



**FIRING / MINDS®**



As a small design agency, we love building close relationships with executives and marketing teams, helping them bring their vision to life.

**Anthony Wallace**

**CREATIVE DIRECTOR & FOUNDER**



# Strategy + Creative

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Firing Minds is a **STRATEGIC BRAND DESIGN** and **DIGITAL MARKETING** agency with 25 years experience across education, business services, property and retail.

Our core capabilities include strategic brand design, building high-performance websites, and implementing content marketing programs that increase **MARKET VISIBILITY** and establish your **REPUTATION** as a market leader.

If you need a strategic design partner to assist with your next project we would be happy to share our approach and the options available to you.

Here is a selection of work...



## BTO GROUP

When Steven Skinner founded his business advisory and accountancy practice he needed a consistent brand identity and website to successfully launch a B2B startup.

BRAND IDENTITY  
PRINT COLLATERAL  
WEBSITE

## ARTISTS IN THE BLACK

When the Arts Law Council of Australia established a pro-bono legal program supporting indigenous artists, they were seeking branded collateral that would resonate.

BRAND IDENTITY  
PRINT COLLATERAL







## THE WASHING DONE

When founder Lawrence Wu established a second retail outlet at the Eastside Westside development in Alexandria he wanted to appeal to the thriving business community and emphasise the ease of a drive-thru service.

### BRAND IDENTITY

SIGNAGE

OUTDOOR ADVERTISING

DIGITAL ADVERTISING

SOCIAL MEDIA

WEBSITE



DRY CLEANING & LAUNDRY  
**DRIVE-THRU  
 ALEXANDRIA**  
 7AM-7PM WEEKDAYS • SYDNEY CORPORATE PARK




*The Washing Done*  
 DRY CLEANING & LAUNDRY

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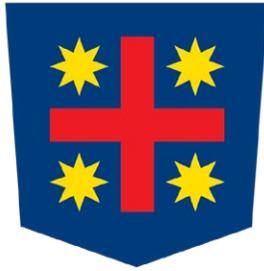

*The Washing Done*  
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*The Washing Done*  
 DRY CLEANING & LAUNDRY





**MACQUARIE**  
ANGLICAN GRAMMAR SCHOOL

FAITH IN *Action*



### MACQUARIE ANGLICAN GRAMMAR SCHOOL

When Headmaster Craig Mansour was challenged with a need to raise the profile of his school, and its new boarding option, we sought to position MAGS as the leading independent school in Dubbo with boarding facilities “within reach” of rural families across Western NSW.

Our brand identity solution positioned the school as a learning community that embraces innovation whilst appealing to the “can-do” spirit, which is a hallmark of the region’s history.

BRAND IDENTITY  
PUBLICATION DESIGN  
PRINT ADVERTISING  
SOCIAL MEDIA

**Boarding within Reach**

Boarding at Macquarie gives families across Western NSW the option to live within reach of their child's education in Dubbo or consider boarding for the first time.

**COMMUNITY LEADER AWARDS 2020**

A full scholarship to a quality education at Macquarie Anglican Grammar School is available to a young person who embodies Innovation and a can-do attitude - characteristics of the school's values and our region's success. Applicants should have proven leadership skills, academic merit, integrity, and a desire to join our community.

**NARRABRI INFORMATION NIGHT**

Tuesday 27 October @ 6pm  
 Tourist Hotel (Function Rm) 142 Maitland St, Narrabri  
 RSVP contact@mags.nsw.edu.au or call (02) 6841 6222

**ENROLMENTS AND BOARDING TEAM**

(02) 6841 6222 (Administration)  
 enrolments@mags.nsw.edu.au  
 www.mags.nsw.edu.au

**MACQUARIE**  
 ANGLICAN GRAMMAR SCHOOL  
 FAITH IN Action

**PARENTS & FRIENDS ASSOCIATION**

FOLLOW ON FACEBOOK

facebook.com/groups/MAGSParents

FAITH IN Action

JOIN US ON

**Celebrating 20 Years**

FAITH IN Action

**BOARDING**

*Reach*

**PARENTS & FRIENDS ASSOCIATION**

*Your Community*

The P&F meets at 7pm on the 3rd Tuesday of term Trade Training Centre

**A VIBRANT SCHOOL COMMUNITY NEEDS YOUR SUPPORT**

The Parents and Friends Association (P&F) brings together parents and friends of Macquarie Anglican Grammar School who are interested in the welfare of the school and its students. Why not drop by our next P&F Meeting?

