

CLIENT:
Money Monitor

PRODUCT:
Quarterly Newsletter

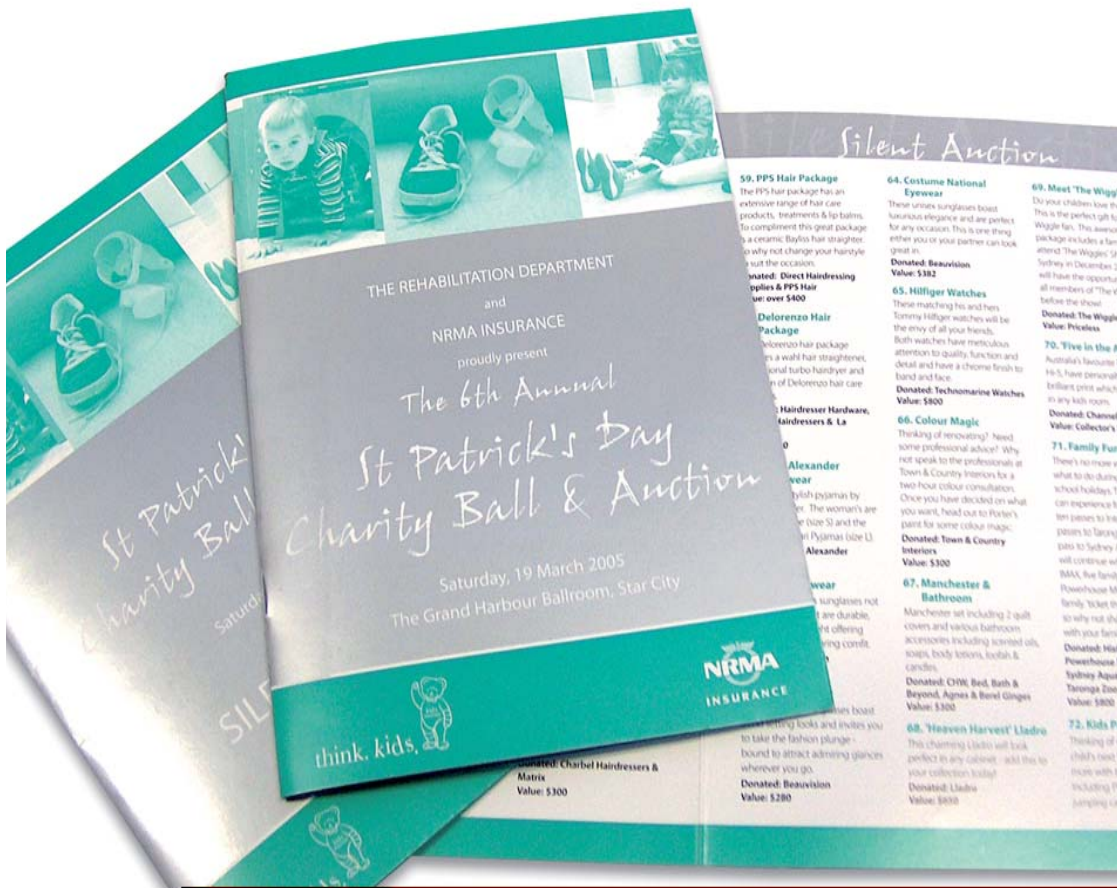
TARGET MARKET:
Private and institutional Australian investors

OBJECTIVE:
To maintain a corporate style for the quarterly review while allowing flexibility to inject fresh design ideas and imagery into each issue.

DESIGN FEATURES:
Set out at three columns to a page, improved legibility of tables, bar graphs and highlighted panels of information.

The landscape format and the choice of 200gsm satin stock provide a high quality, tactile experience to the reader which enhances the Company's image and the value of the information published.

SPECIFICATIONS:
A4 landscape, 16 pages, printed CMYK plus varnish,
200gsm satin Opaque Glow, saddle stitched.



