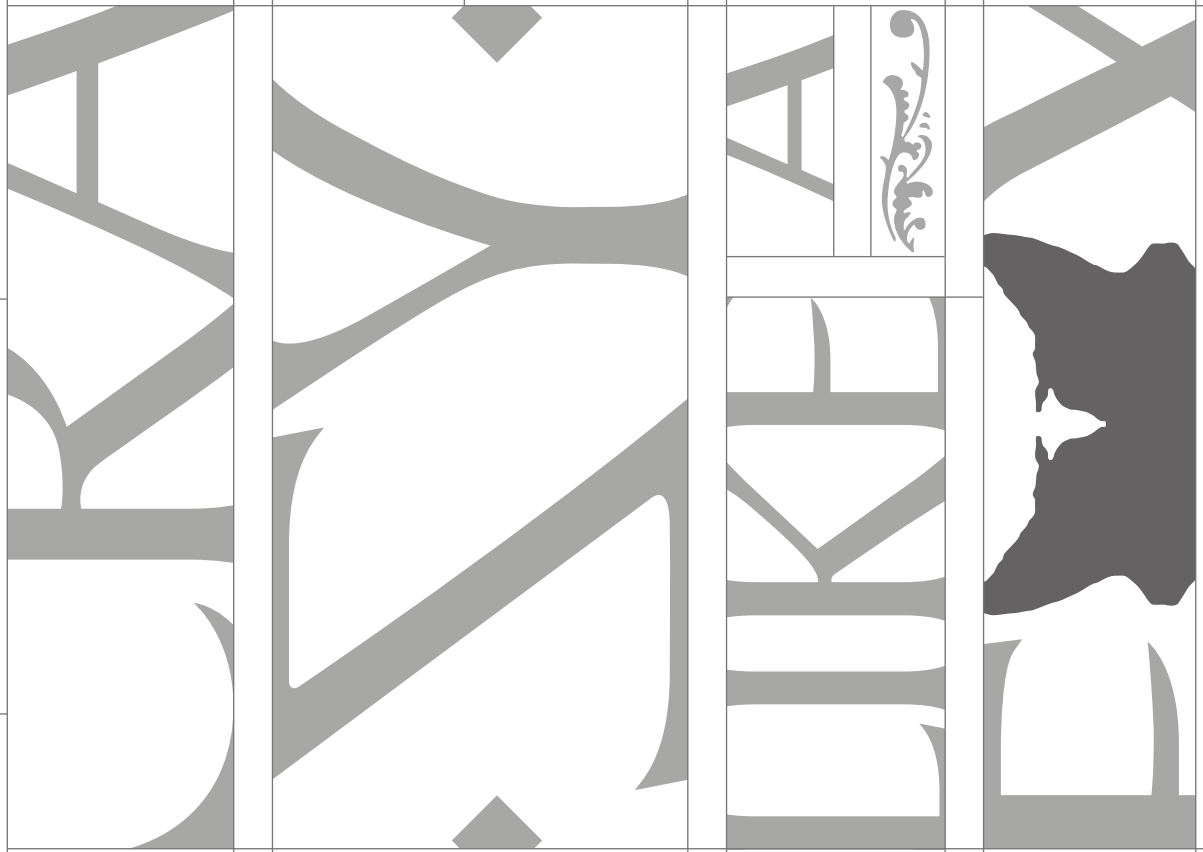
CREDENTIALS



Introducing: Crazy Like A Fox

Crazy Like a Fox is my firm. It's a Creative Brand Development and Marketing Communications agency, specialising in the small business (SME) sector.

Our core competencies include:

Brand Development and Planning

Strategic Development, Creative Development, Positioning, Brand Extension / IP Licensing.

Advertising

TV, Press, magazine, radio, outdoor, point-of-sale, direct mail & online (Google Adwords).

Graphic Design

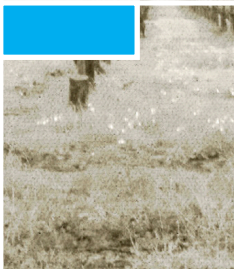
Logos, Business Cards, Stationery, Visual Identity Systems, Brochures, Fliers, Newsletters, Publications Merchandising and Apparel.

