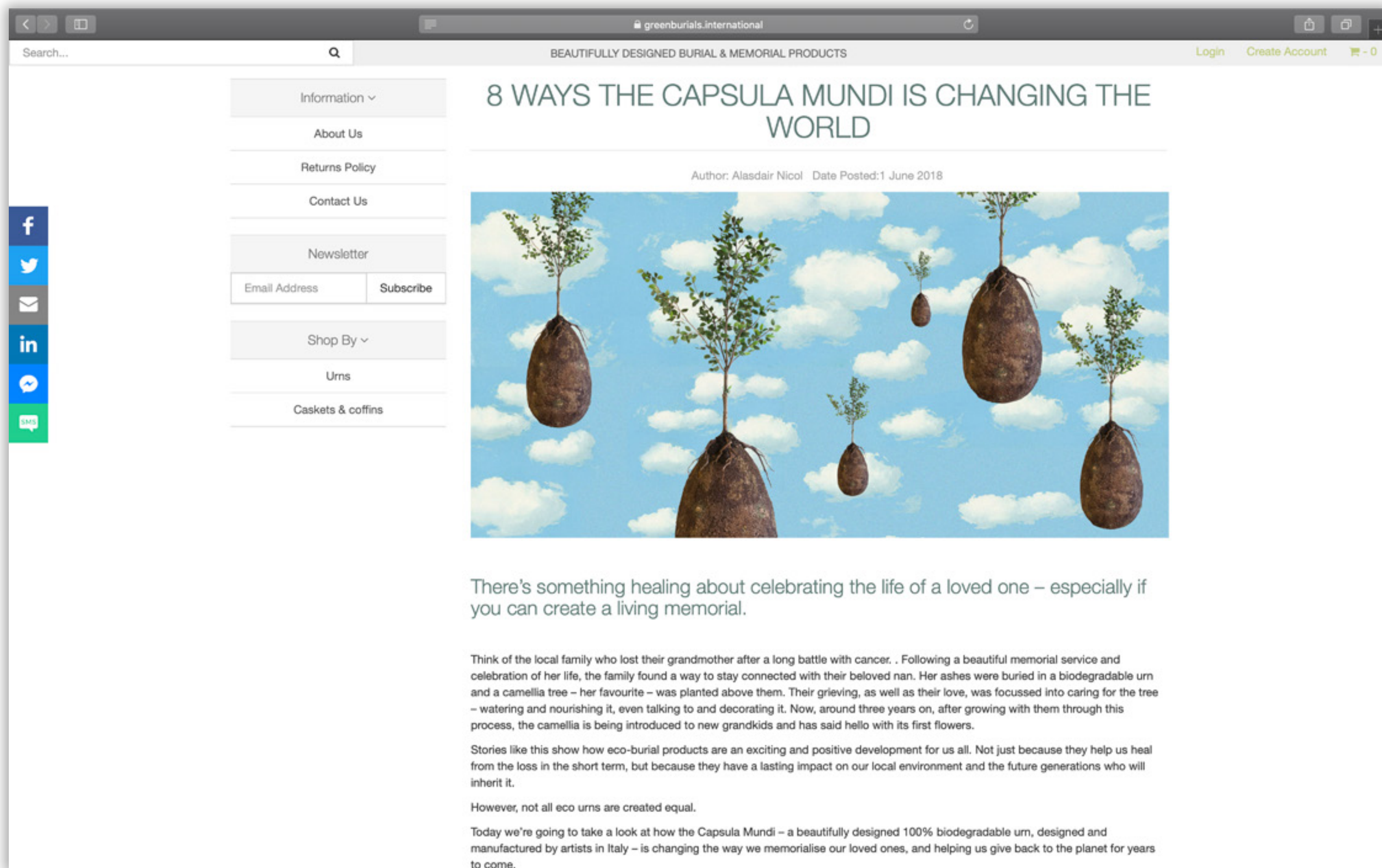
In an industry not known for its transparency and communication, the brand identity needed to be translated into a series of clean, professional and no nonsense promotional material to help it stand head and shoulders above the competition.



GREEN BURIALS  
INTERNATIONAL







# Content Strategy

## Copywriting

## Social

Growing public awareness of this new industry requires a diligent and sustained delivery of a content strategy that increases search engine visibility while offering truly engaging content. Combined with a diverse social strategy we achieved 821% year-on-year growth in organic reach.