(02) 6841 6222  
 parent@mags.nsw.edu.au  
 facebook.com/groups/MAGSParents  
 11 Currawong Road Dubbo NSW 2830  
 PO Box 1170 Dubbo NSW 2830

**MACQUARIE**  
 ANGLICAN GRAMMAR SCHOOL  
 FAITH IN Action

**MACQUARIE**  
 LIVESTOCK SHOW TEAM

*Innovative Independent Community*

FAITH IN Action

**Actions Speak loudest**

PRE-K to YEAR 12 + BOARDING OPTION

**MACQUARIE**  
 ANGLICAN GRAMMAR SCHOOL  
 FAITH IN Action



## NOWRA ANGLICAN COLLEGE

When Headmaster Lorrae Sampson needed to update the College's identity we saw an opportunity to elevate its appeal to Shoalhaven families seeking a superior quality of education for their children.

Our brand identity solution sought to balance visual elements of prestige and innovation while drawing upon aspects of the College's natural bush setting.

Our website solution was built around clear User Journeys for potential families comparing schools, existing families interacting with the College, and other stakeholders.

### BRAND IDENTITY

SIGNAGE

PUBLICATION DESIGN

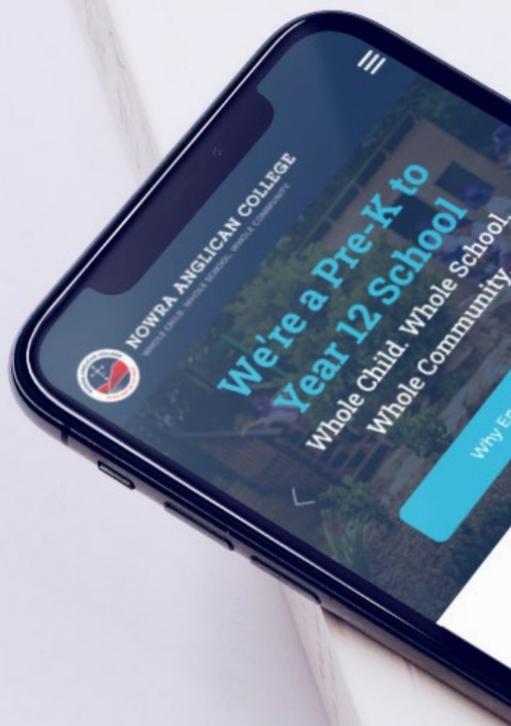
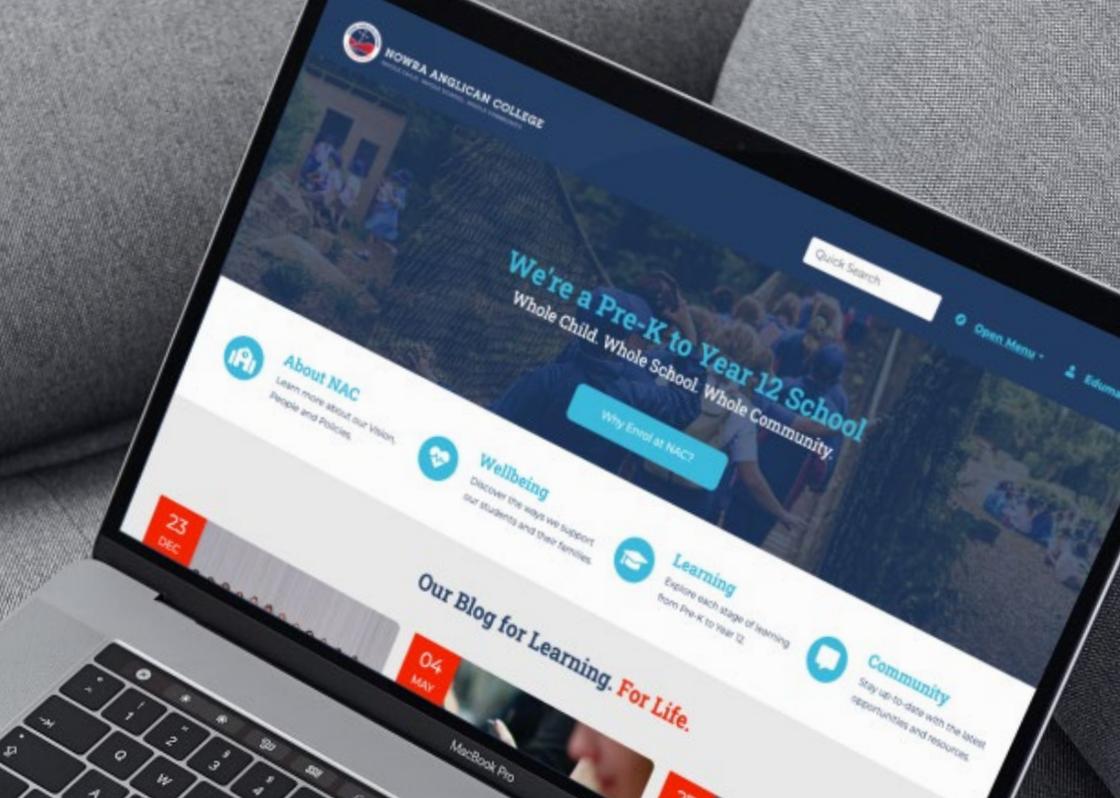
OUTDOOR ADVERTISING