Digital Publishing

Websites (Desktop and Mobile-Friendly), Mobile & Tablet Apps, e-Books, corporate videos and online commercial content (blogs & social media), web-hosting & content management.

So why should you choose me and my company over any of the competing SME specialist firms on offer?

Frankly, it usually all boils down to a matter of trust.



There's only minor differences between small agencies in my sector, and while we (as an industry) like to brag that 'our way is superior and only idiots would argue', ultimately very few small agencies rise above the pack.

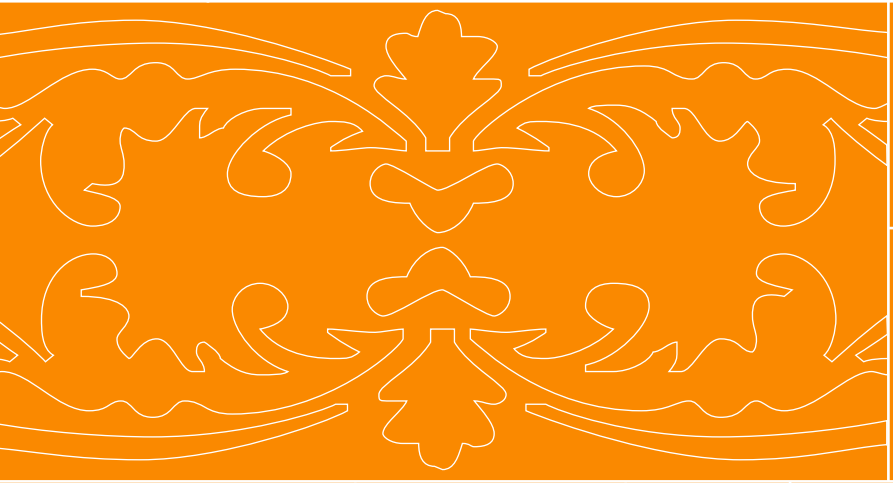
What is EXTREMELY important however is how well you get on with your agency. Doing business is challenging enough without being lumbered with a dysfunctional business relationship with one of your key suppliers. There has to be trust between us or we're wasting each other's time - and in my experience, trust is usually built on having numerous underlying commonalities.

Really what I'm asking you to do, is to buy into 'me'; into my philosophy, my ethics, my company's sense of style and its own particular, peculiar way of working.

Over the next the next few pages, you'll get a better idea for yourself of what we're about, how we work and if we're the kind of firm you wish to be associated with.

Our Experience

Opposite is a list of some of the business I've created marketing materials for over the course of my career. While this list is far from comprehensive, it does accurately reflects the depth and breadth of our in-house experience.



Marketforce
Marketforce Productions
Redline
Marketforce Direct
Design One
Marketforce Retail
Equilibrium Communications
Interaction Advertising & Marketing
John Davis Advertising
Kapow!
Workspace Design
The Retail Consultancy
Jenkin Advertising and Marketing
Department of Fisheries
JMG Marketing
Woolworths Supermarkets
Midland Brick
Midland Gate Shopping Centre
Wesfarmers Dalgety
The TAB
Hartley Poynton
Mackerel Island Resort Group
Summit Fertilisers
Imported Ceramics
Vogue Lighting
Kings Insulation
Mr. John Quigley LLB MLA
Kreepy Krauly (WA)
Jones Lang Wootton
City of Perth
City of Fremantle
City of Subiaco
Homeswest
Scitech Discovery Centre
Ministry of Justice
WA Business News
Clay Brick Manufacturers Association
Claremont Conference Centre
Carillon Shopping Centre
Smales Jewellers
Mirvac Fini
LGMA (Local Gov. Managers Assoc.)
WA Retail & Small Business Assoc.
Anglican Church
Sunshine FM
Central TAFE
CBH (Consolidated Bulk Handling)
Maddington Shopping Centre
Mirrabooka Square
Solace Window Tinting
Shopmasters Commercial Interiors
Westwood Timbers
Tony Barlows Menswear
Tint-a-Car
Ministry of Health
WIN Television
Tyrepower (WA)
Ondeo Nalco (WA)
Gloss Media
Westside Car Audio
JCA Automotive Services
Laserline Car & Motorcycle Alarms
Independent Action Group
Pratley Australia
Mix 94.5 & 92.9 PMFM
Unity of First People of Australia
Oscorp Entertainment
WA Retailers Association
Halco Tackle Australia
Australia Pacific Extension Network
Arid Training
Casa Dairy
WA Local Government Association
Albany Indoor Plant Hire
East Perth Redevelopment Authority
West Australian Newspapers
Bouncing Orange Web Design
Exclusive Cleaning

