

THE PARTNERS

The six principals of BASE came together through a shared passion for innovation and creative ideas. Their diverse backgrounds provide the platform for BASE's genuinely integrated, solutions-led marketing approach.

BEN AVRAMIDES General Manager

10 years' experience developing brands and managing businesses, brands and concepts for the likes of Nelson Mandela Children's Fund (South Africa), Union Network International (Geneva), Sega and One World Sport (Australia)

TIM STOKOE DIRECTOR Brand & Advertising

12 years' experience in marketing and advertising, both offline and online, working with clients that include Coca-Cola, Ford, BP, Mobil, EMI, Cellnet, BskyB and British Telecom in the UK and Commonwealth Bank, BT, Nestle, Douwe Egberts, E*TRADE, i7 & Tower Group in Australia and NZ.

BRETT ROSS DIRECTOR Digital/New Media

9 years' experience in digital solutions, journalism, PR; working with the likes of Ninemsn, Sun Microsystems, Land Rover, FOXTEL, Union Network International (Geneva), Microsoft and Lend Lease.

CHRISTINA MCKELLAR Director Creative

One of Australia's up and coming young creative directors who has already produced award-winning above and below the line campaigns. Clients include Telstra, Microsoft, American Express, Qantas, IBM, Commonwealth Bank, Orange, Vodafone, E*TRADE and Greater Union.

JANE LEFFLER Chairman

Jane joined BASE as Chairman and brings to this unique mix a wealth of experience in marketing, management consultancy and brand development. Jane combines pragmatism with business innovation, having taken senior roles with Unilever and Marketing Director, Elizabeth Arden as Regional Director (Asia Pacific), and then becoming a founding member and Marketing Director of ninemsn and Managing Director of Excite Australia.

LOUISE BORENSTEIN Director PR & Crisis Management

11 years' experience in the media industry in specialist areas of public relations, media communications, issues management and crisis management. Louise was Publicity Director for Australia's largest media event, Mercedes Australian Fashion Week, for five consecutive years.

ALLIANCES

THE REVOLUTION

BASE's sister company, The Revolution, provides cutting-edge, youth-oriented visual and motion design. They are a young and dynamic design collective that specialises in subjective design solutions predominantly in the entertainment, fashion and youth markets.

REINDEER

BASE works closely with Reindeer to develop concepts around new media applications that Reindeer holds the licenses for in the region. Reindeer is a specialist new media company that uses new media applications to connect brands with people who are responding less to traditional 'advertising' methods.

VB CONCEPTS

We have a close alliance with VB Concepts (VCB) to deliver global brand and business strategies. VB Concepts offers a 360-degree brand management service in Australia, China and the US and has worked with SOCOG, Disney, Warner Brothers, SEGA, Sydney Opera House and Avon.

DIMENSION DATA

BASE also partners with Dimension Data Australia (DiData) for backend networking, large customer interaction systems and systems integration. DiData is the local arm of rapidly expanding global connectivity and integration services group, Dimension Data Inc, that operates in over 30 countries on six continents.

X51

x51 is an interactive production company specialising in digital media. The company provides [yourname] with an innovative set of information architecture, database design and programming services on development projects including websites. The company brings more than 30 years of technical skill to BASE projects and assists in making all developments technically excellent.

CLIENTS

Nestlé Australia

NSW Lotteries

Sydney Olympic Park Authority

King Street Wharf

Westfield Shopping Centres

Pacific Publications

Radio 2GB

Pedestrian Council

Fred Hollows Foundation

Michel's Patisserie

Allwoods Village

IMB Banking and Financial Services

Australand

National Food Strategy

British Airways

David Jones

Six Continents Hotels

Myer Grace Bros

Meriton

Colgate-Palmolive

Citibank Limited

Multiplex



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EVENT MANAGEMENT SOLUTIONS

COMMUNICATION PUBLICATION EVENTS MARKETING PROMOTIONS

OVERVIEW

In today's market there is only one acceptable objective for a communications campaign - tangible results. At BASE, our aim is to secure real business outcomes by inspiring your brand's target audience. We achieve this by connecting brands with their target markets through a powerful blends of:

- Innovative ideas
- Powerful creativity
- Shrewd strategic planning
- Street-savvy implementation

The essence of our approach is the creation of relevant and impactful communication that takes advantage of the most appropriate media for the audience. This involves optimising and integrating those traditional and new media communication channels that reach and touch a brand's chosen audience.

