

CWC CHRISTINE WELLER CREATIVE



Multiply
the effectiveness of
your communications
dollar for less.



WHO WE ARE

After years of working as a Creative Director/Writer/Producer within the traditional client/agency set up at Thomson White/FCB and Grey Worldwide, it became increasingly obvious that smart marketers were looking for ways to achieve high quality strategic outcomes, without the high price tag. Christine Weller Creative was set up to cater to these forward thinking marketers' desire to access professionals with years of experience in creating effective communications campaigns for some of Australia's biggest brands, at a fraction of the cost of a traditional agency.

WHAT WE DO

Since 2002, Christine Weller Creative has formed strategic alliances with many professionals who share her philosophy and objectives and can provide everything an agency can and more. From strategy, concept development, creative direction, art direction, writing, production, filming (locally and overseas), post production, right through to on air, online, in-store, corporate or in print, below the line and above the line. Providing cost effective, effective communications for some of Australia's biggest consumer product and retail brands, charities and NGO's and working seamlessly with International clients in the U.S., India, Canada and the U.K. Christine and her crew have filmed documentaries and TVC's in Tanzania, Kenya, Uganda, Zambia, Malawi, Mumbai, Chennai, New Delhi, Rajasthan, Samoa and Cambodia. We also convert existing videos to be used in other markets like France, Switzerland and Finland.

WHAT WE STAND FOR COST-EFFECTIVE, EFFECTIVE COMMUNICATIONS

Advertising is all about effectiveness. I don't consider a communication successful unless it delivers the desired outcome of the brief, be it brand awareness, attitudinal change, motivating people to act or increasing sales. Creative awards are great but advertising and Marketing Effectiveness awards are even better.

TESTIMONIALS WORD OF MOUTH IS OUR BEST FORM OF ADVERTISING.

When it comes to advertising, word of mouth is the most effective way of getting your message across.

So here are a few words about us from our clients' mouths.

"Christine Weller Creative has been working with Plan International Australia since mid 2008 during a time when Plan has been working to find and perfect its positioning in the Australian market. Christine and her large team of creative contacts have produced – from research, scripting and filming to final editing – a new television documentary starring Plan Ambassador, Jamie Durie. They also produced, at very short notice and tight budget, a new television commercial for Plan – again from whoa to go. In all cases, Christine's creative direction has not only been 'on brand', she has been instrumental in helping Plan find the right voice for our brand for television audiences. The documentary Jamie's Journey with the Children of India has been praised by Plan's Board as the best television production they've seen in the Plan world of 17 fundraising countries. She and her team have amazing energy, commitment and capacity to produce at the highest quality...without the normal price-tag attached. Plan looks forward to working with Christine Weller Creative in future marketing campaigns."

**Tim Cansfield-Smith, Brand and Communications Manager,
Plan - Australian National Office**



"I was appointed Marketing Director of World Vision Australia in January 1999. World Vision was then the largest charity of any type in Australia. One of my first tasks was to undertake an agency review. This I did - and we cast a wide net. We chose one of Melbourne's biggest multi national advertising agencies - not because of their credentials or because of their worldwide pedigree - but because of the stand-out quality of key individuals in their pitch team. Christine Weller was one of the most important of these. We worked with the agency very successfully for two years before reaching the realization that we were paying lots of people lots of money for the brain-power of a few. So we ended the formal relationship with the agency and entered into direct relationships with 'the few'. Christine was one of the few. In subsequent years we achieved unimaginable things. Things like taking a nation's most dominant charity and doubling its supporter base. Like changing the way a nation sees global poverty and their responsibility to act. Like taking the cost of attracting a new supporter/customer to a quarter of what it was five years earlier. These achievements came from having the right strategy, the right internal employees and the right external partners - especially the right creative forces. Christine was our creative force. Nearly ten years on, with me now in a global role defining the brand strategy for a US 2 billion dollar turnover organization, I found that I needed a no-nonsense, maximum-impact, minimum-cost creative director to help articulate our global brand strategy, I could have picked anyone in the world - at any price. I turned to Christine - because I was 100% sure that she would deliver. And she did. I would recommend Christine to anyone. With this track record, who wouldn't?"