OUR MANIFESTO

I called my company Crazy Like A Fox because my job requires me to be both a lunatic and a savant on a daily basis. Producing marketing communications (or 'Marcom') materials requires both strategy and creativity in equal measure and it's the finest of balancing acts. Most media are over-saturated with dull advertising, anonymous design and generic content. Too many messages focus on cheap, attention-seeking gimmicks to survive, and fail to reflect their brand, motivate their audience and build on loyalty. Brilliant communication requires logic and emotion, instinct and insight, the conscious and subconscious, science and art... every manifestation of intelligence at our disposal.

The aim of my Marcom practice is not to be just creative, but to be ***inventive.*** Being 'creative' simply means bringing something into existence. Being 'inventive' means finding ***an innovative, cost-effective, never-seen-before way to achieve a particular aim.*** To be 'creative' is to be process focused, but being 'inventive' is outcome focused; and invention hasn't happened until your problem has been solved. It's a small distinction, but a vital one. I'm here to solve your communications problems for our mutual benefit, not to indulge some artistic conceits and blithly ignore the commercial considerations.

APPROACH

Everything we do is geared towards the needs of small to medium enterprises (SMEs). If you're a small business manager, you can probably relate to the following:

SMEs are vulnerable - They have smaller budgets, greater competition, smaller market power and less in-house expertise than larger firms. That's why I offer clients a wide range of services - being a one-stop shop helps me simplify their communications and brand management in what is a fickle and highly demanding trading environment.

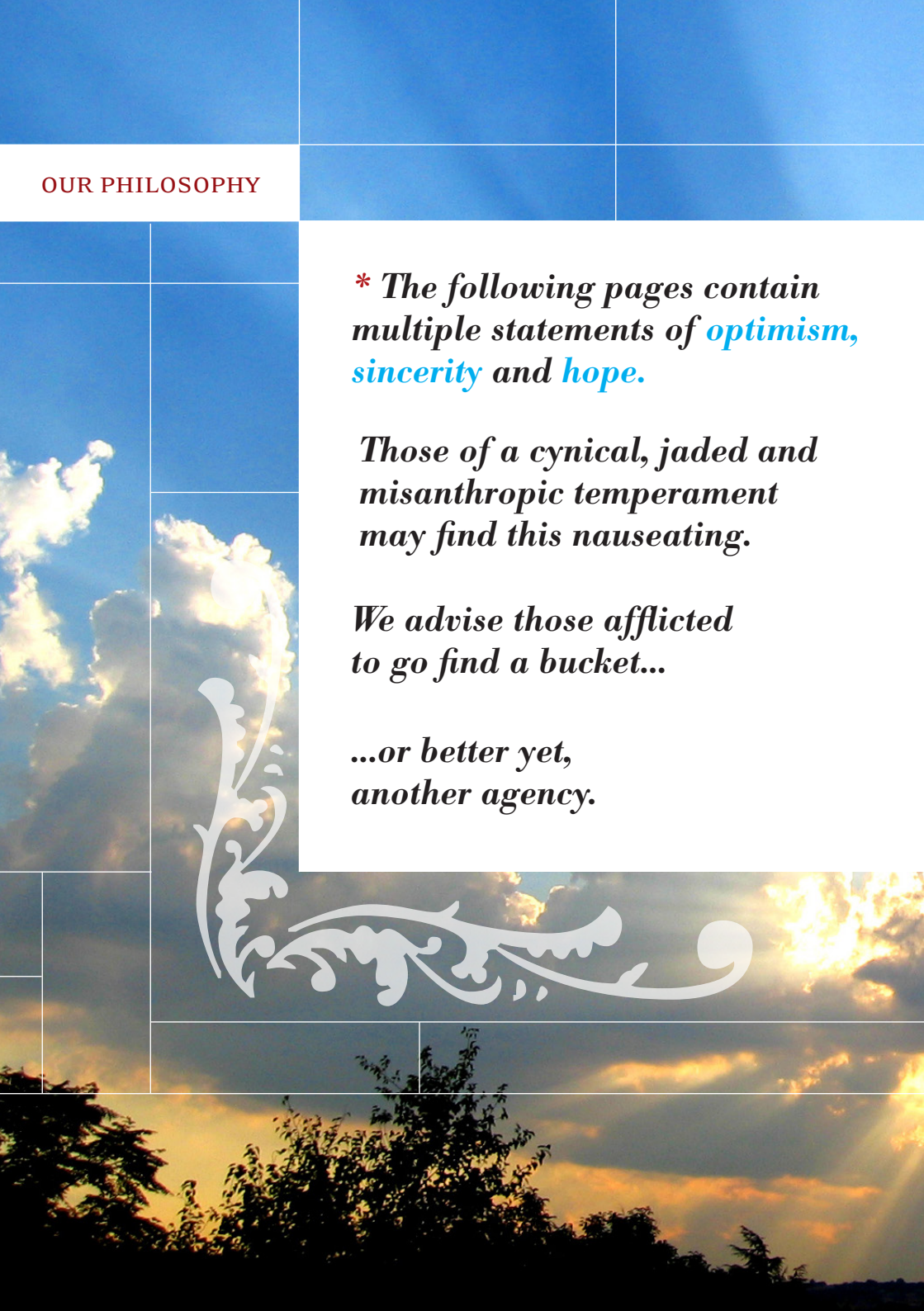
SMEs need certainty - Strong brands protect SMEs and make them more resilient to pricing pressure; their need for a strong brand is greatest, but they have the least resources to build one. This is why I offer set-price package deals - it keeps marketing costs more stable, with the included products covering all of the most commonly-requested materials.