Our clear and stated objective has always been to get the right message to the right audience, at the right time, via the right media - creating integrated communication at its most effective.

WHO BASE ARE

BASE is a professional and strategic broadband communications agency encompassing six capability areas: Media Communications, Marketing, Publications, Government Relations, Events and Promotions, and e-Public Relations. Together, these divisions provide sophisticated communications campaigns for our clients.

WHY BASE?

BASE works with clients and affiliates to research and fully understand each client's requirements, the nature of the industry and their competitors' strengths and weaknesses.

BASE is a results-driven agency with a proven track record of implementing innovative, award-winning and highly successful media communications campaigns.

BASE has countless established and personal relationships with key industry journalists, across television, print, radio and electronic media, both national and international.

We have a team of specialists, qualified in journalism, marketing, media, publicity, events and promotions, issues and crisis management, sponsorship and government relations.

BASE CORPORATE PHILOSOPHY

BASE provides results for our clients. Our campaigns are:

- comprehensive and deliverable
- researched and realistic
- tailored to all possible media outcomes
- based on experience
- on brief
- on budget
- effective and results-driven

SERVICES

PUBLIC RELATIONS ACTIVITIES

With a wealth of experience in the journalism and public relations industry, BASE has developed a unique and innovative approach to media activities that sets our agency apart from our peers.

We have vast experience in organising and staging PR events, press conferences and producing publications including corporate books, brochures, annual reports and information kits.

MEDIA RELATIONS

The team's experience in Media Communications is recognised throughout Australia. We offer unique and exceptionally strong relationships with all forms of media.

We are well-known throughout many industry sectors as leaders in the Media Communications arena, having worked with clients like Nestlé Australia, Mercedes Australian Fashion Week, NSW Lotteries and Sydney Olympic Park.

ISSUES/CRISIS MANAGEMENT

BASE has worked with numerous clients on issues/crisis management strategies.

The agency has developed issues management strategies for the majority of its client base and undertaken a number of crisis management projects over a broad scale of industries.

GOVERNMENT RELATIONS

BASE has a Government Relations division, headed up by our Government specialist who is contracted for campaigns when required.

We have experience in lobbying, facilitating and negotiating on State and Federal levels.

EDITORIAL SERVICES

We offer a range of editorial services including:

- Media kit writing and production
- Speech writing
- Newsletters (print and electronic)
- Reports
- Journals, periodicals and pamphlets
- Brochures
- Manuals
- Websites Relations

COMMUNITY RELATIONS

The team has broad experience in community relations programs and has worked on most of the major community events staged in Australia including the Sydney Olympics, Bicentennial, Australia Day, Carols in the Domain and Centenary of Federation.

INVESTOR RELATIONS

Our team of communications consultants has worked successfully on a number of investor relations campaigns including Darling Park Trust and IPOs for Hi-Tech, Infomedia and AdCorp.

We have experience in delivering information to shareholders such as share performance, shareholder services, news releases, results information, annual reports and meetings and presentations, as well as information about board, management and operations.

EMPLOYEE RELATIONS

We have developed internal communications campaigns for a range of clients including Employment National, Lend Lease, British Airways, Six Continents Hotels and Nestlé Australia.

These campaigns have included internal email newsletters, incentive promotions, sampling, competitions, union negotiation, change management and events.

CORPORATE ANNOUNCEMENTS

We have prepared sensitive corporate announcements for a range of clients including Sydney Olympic Park, NSW Lotteries, Six Continents, global real estate giant Nomura, Multiplex and Lend Lease.

These have ranged from retrenchments to new appointments, acquisitions, major brand name and product changes.

SPECIAL EVENTS

Events communicate particular messages to target audiences on a more dynamic scale. We can offer seamless event management in the following areas:

- cocktail parties, corporate lunches or dinners
- product launches, openings and promotions
- major community events
- conferences, seminars, trade fairs, trade missions
- themed galas, roadshows