CLIENT:
Westmead Childrens Hospital - NSW

PRODUCT:
Annual Fundraiser

TARGET MARKET:
Corporate citizens of New South Wales

OBJECTIVE:
To create synergy for a range of stationery items designed to inform, motivate and generate business sponsorship of the annual St Patrick's Day Charity Ball & Auction.

DESIGN FEATURES:
The stationery design had to achieve a delicate balance between Westmead's corporate colours, NRMA's corporate requirements (major sponsor) and the theme colour green for St Patrick's Day.

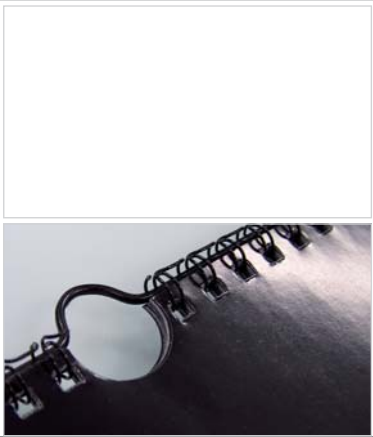
The design solution met the need for multi-level communications, a blend of emotional and rational messages, compliance with Westmead's corporate values and the appearance of responsible use of resources.

Critical information for potential sponsors was woven into modular panels of images depicting beneficiaries and themed in green.

- COMPONENTS:
- A4 four page sponsor's brochure
 - Charity Ball invitations
 - Charity Ball tickets
 - Charity Ball Auction
 - Charity Ball menu
 - Event on screen display







JAMES HARDIE, CASE,
NEW HOLLAND

CLIENT:
James Hardie, Case, New Holland

PRODUCT:
Industry Calendars

TARGET MARKET:
Business to Business Clients

OBJECTIVE:
To produce industry specific product calendars with powerful imagery to maintain brand awareness over a twelve month period.

DESIGN FEATURES:
PMA Solutions believes that calendars perform a number of functions in the sales and marketing media mix.

They are a vehicle for brand awareness with a one year shelf life. They are an office decoration that presents a fresh, new image of a client's product or service to its customers each month.

Calendars allow people to plan and use their time efficiently. Calendars prompt people to remember key dates in their business and personal lives. There are few other sales and marketing tools as useful that give prolonged brand exposure at a reasonable cost.



CLIENT:
Cumulus Wines

PRODUCT:
Point-of-Sale Materials

TARGET MARKET:
Wine retailers, discerning wine buyers

OBJECTIVE:
To create an eye-catching suite of point-of-sale and support materials for the trade and consumer launch of Philip Shaw's Rolling and Climbing varietal wines.

DESIGN FEATURES:
From original imagery commissioned by the client and produced on canvas, PMA Solutions was briefed to create a range of highly appealing, in-store materials that would cut through visual clutter and virtually demand wine consumers to trial the new brands.

The male and female figures associated with the brands are reminiscent of the 1930s when life was much simpler. This simplicity has been captured in our uncluttered designs.

The rich, earthy colours of the original images were extended across all point-of-sale to create seamless landscapes when placed side by side.

In a time when beverage packaging has gone hi-tech, Rolling and Climbing retail presentation has captured the essence of wine enjoyment without modern complexities.

- COMPONENTS:
- Carton header cards
 - Wine tasting notes
 - Information launch pack
 - Single bottle pack
 - Two bottle pack
 - Two bottle retail bags
 - Shelf talkers



