

Alvin Schubert.

**“The most powerful element
in advertising is the truth.”**

– Bill Bernbach

“We sell or else.”

– David Ogilvy

“Let’s gear our advertising to sell our goods, but let’s recognize also that advertising has a broad social responsibility.”

– Leo Burnett

"I humbly agree."

– Chris Sutherland



Who is Chris Sutherland?

Chris has worked for some of the largest global advertising agencies and marketing departments in Australia. He also has proven success on many communication projects, ranging from food, government and security—through to—the automotive and retail sectors.



The Team



Creative Partner/CX Dianne Reynolds

Dianne's passion is building and refining customer experience for brands. Cultivating engagement and making sure the creative is not just on brief, but has that something special about it.



UI/UX Full Stack Developer Yin Chengze

Experienced UI/UX, DevOps. Yin was one of the first adopters of Node.js (6+ years), React (4+ years), Redux, Angular, .net, Vue and Relay.

Full Stack Developer Lionel Jing

Bachelor of Computer Software Engineering from the University of Hong Kong. Lionel is a multi-faceted software developer proficient in React/Redux, React-Native, Angular, Ionic, Vue, Node, Python, and .net.

Creativity

The background of the slide is black. The word "Creativity" is written in a large, white, sans-serif font. Below and around the text are numerous bright yellow, glowing scribbles that resemble paint strokes or light trails, creating a sense of movement and energy.

You need to be unique. You could have the best product in the known universe and be overlooked by your audience. Before loyalty is earned, people buy on perception, and that perception should be created from your USP.



A life without purpose is like a novel without a plot, right? We can help articulate your purpose, in an interesting way. In a way where your audience can appreciate what it is you are offering and connect what it is you believe in.

Purpose



Impact

Most of the businesses that will have a chance of survival in the next decade are those that make impact for good. We'll help you define the right strategy for maximum impact.

PR

Buzz channels
and crisis
management

Brand

From perception to purchase,
and across all the touch points
of your customer experience.
We believe investing in your
brand is pure **wisdom**

Design

We design
catalogues, brochures,
signage and promotional
products for many
well known
brands

Advertising

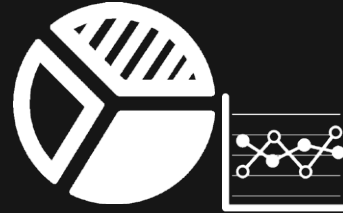
History of successful
above the line **campaigns**
through TV, radio, print &
programmatic

Web design

We build smart sites
for doing business
(SEO) Optimised
websites

Chris Schuchman.

Omni-Channel



We deliver omni-channel marketing as a robust advertising solution. We do this through the use of social, display, mobile, and video ads. Our strategic relationships with top-tier media partners and major inventory sources provide us with an extensive and effective national reach.

**We use powerful
optimisation technology
to reduce wastage.**

Brand ID



Tourism



Freedom of Choice
Morning Safari, Oudtshoorn

APT

LUXURY TRAVEL

Elosha National Park



Pursland Bay, Cape York



Queensland 4WD
Remote Journeys



Retail

PRISM SOLUTIONS

LS Retail

Hand this in at **stand C31** and go into the draw to **WIN**

Do you honestly answer so 3 critical questions? **stand C31** to find more.

Do I know how to centrally manage?

Do I know how to reduce admin costs?

Do I know how to attract franchisees?

Fully Unlocked iPhone 5

First Name _____
Email _____
Mobile _____

www.prism-solutions.com.au

API Locksmiths **13 1KEY**

WARNING!
Burst protection is provided 24/7 for API's 13 1KEY customers.
For service call 13 1KEY

API Locksmiths **13 1KEY** **Call 24/7**

Australia's Most Experienced Electronic Locksmith

SALE
2 for 1
30% off
BONUS

API Locksmiths **13 1KEY**

diplomat SAFE

WITH AN ELECTRONIC LOCKING SYSTEM THAT'S USER FRIENDLY AND **EASY TO OPERATE**

FIRE RESISTANT UP TO 1:00:00

It's one thing locking up important documents but what if there's a fire? With a Diplomat Home Safe, you are covered for the With robust protection and an electronic digital locking system you'll have peace of mind every time you lock the door.

FEATURES & BENEFITS

- Strong and polished 14 documents
- Large capacity

DOOR
Proven door construction enclosing a barrier of styrofoam fire resistant material. The door opens 180° to facilitate easy removal of the door for delivery or replacement.

BOLTWORK
The door is secured to the body by 16mm moving steel bolts at the opening side and by 16mm fixed steel bolts on the hinge side. When the door is open the moving bolts remain retracted.

LOCK MECHANISM
The door is secured by a dual cover high quality 6061 digital lock. Internal fittings. Drawers and adjustable shelves are supplied with some safes, refer to the table below.

FINISH
Durable acrylic urethane leather-tone finish.

PIR TEST
Fire Resistant and impact tested and certified for 1 hour. 60kg. NT Fire 017 - Swedish

GREAT STORAGE SOLUTION
The 1150 is a diplomat's entry level safe. The safe comprises of a user friendly digital lock, slide out tray at the top and plenty of room for your important documents. Available in other colours.

FIRE RESISTANT UP TO 1:00:00

SAFELY STORE THE IMPORTANT DOCUMENTS YOU CAN'T

Followes

Discover AutoMax™ Auto Feed Shredders

REVOLUTIONISE The Way You Shred

AutoMax™ shredders offer a truly walk away shredding experience, automatically shredding stacks of at the push of a button.