GREEN BURIALS  
INTERNATIONAL

*"Launching such new products into a conservative industry, Madison Avenue were the ideal partner to perfectly position us. And they continue to be instrumental in planning and delivering our long term strategy to raise awareness about this whole new industry."*

**Michelle McCosker**  
Co-founder, Green Burials International



madisonavenue





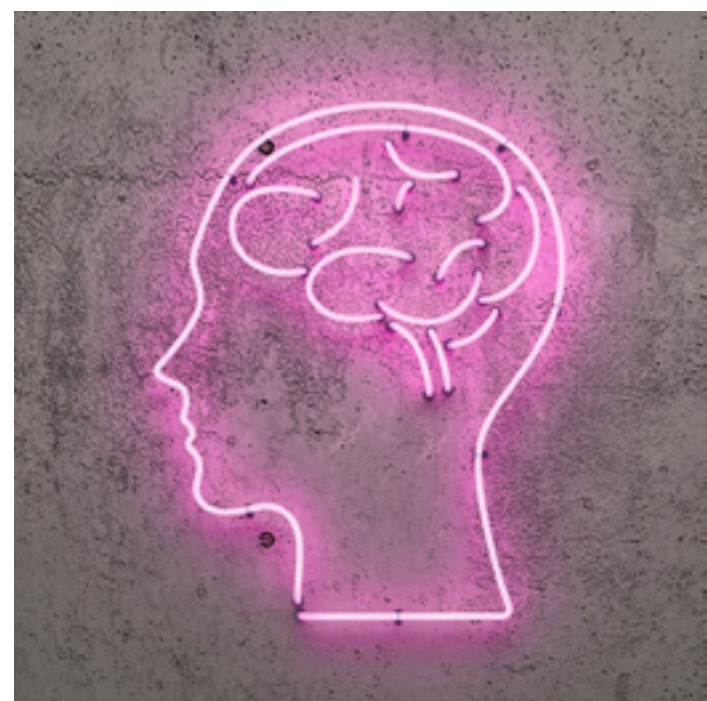
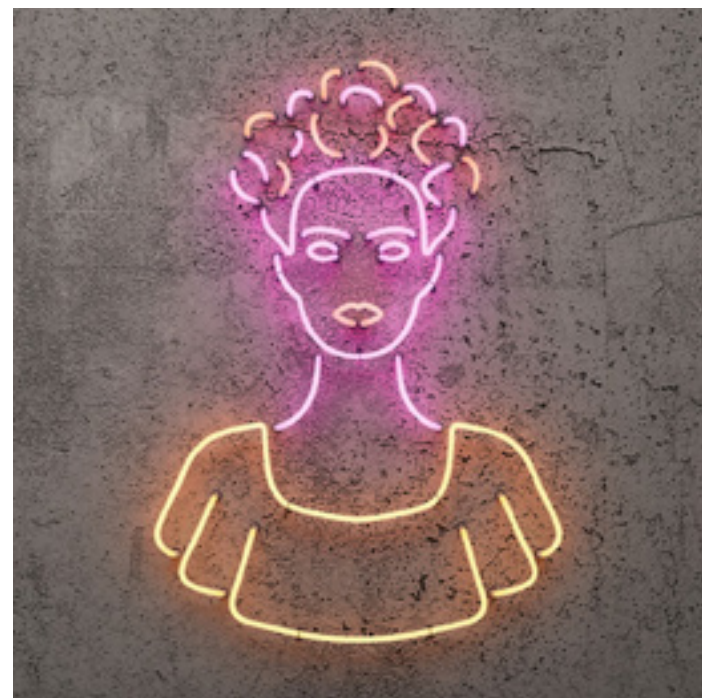
# Old 505 Theatre

Sydney's leading independent theatre

This long term relationship allows us to function as a pro-active marketing extension of the team behind an independent creative organisation, and find solutions to their unique challenges.