CLIENT:
Cumulus Wines

PRODUCT:
Corporate Brochure

TARGET MARKET:
Wine retailers, discerning wine buyers

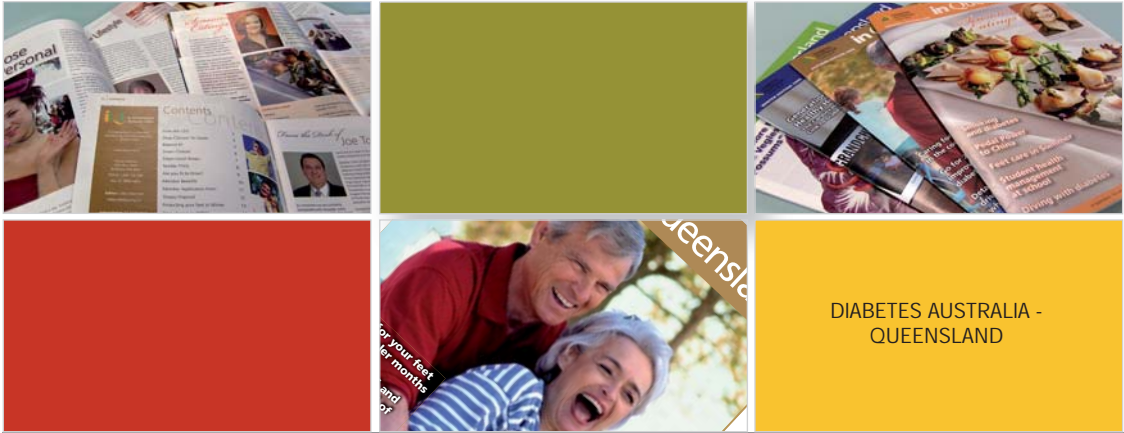
OBJECTIVE:
To create an informative and visually attractive information vehicle for Philip Shaw's new winery and signature brands Rolling and Climbing.

DESIGN FEATURES:
Serious wine lovers are deeply interested in the background to a new wine label. Industry research shows that oenophiles respond to "appetite appeal" in wine literature, and this was a key consideration when PMA Solutions designed this brochure.

The brochure is set in the style of a wine menu with high quality product images blended with the text. Panoramic scenes of the Cumulus vineyard estate have been used to acknowledge the interrelationship between the climate and earth which produce the wine. Rather than a regular saddle stitched brochure, the Z fold page format suggests a high level of crafting which is a feature of Philip Shaw's wine making.

COMPONENTS:
- 300mm high brochure comprising a seven panel Z fold
- printed on 300gsm A1 matt art





CLIENT:
Diabetes Australia - Queensland

PRODUCT:
In Queensland Quarterly Magazine

TARGET MARKET:
Members of Diabetes Australia – Queensland, health professionals, pharmaceutical companies

OBJECTIVE:
To project a professional image to stakeholders which is an accurate reflection of the new management programs and initiatives to help people living with diabetes in Queensland.

DESIGN FEATURES:
With consideration to mailing and fulfilment costs, PMA Solutions converted the existing magazine from quarto to A4 size. This immediately increased editorial and advertising space available.

A new page layout style was set for regular features which included the bolder use of colour images and a reader-friendly font throughout for those with vision difficulties.

PMA Solutions also established a range of advertising modules to assist and encourage new advertisers to the magazine.

Distribution requests for copies of In Queensland continue to grow from interested third parties, and advertising support is on the rise as more companies wish to be associated with this quality magazine.

COMPONENTS:
- 28 page A4 magazine, printed CMYK throughout plus varnish on 90gsm matt and saddle stitched.



CLIENT: SEIKO

CLIENT:
Seiko

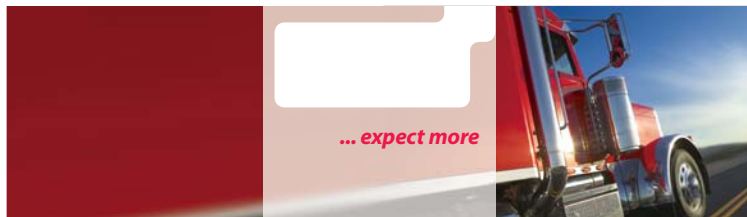
PRODUCT:
Watch Catalogue

TARGET MARKET:
Distribution Outlets, Stores

OBJECTIVE:
To project a quality product range to vendors of their product. Easy to read and barcoded.

DESIGN FEATURES:
Maintaining a continuous look from their existing brochures, ease of legibility and barcoded.

COMPONENTS:
- 16 page A4 Catalogue, Cover gloss 300gsm, printed CMYK throughout with gloss celloglaze on cover. Text - white 170gsm gloss with double varnish.



... expect more