SMEs are in the dark - Small business has a greater ability to alter, rejuvenate or reposition their brands than larger businesses do, though most SMEs aren't aware of the benefits of rebranding, or how they should

manage the rebranding process. So my range of products includes the option of staff training packages, designed to give your staff and management a crash-course in the basics of building and managing an emerging brand.

Customers are elusive - SMEs need to communicate with a wide variety of niche audiences who's members often have specific (and sometimes ingrained) media consumption habits. So I work across all media, not just traditional or online. This increases the number of options I can offer my clients to better accommodate their customer's tastes in media.

SMEs need flexibility - SMEs can't afford to be brilliant in one area but substandard in others, as its cheaper for SMEs to retain customers than acquire them. Small businesses need to be solid across the board, which require their managers to be generalists and fulfil many roles. I'm a MarComm generalist myself because it's what my business and my clients need. A generalist who gets solid results in numerous areas is far more useful to a busy small business manager than trying to deal with a procession of one-trick ponies.



** The following pages contain multiple statements of optimism, sincerity and hope.*

Those of a cynical, jaded and misanthropic temperament may find this nauseating.

We advise those afflicted to go find a bucket...

...or better yet, another agency.

I'm in love with undiscovered brilliance; I want to come up with inventive, amazing solutions that no-one has thought of yet and only come to light with radical thinking.

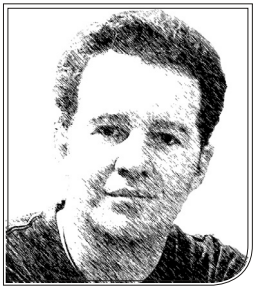
I think a lot of what goes on in the world is wrong, and too often the world ignores or suppresses what's right. It makes me a believer in building new, better approaches to solving problems, and tearing down the old, inefficient, defective methods where necessary.

I delight in announcing to the world that 'the emperor has no clothes'. I don't do this to shame or humiliate the emperor. I do it to ensure that nobody else ends up walking around naked, cold and ignorant.

I love the earth and I love life. I want to do what I can to improve and change our world because - let's be honest: the world really needs changing. Just like a baby in a loaded nappy, a lot of it truly stinks – if we refuse to deal with the mess and the stink, it only hurts the baby.