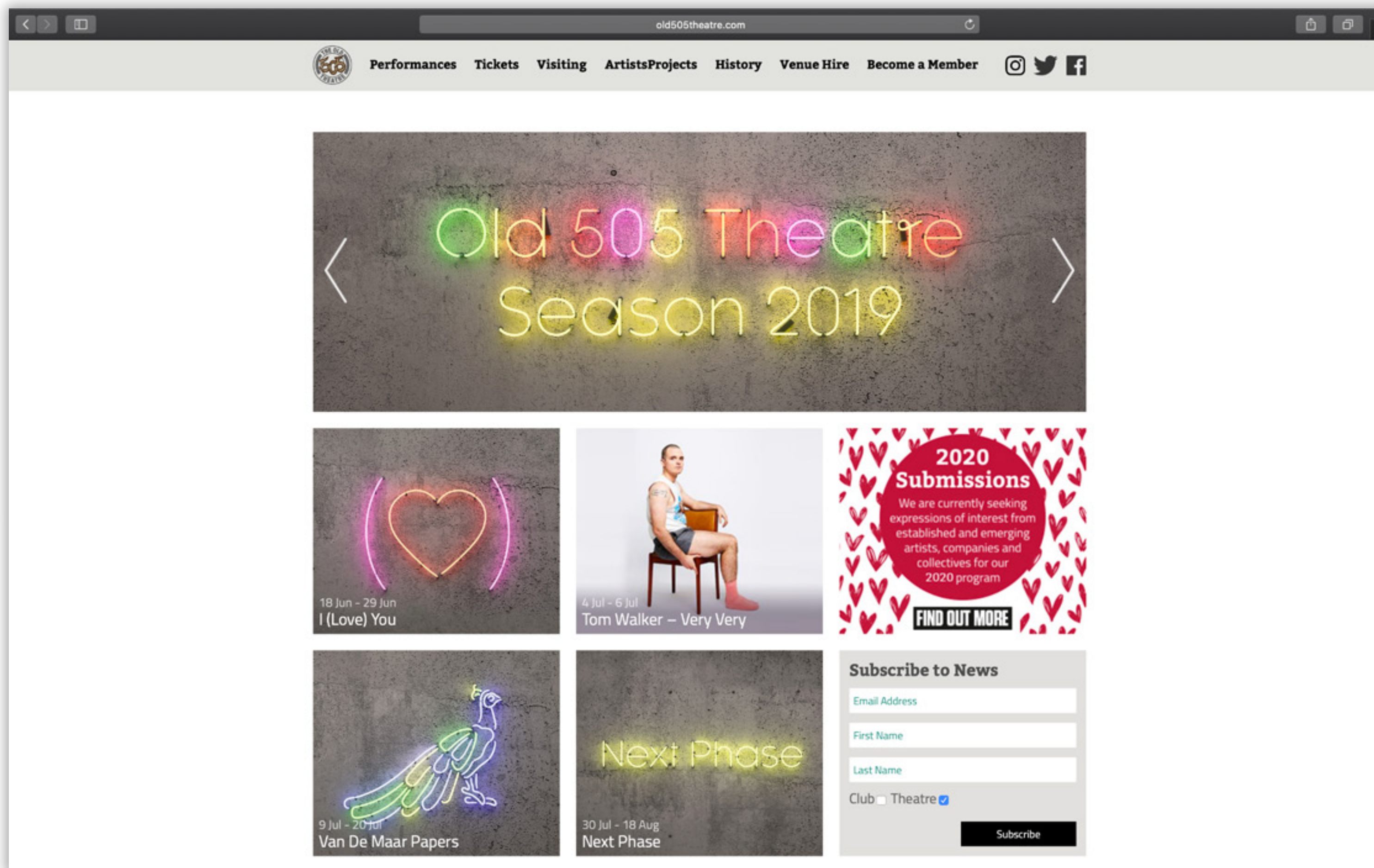


## Creative Direction Design & Production Promotional Collateral Advertising

Innovative creativity is the solution to promoting a season of shows whose final details are often unknown when the Season launches. And throughout the year, there is a modular and cohesive set of assets to form the basis of in-house and third party promotional and advertising materials.





