



## What do we do?

DDG offers a fully integrated approach to **Brand Management** and **Marketing Communication** needs through the provision of the following services.



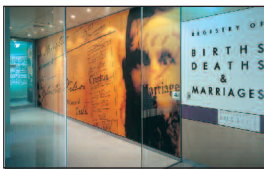
### **Corporate Identity: (Logos, Stationery and Signage)**

A company's corporate identity is an integral component of its communication with the world. In competitive markets, it is always companies with a strong, consistent and unified visual image which attract and retain their customers.



### **Publications: (Annual Reports, Catalogues, Company Profiles)**

Successful publications invite readership. This is achieved when the designer listens, understands the market and the client's needs, and integrates graphics, text and layout in a way which appeals specifically to the target audience.



### **Environmental Design: (Signage, Exhibitions, Reception Areas)**

Every aspect of the business environment sends a message to existing and potential clients, and staff. Environmental design integrates architecture and visual communication to reinforce your unique brand position.



### **Packaging and Promotion: (Packaging, POS, Labels)**

Your packaging and promotional materials are a medium where you make an immediate impact on your present and future customers. Innovative use of this valuable space is the key to creating a successful, lasting and appealing impression.



### **Web Development: (Internet, Intranet, Extranet & CMS)**

Imagine unlocking the potential of your website, creating a powerful, integrated online version of your current business that takes advantage of new technologies. Your website should be highly functional, accessible and nothing short of outstanding! Our custom developed, easy to use and world class Content Management System (CMS) will keep your online information current, relevant and dynamic.



### **Custom Web Applications**

Solutions can be custom built to meet your specific requirements  
Custom built solutions typically involve building software applications that model your unique business processes, and integrating these with our existing modules, and your other internal IT systems. DDG has delivered custom built solutions from around \$10,000 to in excess of \$200,000.



### **Search Engine Optimisation (SEO)**

SEO is the process of elevating your website's ranking amongst organic (unpaid) search results for the major search engines. It can improve the volume of targeted traffic reaching your website. With an ongoing SEO campaign you can increase your website's position in search engine results, and monitor and assess strategies assisting in maintaining your position against your competitors to speed development times and reduce costs.



## Who are our customers?

Some of our client partners are:

**Antisense Therapeutics:**

New Brand, Website, Annual Report

**Australian Dental Association:**

National and State Websites

**Bernard O'Brien Institute of Microsurgery:**

Website, Annual Report

**Bendigo Bank:**

Annual Reports, Various Corporate & Retail Communications

**Barwon Health:**

Brand Management, Annual Reports, Rebrand McKellar Centre, Style Guide, Press Advertising, Newsletters, Website, Custom Software Development, Banners

**Barwon Region Water Authority:**

Annual Reports, Newsletters

**City of Greater Geelong:**

Brand Management, Website, Intranet, Brochures, Banners, Annual Reports

**In2Store (division of Toll):**

Brand Management, Sales Campaign, Brochures, Newsletters

**Kodak:**

Multiple Websites and Online Strategy Development

**Melbourne IVF:**

Brand Management, New Identity, Website, Newsletters

**Mercy Health & Aged Care:**

Rebrand, Brand Management, New Identity, Style Guide, Annual Reports, Strategic Plans, Newsletters

**Penfold Motors:**

Rebrand, Brand Management, New Identity, Style Guide, Website, Advertising

**Readymix:**

Brand Management, Sales Campaign, Banners

**Shell:**

Identity Development for "Shell 50 Year History" Coffee Table book, Environmental Plan Publications, Newsletters, Banners, Various Corporate Communications Reports

**St. Joseph's College:**

Rebrand, Brand Management, Style Guide, Website, Stationery, Brochures

**Winchester:**

Brand Management, Website, Newsletter, Advertising

**Jonathan Roberts**

Managing Director

**Dzign Diezel Group: Brand Communicators** Est 1995

Clarendon on York, 68-72 York Street, South Melbourne Vic 3205 Phone +61 3 9682 9388

Level 3, Barada House 115 Myers Street, Geelong Vic 3220 Phone +61 3 5226 9600

[www.dzign.com.au](http://www.dzign.com.au)