And finally, I choose to work with small businesses first; because when you're truly aiming to change the world, it pays to start small.

Shannon Woodbury
Creative Director & Principal
Crazy Like a Fox



This is me. It's good to meet you.

I commenced my Marcom career in 1994 at John Davis Advertising as a copywriter. Over my time there I worked on every major account they had, including Woolworths Supermarkets (WA), Midland Brick, City of Perth, Homeswest, Central TAFE, Scitech, Jones Lang Wootton, Mirvac Fini and the East Perth Redevelopment Authority.

After leaving JDA, I owned and operated "SKEW", a free-lance Internet Advertising & Web Design firm for three years, before closing my business to be the Creative Director at Interaction Advertising & Marketing.

While at Interaction, I worked on accounts such as Gull Petroleum, Imported Ceramics, Tony Barlows Menswear, Wesfarmers Dalgety, Summit Fertilisers, Midland Gate Shopping Centre and the Mackerel Island Resort Group.

My interests are wide and varied, I'm a voracious reader and an eternal student. When I'm not working, studying or spending time with my family, I'm usually found in my home office either re-building old PCs from scratch or tinkering with one new software package or another.

I founded ***Crazy Like a Fox*** in 2000 - still one of the best decisions I've ever made.

Real-life CASE STUDIES of our work...

Campaign Case Study 1:

2005 Retail Trading Hours Debate

Our Client: The WA Retail and Small Business Association, working in conjunction with the WARA and other organizations.

Their Problem: In February 2005, The State Government placed Deregulated Trading Hours into the spotlight via a referendum vote to be run in conjunction with the 2005 State Election

The Threat: At the time, regulated trading hours was effectively the only form of protection some retail sectors possessed from the disproportionate market power of major retail chains .

The Obstacles: Large retailers had been constantly lobbying the State Government for years. The CCI (Chamber of Commerce and Industry) along with The Shopping Centre Council, the Retail Traders Association and other powerful lobby groups were running a high-budget "Vote Yes" campaign to ensure deregulation went ahead.

Our Solution: Together with my client and their political advisory team, we conceived, wrote, directed and produced a cross-media campaign to convince West Australians that large retail chains can't be trusted to use their market power judiciously and respectfully in a deregulated trading environment.

Our Creative: We highlighted COSBOA research that found every time large retail chains increased market share by 1%, 1,800 people in small business lost their jobs. We deliberately made our art direction appear more 'amateur' and 'thrown together' to reflect our grass-roots origins, compared to the over-polished work of the "Yes" campaign.

The Result: Early polls indicated 70% of all WA voters were voting FOR deregulation and only 30% AGAINST. After our campaign ran, over 60% of all WA Voters decided to vote AGAINST deregulation - - representing a swing in preferences for over 200,000 voters, despite our competition (the "'Vote Yes" campaign) outspending us at a ratio of two to one. Deregulated trading hours became a dead issue politically for the next five years. While deregulation went ahead several years later, smaller retailers aquired breathing room to subsequently alter their business models and lobby for alternate forms of protection.

We've got rid of the small family butchers, greengrocers, corner shops and independently owned service stations….Now for the rest. With a bit of luck we'll convince them longer hours are good for everyone and they'll forget about the higher prices, fewer jobs, and destruction of Community, Sporting and Christian Groups. Then – when we've sent the competition broke – we'll only open when it suits us. Now where does Grandmother live….

I can't believe this cunning canine has tricked intelligent (?) politicians. Longer hours mean small business is for the high jump, local suppliers will lose out to the big boys in the East and once there's no competition guess what's going to happen to prices, jobs and the character of our community? If you really believe the fox, then I've got a big Bridge in Sydney that I'll sell you cheap!"

Coles, Woolworths,
Big Business and Big Monopolies

Small Business, Family Food Retailers,
Sporting and Community Groups

Written and authorised by the
WA Retail and Small Business Association
8/18 Stirling Highway Nedlands 6909
- www.warasba.org.au -

Retail & Small Business Association
www.voteno.org.au

CLAF WARASA 0006

Campaign Case Study 2:

Halco Australia

Our Client: Halco Tackle, the largest fishing lure manufacturer in the southern hemisphere.