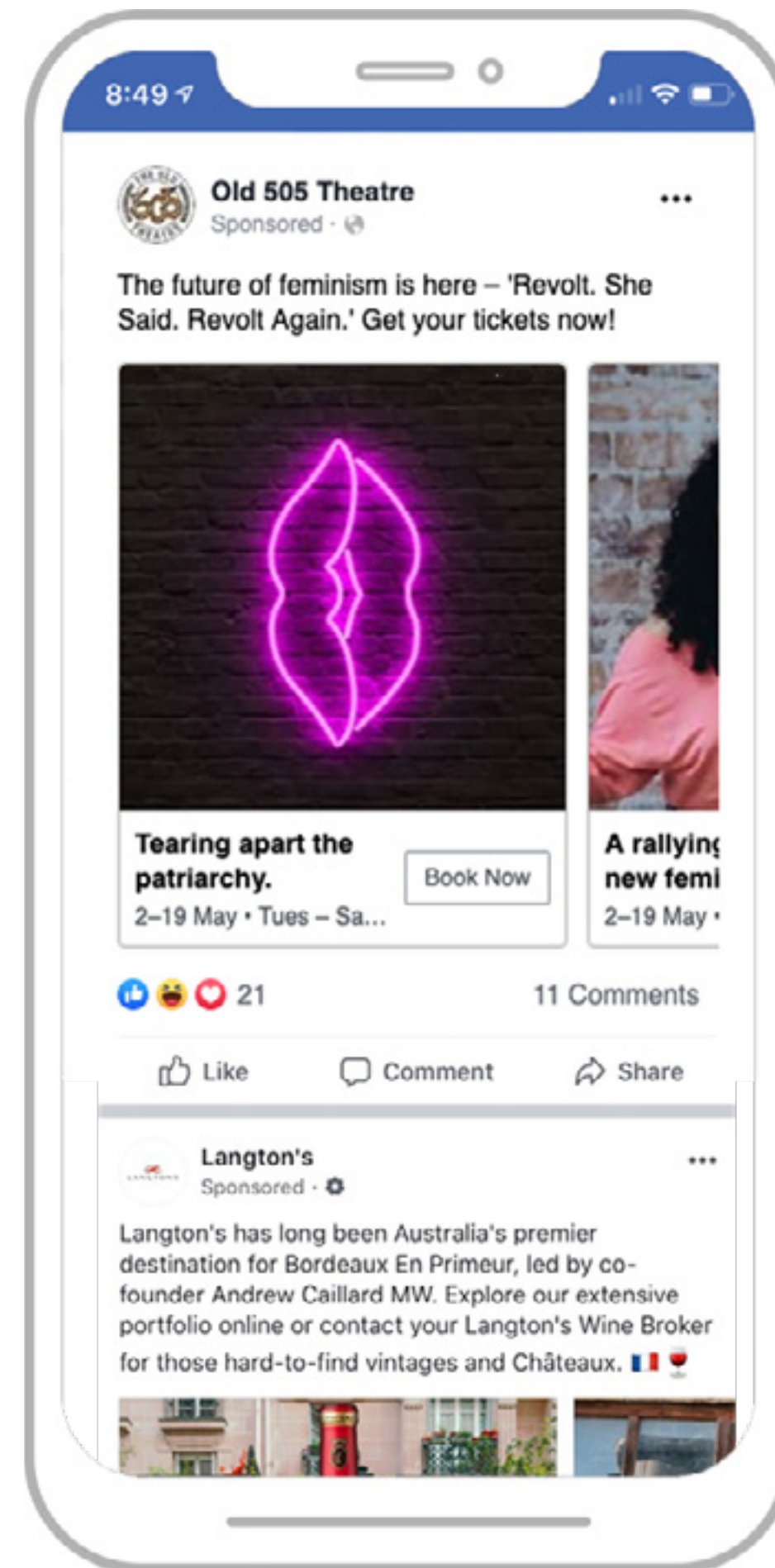
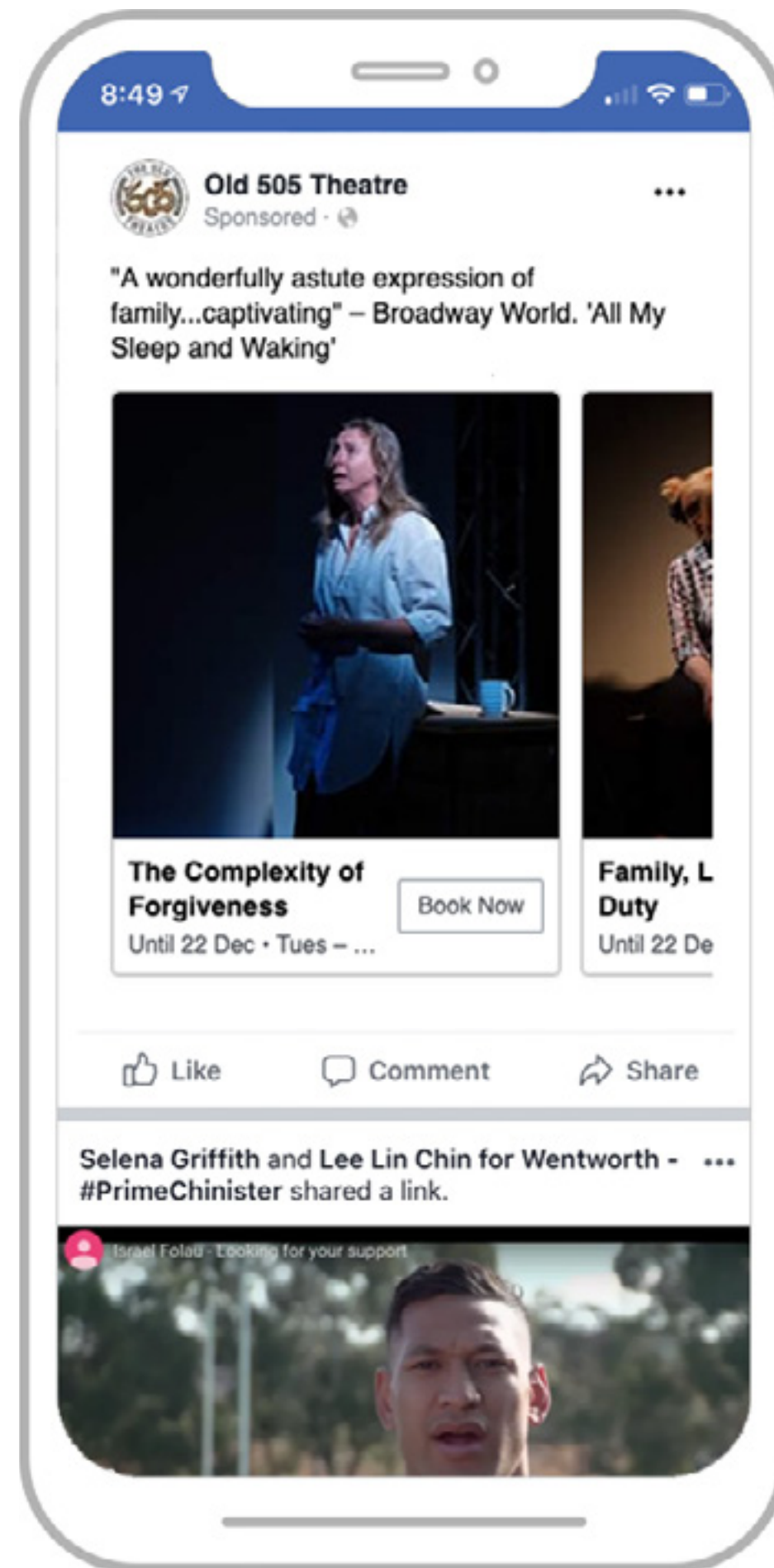
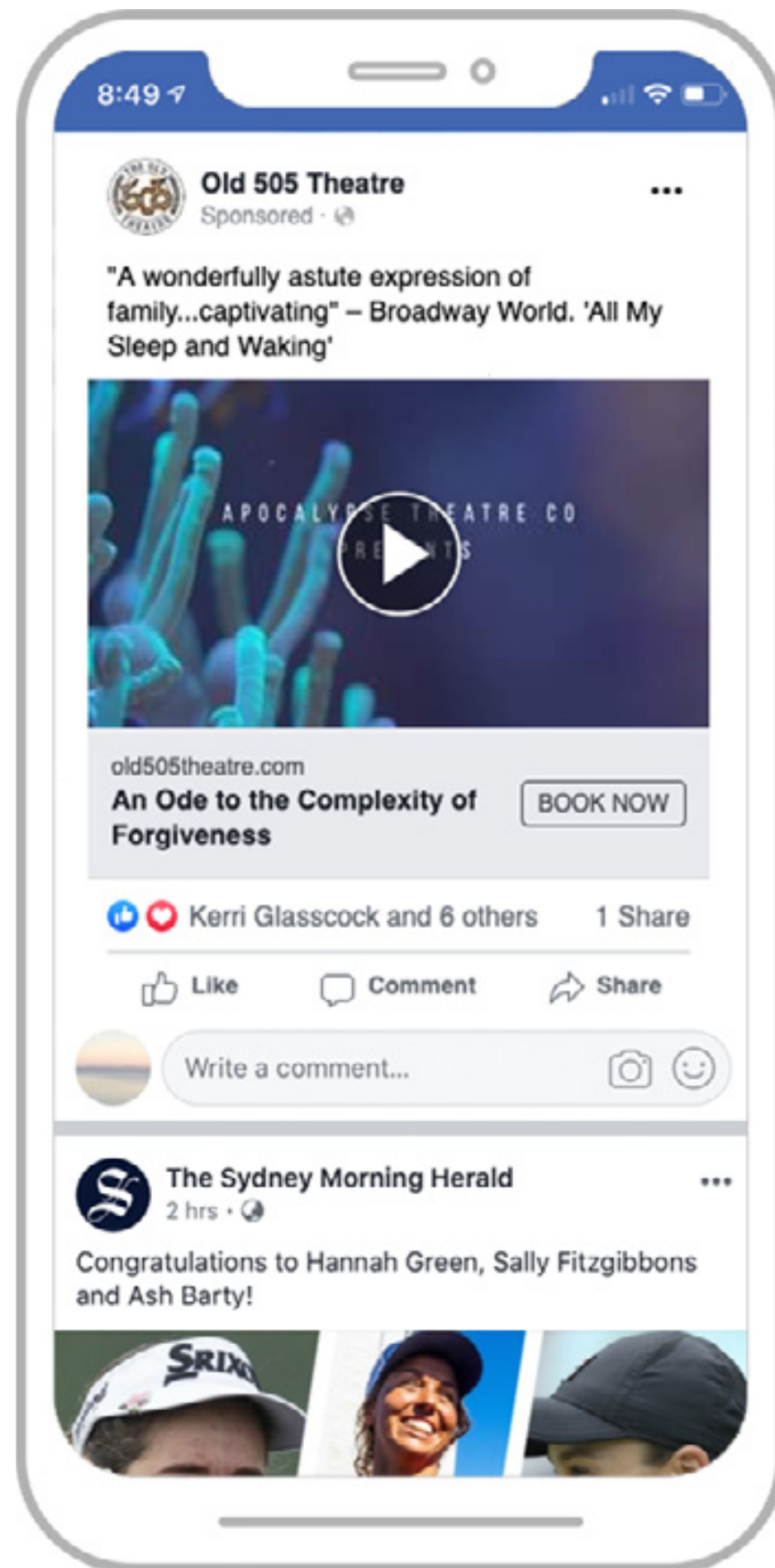


## Design Development Content Management

Independent theatres need cost-effective digital solutions, but design and user experience were not sacrificed in the development of this bespoke CMS that offers easy content management, and the serving of advertising assets to generate an extra revenue stream.







## Copywriting Social Advertising

Working lean, testing copy and refining targeted audiences are instrumental in managing Facebook and Instagram campaigns that regularly generate up to 190% average click through rates.







*"Madison Avenue understand the pressures faced by smaller businesses, and with their diverse experience can be trusted implicitly to deliver marketing solutions that over perform and look great...year after year"*

**Kerri Glasscock**  
**Founder – Old 505 Theatre**





# Strategic Communications Capacities

Communications  
Strategy

Brand Identity

Art Direction & Design

Content Strategy

Copywriting

Advertising

Promotional Collateral

Social Media

Media Planning

ATL, Digital, Social

Media Buying

Digital Presence

Photos & Video

Studio Production

Print, Digital, Radio, TV

Campaign Delivery

Production

Management



# Book a consultation

Alasdair Nicol

+61 414 419 486

[alasdair@madisonavenue.net.au](mailto:alasdair@madisonavenue.net.au)