SAFES THAT CAN TAKE THE HEAT **FIRE RESISTANT UP TO 1:00:00**

diplomat SAFE

FIRE RESISTANT TECHNOLOGY

Fashion

Welcome to Temelli Jewellery.
A world of exclusive creations, *designed*
and crafted by award winning master
craftsman. Temelli are renowned for fine
diamonds, *precious* gems, Australian
Argyle pink diamonds and lustrous south
sea pearls. We proudly present our beautiful
summer collection of *jewels* & timepieces.



Cushion Cut Double Halo
Diamond Ring R83936

\$9,900



Temelli Crown
Engagement Ring

From \$5,450



Temelli Halo Diamond
Engagement & Wedding Ring

\$POA



Emerald Cut Solitaire
Diamond Ring

\$POA



Cushion Cut Diamond Ring
R84177

\$8,600



Princess Cut Solitaire Diamond
Ring R71548

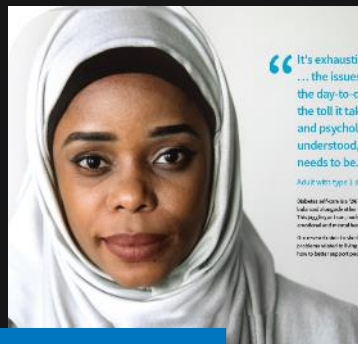
\$POA


TEMELLI | 11
JEWELLERY

Government & Nonprofit



HAVE YOU
REACHED
YOUR FULL
POTENTIAL?



“It’s exhausting, it’s constant ... the issues, the difficulties, the day-to-day dramas, and the toll it takes emotionally and psychologically ... is not understood, and I think it needs to be.”

Adult with type 1 diabetes

Diabetes affects an estimated 20 million people in Australia, with 1 in 10 people aged 18 years and over living with the condition. It is a chronic condition that requires ongoing management to prevent complications.

It is essential to take the time to understand and manage your diabetes, and to seek support when needed.

Optimal emotional health

Diabetes awareness

Diabetes awareness refers to the recognition and understanding of the condition, its causes, its symptoms, and its management. It is a key factor in the prevention and control of the disease.

There is a need to highlight the prevalence of diabetes, its impact on individuals, and the need for action.

When we spread diabetes awareness, we are helping to reduce the stigma and isolation that people with diabetes often experience. We are also helping to ensure that everyone has the opportunity to live a healthy and active life.

Diabetes care

Diabetes care involves the ongoing management of the condition to prevent complications. This includes regular monitoring of blood sugar levels, taking medication as prescribed, and maintaining a healthy diet and lifestyle.

Diabetes care is a lifelong commitment, and it is essential to work closely with your healthcare provider to develop a personalized care plan.

Diabetes care is not just about managing the disease, it is about improving the quality of life for people with diabetes.

Diabetes prevention

Diabetes prevention refers to the steps taken to reduce the risk of developing the condition. This includes maintaining a healthy weight, eating a balanced diet, and staying active.

Diabetes prevention is a key part of overall health and wellness, and it is essential to take steps to reduce the risk of developing the condition.

Diabetes prevention is not just about avoiding the disease, it is about promoting a healthy and active lifestyle.

Diabetes prevention is a key part of overall health and wellness, and it is essential to take steps to reduce the risk of developing the condition.

Book your FREE diabetes education session
Building blocks for living with diabetes

NDSS
diabetes victoria

Drugs

Weapons

Threat to staff

Terrorist plots

Mobiles to coordinate crime beyond prison

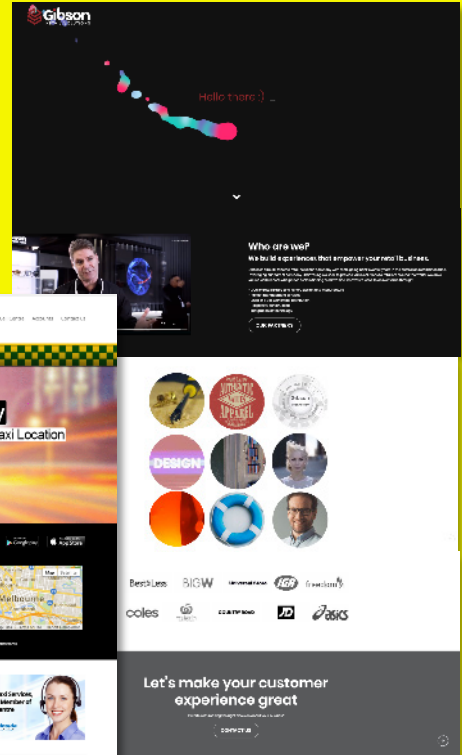
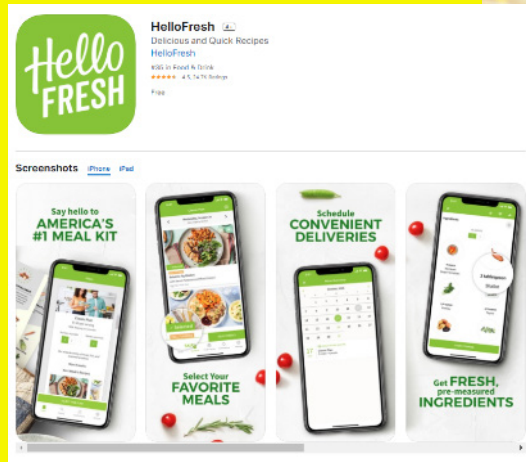
Escapes

SENSING
NSW
Communities & Justice

POTENTIAL IS JUST A CLICK AWAY. APPLY TODAY!
If grant program is offering \$40,000 to further your education
diabetes. Apply: diabetevic.org.au/gwenscott



UX>UI Web & Apps



Chris Sutherland has clients **Australia wide**



Chris Schubert.com.au