DIGITAL ADVERTISING

SOCIAL MEDIA

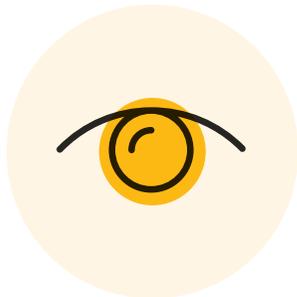
WEBSITE





# Core Capabilities

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## **STRATEGIC BRAND DESIGN**

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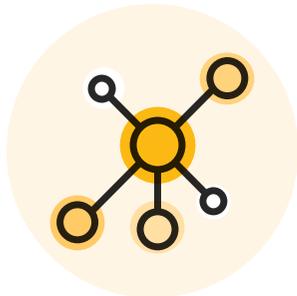
We believe a strong brand identity forms the foundation for marketing success. Our strategic brand design services ensures you have a clear and effective brand that resonates with your target audience, while also setting you apart from the competition. We work closely with our clients to understand their unique business needs and tailor our approach accordingly.



## **HIGH PERFORMANCE WEBSITES**

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With a strong brand identity in place, we believe your website is the next important pillar for marketing success. Our websites carefully map your business goals to the needs of your target audience at each stage of their “buyer’s journey”. We follow best practices in User Experience, ensuring we start with clear User Personas and define the User Journey we want audiences to take toward your business goals so we can track results and optimise them further.



## **CONTENT MARKETING PROGRAMS**

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Finally, we believe that a recurring content marketing program is an essential final pillar for marketing success. We work with you to develop a content strategy that aligns with your brand and business goals, and ensures your target audience receives valued content in a timely manner that reinforces their trust in you as a market leader. We believe content marketing is a well-proven customer acquisition and retention strategy that drives tangible business results.

# Big Problem Solvers

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## **WE NEED EASY TEMPLATES – SAVE TIME & MONEY WITH CANVA**

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Some marketing teams need to communicate a lot of information on a regular basis but struggle to produce professional-looking communications quickly and easily. If that's you, we can migrate much of your communications to Canva with your own branded templates that save you time and money when you need to get on with necessary communications.



