

Scope of Service

Fluid Visual Communications

customer
engagement
tools for
business



We do things a little differently

INTRODUCTION

Marketing strategists, web designers + developers, project managers, designers, packaging + print experts, photographers, videographers, brand managers, animators, creatives, copywriters... We're a mixed bunch here at Fluid so here's a few words to help you get to know us.

Fluid is a creative agency with a connected point of view.

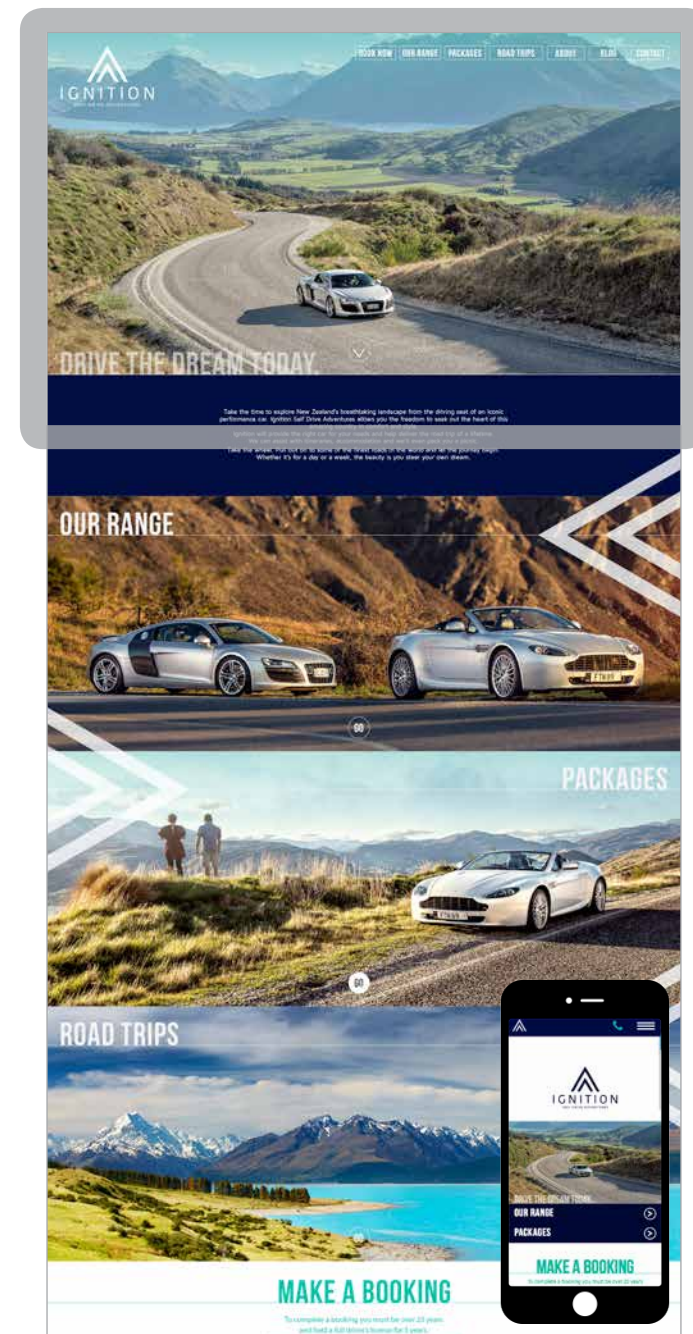
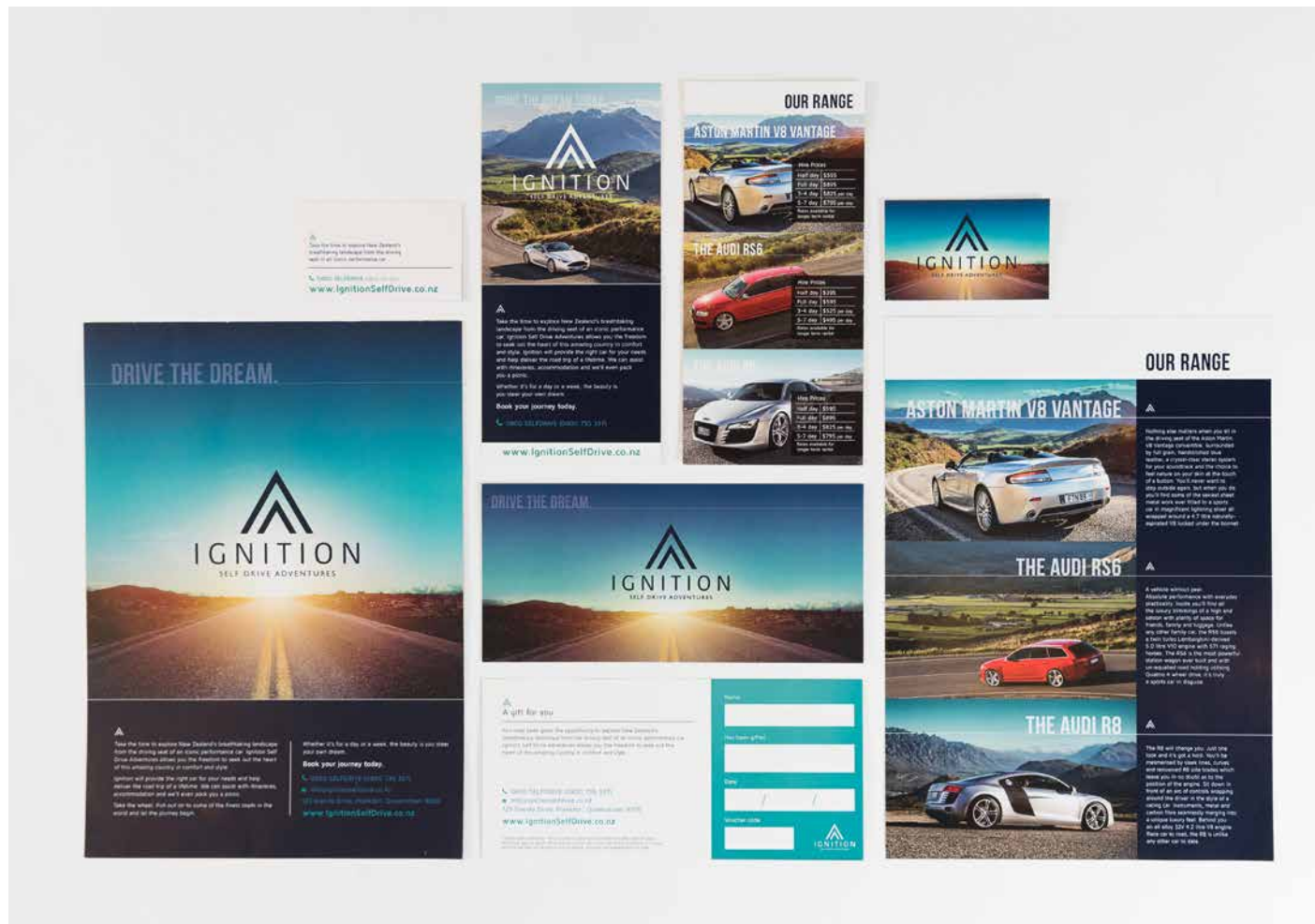
We're all about collaborating in the space between your business and your customers.

