

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: (Branding, 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.



Online Video Content

Go back a few years and the idea of delivering video via your website seemed costly and frankly a pretty poor experience for the end user. Now in 2008, delivery of high quality video to increase viewer engagement and help tell your story is a normal part of the web experience. Whilst we have YouTube to thank for normalising video viewing on the web, there is a whole lot more now being done with video online.

Other Services

Event Management | Promotional Marketing | Public Relations / Community Engagement | Media Buying | Project Management & Account Management | Print & Production Management | Illustrations | Copywriting | Proof Reading | Editing | Social Networks | Photography | Online Film Production

WHO ARE OUR CUSTOMERS?

Some of our client partners are:



Mercy Health



Penfold



CITYWIDE



City of
KINGSTON



City of
Casey



Parks
VICTORIA



Richard Duerden
Strategic Sales Director

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