Their Problem: Halco booked a series of six full-page full colour advertisements in Fishing Wild magazine over two issues that required completely new advertising material.

The Obstacles: : The magazine would be distributed throughout Australia and South-East Asia. The campaign had to cross a variety of language and cultural barriers, yet still be easily understood. One of the adverts featured a range of lures known by two different names ('RMG Scorpions' in Australia and 'Halco Sorcerers' in the rest of the world). Our adverts had to successfully identify their products and encourage people to buy them, **without** confusing readers by referring to a single product range by different names.

Our Solution :We circumvented the cultural and language barriers by using a highly visual approach where the sentiment in the advertisements could be easily expressed in any language, using concepts that resonated with fishermen in a variety of cultures.

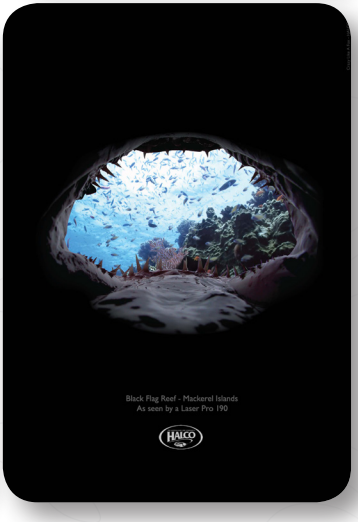
Our Creative: : We got around the 'two names for the same lure problem' by constructing an argument and an execution that did not require people to see what the lure(s) looked like.

The Result: The feedback from fishermen and the trade was overwhelming. Readers of the magazine emailed Halco commending them on the adverts. Halco also received phone calls from a direct competitor to determine who created the adverts in order to secure our services for themselves. Halco "politely" told the gentleman to take his enquiries elsewhere, costing us a sale (...we didn't take it personally.)

They shrank in the wash!
The new Roosta Popper 60 & 45 from Halco. Small lures, big results.
ROOSTA
POPPER 60/45
halcotackle.com

WEIGHS MORE
COMING UP
THAN IT DOES
GOING DOWN
The Halco Twisty Jig - Twisty through and through, just coming from a different direction. Comes in 55, 70, 80 and 120 grams. Halco cough as always, but gains weight quickly like the rest of us. Available at all good tackle stores.
TWISTY JIG
www.halcotackle.com

MANY PEOPLE FISH TO RELAX.
IN WHICH CASE, THEY SHOULD AVOID OUR GEAR ENTIRELY.
www.halcotackle.com


Black Flag Reef - Mackerel Islands
As seen by a Laser Pro 190

Campaign Case Study 3:

Westside Car Audio

Our Client: Westside Car Audio - a car audio retailer referred to us by the Media Sales Dept. at 96FM

Their Problem: They wanted to lift their awareness levels in 18-40 y.o. males leading up to their Christmas Sales Period. This was being done in order to help boost their Christmas sales figures.

Our Approach: Create empathy with the target audience via a radio branding campaign in the months leading up to Christmas - then promote several loss leaders in another radio advertisement in the weeks immediately preceding Christmas Eve.

Our Creative: : Use humour to highlight the universal frustrations of traffic-jams and point out how music can offer an escape from the pressure of rush-hour traffic. This was followed up with a 30 second retail advert aimed at young males.

The Result: Our client reported a 20% increase in December sales over the preceding year, with no other forms of promotion being used either in the lead-up to Christmas or during the peak sales period. They also got a bloody good laugh when we first played them their ads, but we didn't charge them for that.

1 X 60	RADIO SPOT
SFX:	Sounds of traffic softly underneath
Driver:	(calm) “You know what I really love? ... Traffic. The sports car... (SFX: angry car horn) ...trying to wedge his hood ornament up my exhaust ...I love him. The suicidal bicycle courier ...(SFX: Screech of tyres - Courier: “Ya Moron!!”) ... giving me the finger ...I love him as well. The old dear in front, (SFX: crunch of gears) who couldn’t find second gear with both hands ...I think she’s great. And the black convertible, (SFX: blaring horn) ...which just cut me off. Yep! I love him too. ...Know why I love these people? ...When I press ‘play’ on my customised Alpine sound system ...I don’t have to listen to these brainless half-wits any more!
SFX:	“click-beep”, swell up music ...makes my music sound so much sweeter.
Ann:	“Westside Car Audio: Cannington and Osborne Park. They make driving – more enjoyable.”