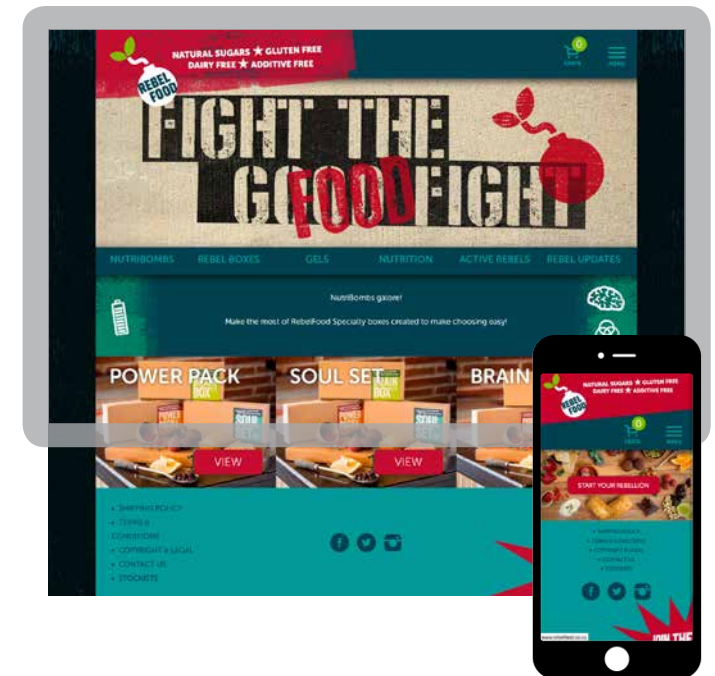
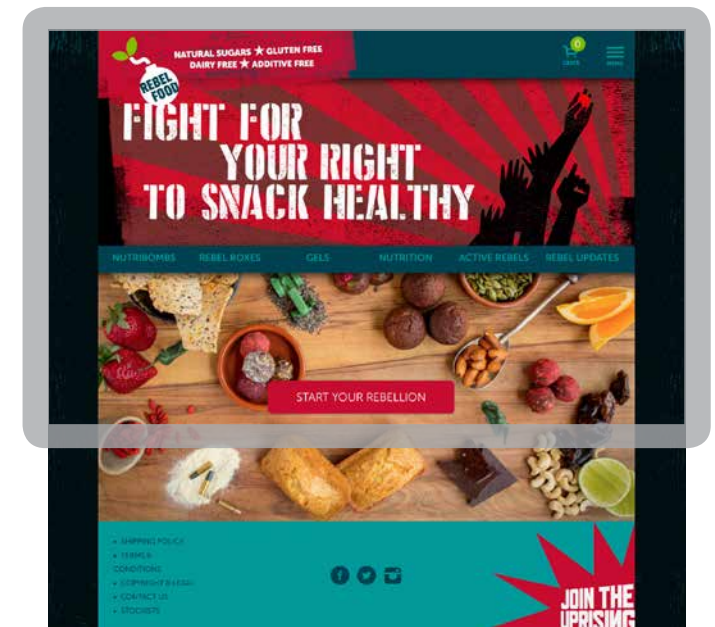
Story-telling is at the heart of everything we do. Whether it's building a full e-commerce website or creating a new label for a bottle of beer, the same principles of brand-building and marketing apply. The story is the beginning, the middle and the end of every project.