## **WE NEED CUSTOMER RETENTION – 6 MONTH / 12 MONTH PROGRAMS**

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When economic uncertainty has customers considering alternatives it's time to get out ahead of it and bolster your business with a customer retention strategy that reminds people why they choose you. We know you're busy so we will produce 3-4 core content pieces per month for your website, blog or publication and repurpose it across social media channels to ensure your audience continues to see the value you bring to their life.



## **WE NEED EVERYTHING – BRAND, WEBSITE, CONTENT PACKAGE**

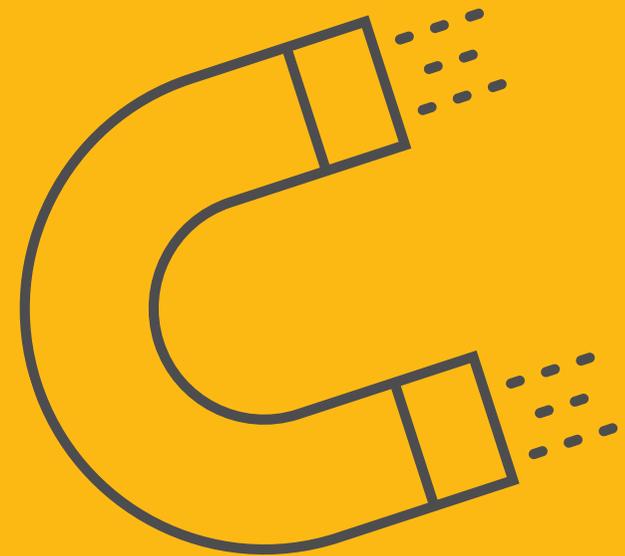
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Maybe you're a start-up or an established business that needs to refresh its marketing approach inline with a renewed vision. In either case, we love being faced with the opportunity to grow a business by taking advantage of our core capabilities from the ground up and track KPIs. Let's arrange a time to discuss your vision and how we can help.

# Full Service List

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<b>Strategy Sessions</b>	A 2-hour strategy session is conducted by us to flesh out and refine your business ideas and objectives.
<b>Brand Strategy</b>	Your brand's values, personality and essence is clearly defined so communications are consistent and efficient.
<b>Brand Design</b>	Your brand comes to life with compelling visual designs presented in a Brand Style Guide.
<b>Publication/Graphic Design</b>	Your publication, brochure, poster, signage, etc are designed by us with an option for print management.
<b>Copywriting &amp; Editing</b>	Your publication, blog posts, web content, socials, email campaign, etc are written on brand by us.
<b>eCommerce Website</b>	An eCommerce website is built by us following best practices to meet your objectives, we provide reports.
<b>Lead Generation Website</b>	A lead generation website that connects to your CRM is built by us to meet your objectives, we provide reports.
<b>Mini Website</b>	A mini-website or landing page is built by us to showcase your product, service or event, we provide reports.
<b>Advertising Account Setup</b>	An advertising account is setup on a platform of choice with analytics and conversion pixels.
<b>Advertising Campaign</b>	A creative ad campaign is produced and managed by us to meet your objectives, we provide reports.
<b>Social Media Campaign</b>	A social media campaign is produced and managed by us to meet your objectives, we provide reports.
<b>Email Marketing Campaign</b>	An email series is produced and managed by us to to meet your objectives, we provide reports.
<b>Search Engine Marketing</b>	A search engine strategy is developed and managed by us to meet your objectives, we provide reports.
<b>Print Management</b>	Your printing and delivery needs are handled by us.
<b>Domain Management</b>	Your website domain names and DNS services are registered and managed by us.



**Contact us anytime.**

**Request a Free 30-minute Discovery Session to discuss your situation and how we can help or put you in contact with someone who can.**

**No job is too small (or too big).**

**ENQUIRIES**

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**M** +61 422 200 456 (9am–6pm AEST Mon–Fri)

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**W** [www.firingminds.com.au](http://www.firingminds.com.au)