Some SMALL BUSINESS branding work...

Exclusive Cleaning:

Sales Fliers
Business Cards
Letterhead
Mobile Micro-site
Credentials
Traditional Website
Sales Pack
Presentation materials

EXCLUSIVE CLEANING

CORPORATE AND DOMESTIC

are building on their existing reputation for service, results, trust-worthiness and integrity through servicing a growing number of SME organisations.

Client Testimonials

PROOF WE CARE ABOUT OUR WORK

"I have used Exclusive Cleaning Services on many occasions over the past two years for vacate cleans and other smaller cleaning jobs. I have also had them do external yard and garden work. I have found their work to be of a very high standard and I am more than happy to recommend them to prospective clients. On occasions they have gone the extra mile and done work that was not included in their initial quote. Ashley and Michelle are always reliable with time-frames that they give and their work is always of the highest standard. Prospective clients should feel free to ring me for a verbal reference if they feel they need to discuss anything further."

Anne-Marie Haynes - Century 21 Active Realty - 0418 899 464

"Michelle and Ashley of Exclusive Cleaning have cleaned my home every fortnight for nearly five years. They started cleaning my three bedroom townhouse in Joondalup and now clean my three bedroom two bathroom house in Mindarie. Through the years my house has always been beautifully clean and smells delightful when I get home from work on cleaning days. My current home is large and they dust, vacuum and mop a large wooden floor area, clean two bathrooms and three toilets, wipe over all surfaces, clean the stove and wipe out the oven. I recommended Exclusive Cleaning to a friend, who now also has *her* house cleaned. Not only do they do a fantastic job, they have been very flexible over the years when I have wanted days changed or an extra job carried out. Recently they also competed a clean of three newly-built units leaving them looking and smelling great for new tenants. I would highly recommend Exclusive Cleaning to anyone"