By then adding design to the story in an engaging way, your brand comes to life, your light shines brighter and people sit up and take notice.

By putting the story first we ensure the design carries the right message and talks directly to your customers. A single idea is usually enough to make your business stand apart. Difference equals success in our book.

Here's a selection of our work...







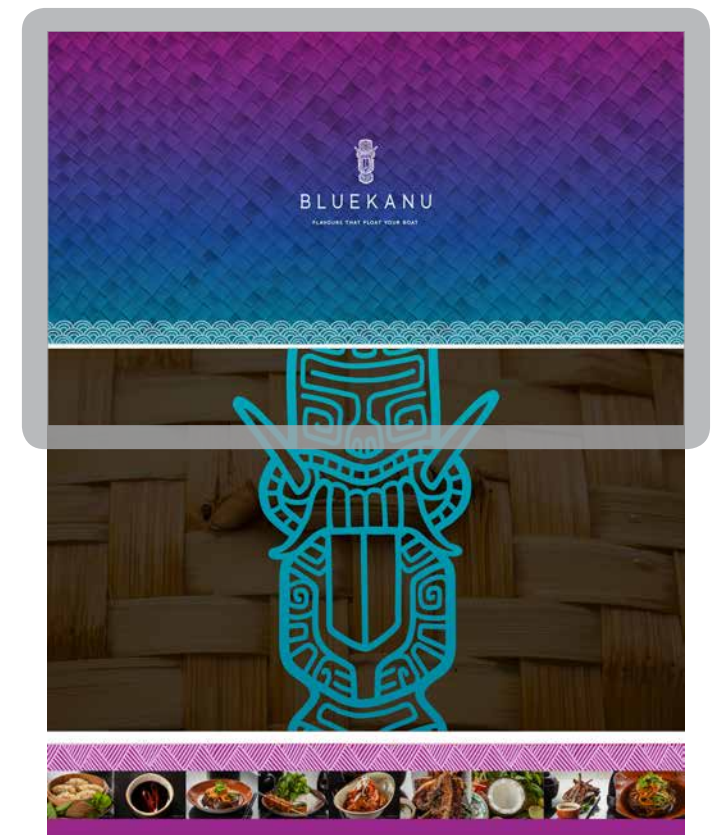


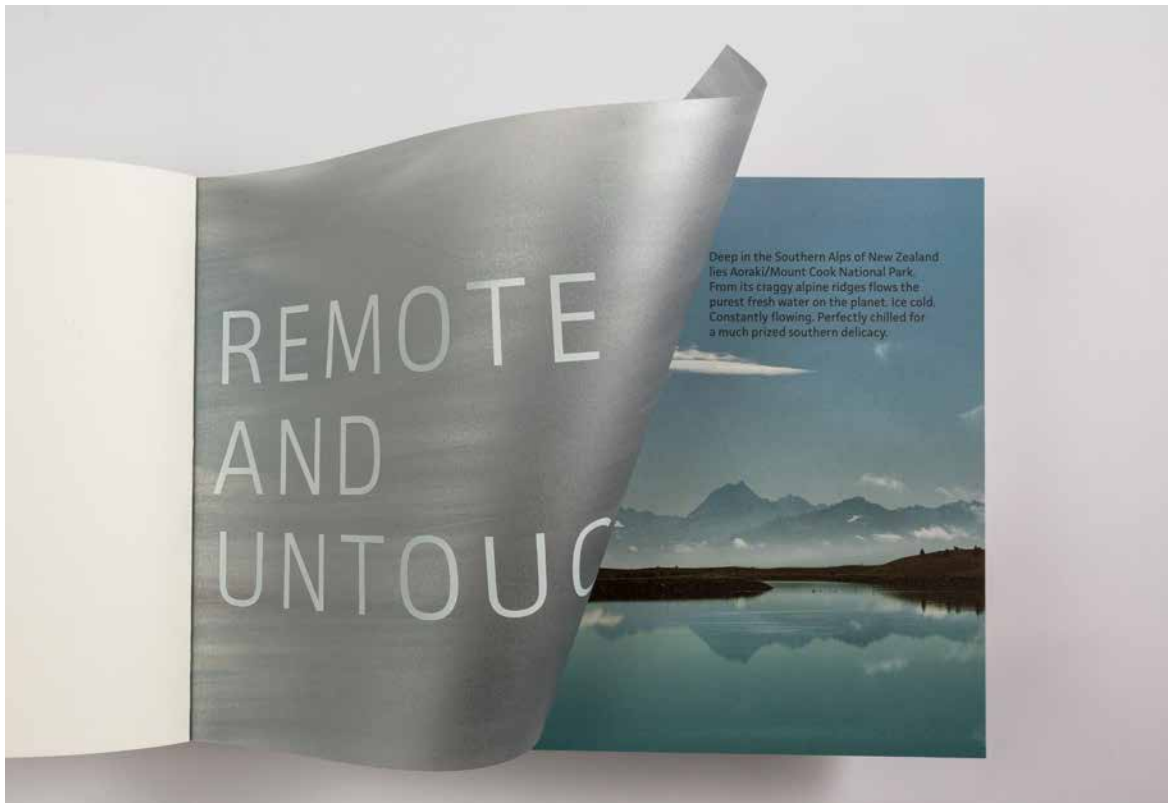
No two jobs are alike

Every project demands complete understanding and we have developed a toolkit aimed at building a compelling sales pitch for you to share with your customers.

Assume nothing. Take every opportunity to stand in your customers' shoes, challenge the status quo and above all make it easy (and fun).

We pride ourselves on our ability to ask the hard questions and delve deep into the heart of your brand. We don't have a recipe book, every dish is unique.