**Andrew Barnes, Senior Director, Global Marketing,
World Vision International**



“In 2012 Christine Weller Creative was engaged to create a recruitment campaign for Baptcare to attract quality staff to work in our aged care and family services teams. Being a not-for-profit with a small budget, we asked Christine to come up with a big idea that would not only generate an increase in recruitment numbers, but also build overall awareness of the Baptcare brand. Christine Weller Creative worked directly with the Baptcare marketing team to create the ‘Baptcare Bonus’ campaign featuring current employees sharing their own personal reasons about why working for Baptcare was a bonus for them. Christine’s rapport with the marketing team and the staff that we chose to become the brand heroes, resulted in a compelling word of mouth recruitment campaign, that is not only generating results, but has the added bonus of building awareness of Baptcare’s brand. Christine helped us to create a campaign that is proving to be very effective on a cost effective budget.”

Tara Anderson, General Manager Marketing & Communications, Baptcare



“In late 2011 Christine Weller Creative was engaged to create a short video piece to showcase the work of the Vision 2020 Australia Global Consortium in the Asia Pacific region. This involved undertaking a filming resource trip to Samoa and Cambodia to collect footage of the life changing work that is being undertaken by Australian agencies, through support of the Australian Government, to eliminate avoidable blindness in the region. The team, lead by Christine Weller, worked tirelessly within a short timeframe and budget to organise the trip, collect footage and create a moving and inspiring video piece to launch at a Parliamentary Friends Group for Eye Health and Vision Care dinner at Parliament House on 11 October 2011, the eve of World Sight Day. The professionalism and commitment shown by the team to the project was outstanding, along with their ability to work under difficult conditions with great enthusiasm and passion. The ease with which they quickly built a strong rapport with in-country teams and interviewees contributed greatly to the success of this project.”

Sophie Plumridge, Director - Global Policy and Programs



“Having just arrived on my assignment to run our U.S. business a lot of critical things needed to happen fast. Our U.S. consumer products business had long been a committed marketer and created a household brand, however some of the basics were in need of urgent attention and especially our digital and web presence. With the dynamics of user reviews that we had somewhat chosen to ignore, products to launch with new microsites, we needed to really engage and a suite of new product videos became a central piece of our plan. With only a couple of weeks' notice we had scripts, creative and two of our team on a plane to Melbourne to meet up with Christine. The following is their view of how the project managed and remember for us as a US based business executing quality production; "It was an absolute pleasure working with Christine Weller and her dedicated team. Wagner SprayTech USA had a critical and urgent need to develop a range of high-quality product videos showcasing a variety of new Wagner sprayers and rollers. Christine did an outstanding job organizing the entire project from start to finish. She did a great job establishing the strategic needs upfront, determining all the important information and identifying the key aspects of the products to feature. It was important to do the project in a fast and efficient way and Christine was intensely mindful of the budget and our time frames. She was able to leverage video footage from previous projects, without sacrificing quality. Her creative thinking during this process was important to the project as it allowed us to save valuable time and reduce the overall cost of the project. We were also impressed how well she was able to coordinate all the detailed aspects of this global project from creating the scripts, finding site locations, recording the voice-overs and editing a world-class product video". We really appreciated all the valuable work Christine did to deliver a very successful project. She is highly professional, committed and focused in meeting deadlines and the creative and strategic requirements, her talent and experience shows through. In addition, Christine was very hospitable and made our team feel right at home during the week we filmed the videos in Melbourne. Given all of the parameters surrounding this project we could not have achieved the same quality outcome had we have commissioned it here in the U.S. I have worked with Christine in various capacities over some twenty years and she is always someone I can trust.”

John Berwick, President, Wagner Spraytech Corporation



“These achievements came from having the right strategy, the right internal employees and the right external partners especially the right creative forces.”

ADVERTISING IS ALL ABOUT EFFECTIVENESS.

I don't consider a communication successful unless it delivers the desired outcome of the brief, whether it be brand awareness, attitudinal change, motivating people to act or increasing sales.