Ms. Michelle Kilkenny - 0408 924 206

FURTHER TESTIMONIALS AVAILABLE ON REQUEST

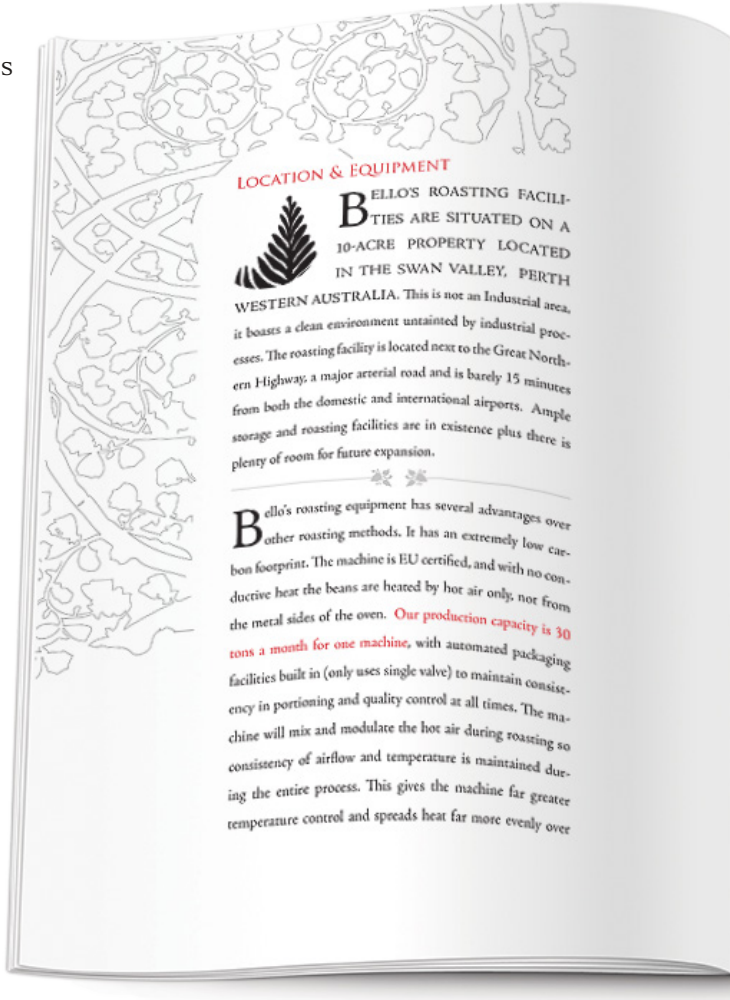
Contact Us

OUR PROMISE TO YOU

"Our company is not for everyone. We do things the way clients want them done, not the way the rest of the industry settles for. We want to be able to walk away from our client's premises after we've finished, knowing that everything we've touched is as clean as we can make it, that our client has gotten good value for their money and we've given fair effort. We're proud to have built our company and reputation from scratch. We offer decency, honesty and integrity in our dealings with everyone we meet and we'd like that list to include yourself. **Please give us a chance to win your business."**

Bello Cafe Pty Ltd:

Logo Design
Business Cards
Letterhead
Compliments Slip
Coffee Packaging
Credentials Document
Point of Sa le Posters
Website Graphics
Presentation Materials



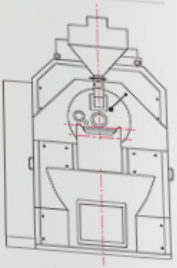
LOCATION & EQUIPMENT

BELLO'S ROASTING FACILITIES ARE SITUATED ON A 10-ACRE PROPERTY LOCATED IN THE SWAN VALLEY, PERTH WESTERN AUSTRALIA. This is not an Industrial area, it boasts a clean environment untainted by industrial processes. The roasting facility is located next to the Great Northern Highway, a major arterial road and is barely 15 minutes from both the domestic and international airports. Ample storage and roasting facilities are in existence plus there is plenty of room for future expansion.

Bello's roasting equipment has several advantages over other roasting methods. It has an extremely low carbon footprint. The machine is EU certified, and with no conductive heat the beans are heated by hot air only, not from the metal sides of the oven. Our production capacity is 30 tons a month for one machine, with automated packaging facilities built in (only uses single valve) to maintain consistency in portioning and quality control at all times. The machine will mix and modulate the hot air during roasting so consistency of airflow and temperature is maintained during the entire process. This gives the machine far greater temperature control and spreads heat far more evenly over

the beans. This machine does not use a separate afterburner but runs at very high temperature with no adverse results on the roasting. It has an EQUALIZER that helps deliver air throughout the roasting drum from multiple directions simultaneously. All internal components are thermo-insulated, significantly reducing temperature loss. The DE-STONER feature automatically separates the heavies from the roasted coffee beans. A metal basket catches the stones and other heavies. It has air-suction & bean-cooling features to cool the beans rapidly after roasting, preserving their flavour.

Capacity -	30,000 kg - pcm
Cycle Time -	10 - 18 min
Max Power -	120 Kw
Packaging -	YES
De-stoner -	YES
Temp. Equal. -	YES
Afterburners -	N.A.
EU Cert. -	YES
Bean Cooling -	YES



...and finally we come to ***you***:

I'd like to do business with you.

I want my firm and its suppliers to help make your communications better, and have the benefits flow on to your entire organisation.

We may need to boost the number of leads you get, or maybe we need to limit them to only the most motivated of buyers.

It might require us to merely refresh your brand, or radically re-invent it.

It might mean raising your profile publicly, or only in one particular sector.

It may mean doing all of the above, or none of them.

Whatever your situation may require, we are motivated, capable, knowledgeable and have sufficient resources to make it happen.

I invite you to call me personally on 0466 901 841 to discuss what we can do to make your organisation more successful.

Thanks for your time. I hope to hear from you soon.

Shannon Woodbury
Creative Director & Principal
Crazy Like A Fox.

CRAZY LIKE A FOX

- Brand Development
- Strategic Positioning
- Advertising
- Graphic Design
- Television
- Radio
- Press
- Outdoor
- Direct Mail
- E-media
- Brand Extension
- IP Licensing

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www.claf.com.au

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All Rights Reserved.

Please respect my copyright, I make my living creating this kind of stuff. :-)
Cheers!

CRAZY LIKE A FOX