Creative awards are great. Advertising and Marketing Effectiveness awards are even better.

Here are a few examples of what can be achieved when the right strategy is creatively implemented.

WORLD VISION “WORLD VISION 10,000” CAMPAIGN

To encourage Australians to sponsor 10,000 of the world's poorest children within a 30 day period.

The campaign was so effective that it not only reached the 10,000 figure (that many thought unrealistic) but beat it by more than 4000, 5 years in a row.

AWARDS:

Direct Response
Marketing Awards
AMI's and Advertising
Effectiveness Awards
2 years running



VICTORIAN ELECTORAL COMMISSION “YOUR OPINION COUNTS, MAKE SURE YOUR VOTE DOES” CAMPAIGN

To motivate people to want to enrol, vote and vote correctly.

This campaign was so effective in motivating people to vote that the same creative was used over three elections of State Governments, both Liberal and Labor.

Returning Officer figures confirmed high voter turnout and low donkey vote.

Awards:

- **Finalist Advertising Effectiveness Awards**
- **Finalist FACTS creative award**
- **Finalist Award Awards (Creative)**



WHITE KING LIQUID BLEACH “ADD A CUP TO YOUR MACHINE WASH” CAMPAIGN

White King Liquid bleach “Add a cup to your machine wash” campaign. Boosted brand awareness/prompted significant behavioural change. In-wash White King bleach usage increases from 11% to 33% and substantially boosts market share.

Wins: AMI State Award for Marketing Effectiveness
Wins: AMI National Award for Marketing Effectiveness



Advertising on Subscription TV pays off in more ways than one



When MCN were putting together a media package for hugconnect and their client Godfrey Hirst Carpets that included the production of a TVC to appear on their Lifestyle Channel, they wanted a company that could deliver a great strategic and creative outcome at a value for money price.

Choosing Christine Weller Creative to conceptualise and produce a 30 second TVC and billboards for the campaign really paid off for both MCN, hugconnect and their client Godfrey Hirst Carpets.



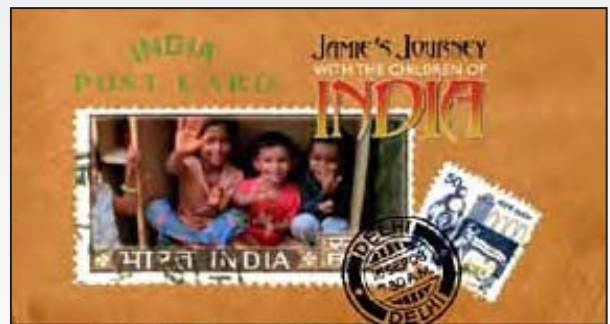
...the best
television
production
they've seen...



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Tim Cansfield-Smith

Brand and Communications Manager
Plan - Australian National Office

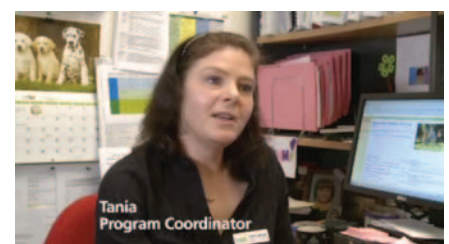
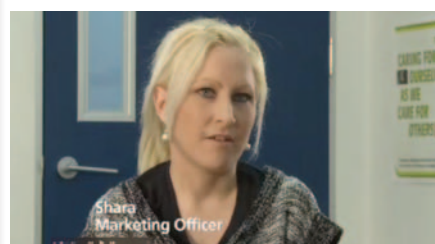
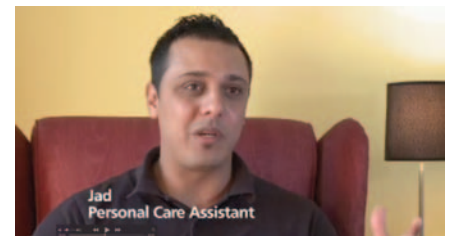
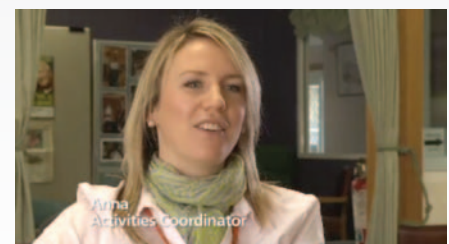
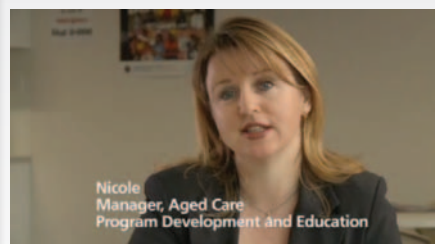
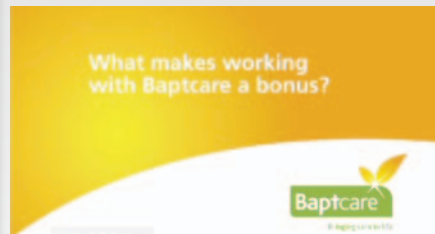


**DIGITAL/SOCIAL MEDIA
COST-EFFECTIVE, EFFECTIVE FILMS FOR THE WEB**

**BAPTCARE
“BAPTCARE BONUS”
CAMPAIGN**

Baptcare is a not for profit provider of quality Aged Care and Community Care services. Without the benefit of an overall brand awareness campaign to outline the attributes of the Baptcare brand to prospective employees, this recruitment campaign had to work doubly hard. Christine Weller Creative worked directly with Baptcare to create a campaign featuring current employees giving their own personal reasons about why working for Baptcare was a bonus for them. The result: a compelling word of mouth recruitment campaign that is not only generating quality results, but with the added bonus of building awareness of Baptcare’s brand values and what the Baptcare brand stands for. Christine Weller Creative and her team, wrote, produced, filmed and edited the campaign videos, online and print. A recruitment campaign with a bonus.

Baptcare



ANIMATION

Magic Mobility wanted some animated videos to demonstrate the features and benefits of their new range for use on their website and online. Christine Weller Creative filmed and produced these 4 effective videos, very cost effectively.

Magic
MOBILITY™



INSTRUCTIONAL VIDEOS

COST-EFFECTIVE, EFFECTIVE INSTRUCTIONAL VIDEOS

Whether it's putting together "how to" consumer videos for clients like Wagner Spraytech for their spray painting equipment for use in-store at Bunnings or Masters or online, Christine Weller Creative gets the job done effectively from start to finish. So effectively in fact that Wagner USA commissioned CWC to write, film and edit their "how to's" in Australia for the U.S. hardware market as well their website.

WAGNER®



BIG BRAND EXPERTISE FOR LESS

Christine has worked with some of Australia's biggest consumer product and retail brands, charities and NGO's. SPC, BP Express, Food Plus, Ikea, Capt'n Snooze, White King, RazzaMatazz, Forty Winks, Hilton Hosiery, TT Lines, Air Mauritius, Jetset, Yellowglen, Seaview, Sunoroid, Mitre 10, Melbourne Central, The Age, Wagner Spraytech, Victorian Electoral Commission, Jenny Craig, Salvation Army, Vision 2020 Australia, Tintern Grammar School, Magic Mobility, Baptcare and many more. She has filmed for World Vision in Tanzania, Kenya, Uganda, Zambia, Malawi, Mumbai, Chennai and Cambodia. Vision 2020 Australia Global Consortium in Cambodia and Samoa and for Plan International Australia in Delhi, Rajasthan and Uganda.

Christine has formed strategic alliances with many professionals who share her philosophy and objectives and can provide everything an agency can and more.

From strategy, concept development, creative direction, art direction, writing, production, filming (locally and overseas), post production, right through to on air, online or in print, below the line and above the line.



NO OVERHEADS... NO SERVICE FEES... NO HIDDEN COSTS

“...she attracts people around her with the same ethos - and together they just make the whole thing happen. A marketer's dream.”

If you want to buckle your advertising budget belt without endangering growth or market share, you don't need an advertising agency, you need to contact Christine Weller Creative and give her the chance to show you how effectively it can work for you.

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