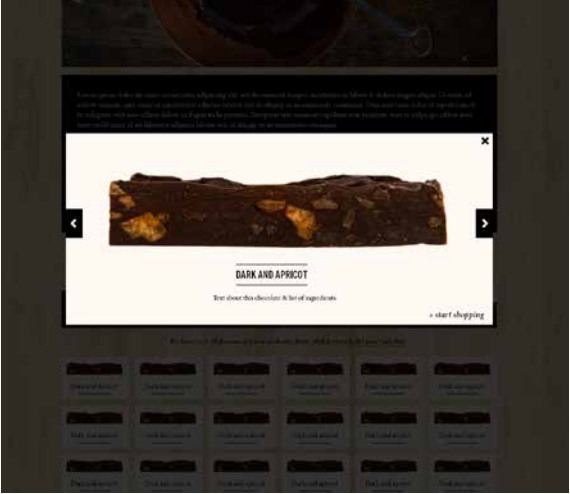
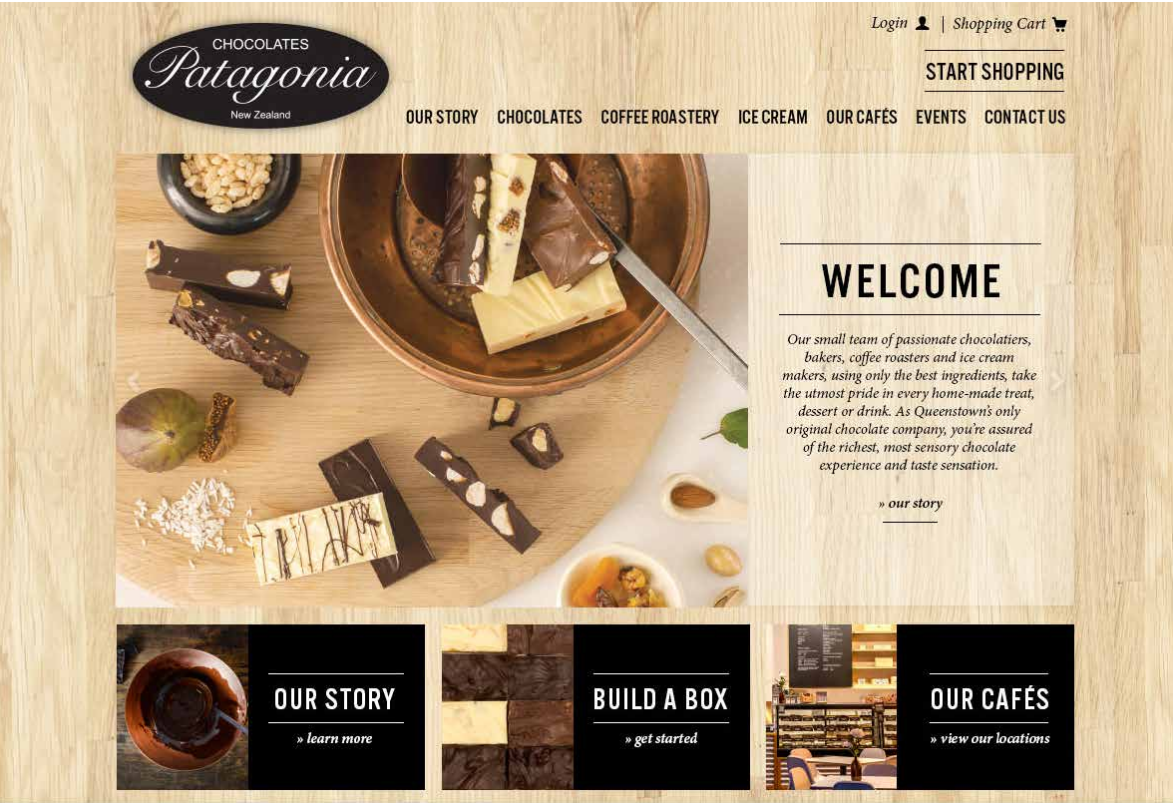


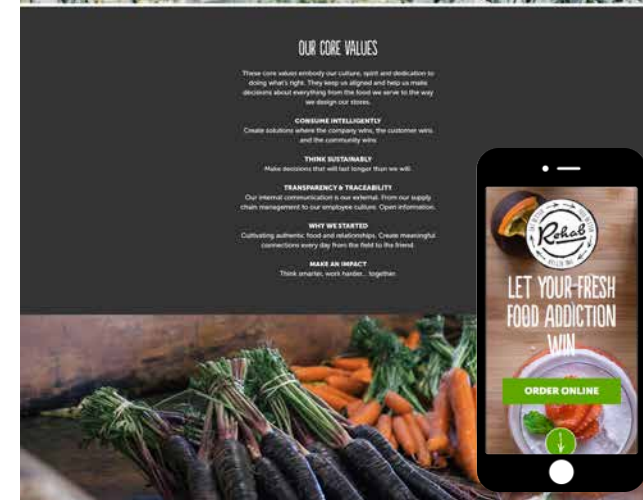
Digital is where the fun is

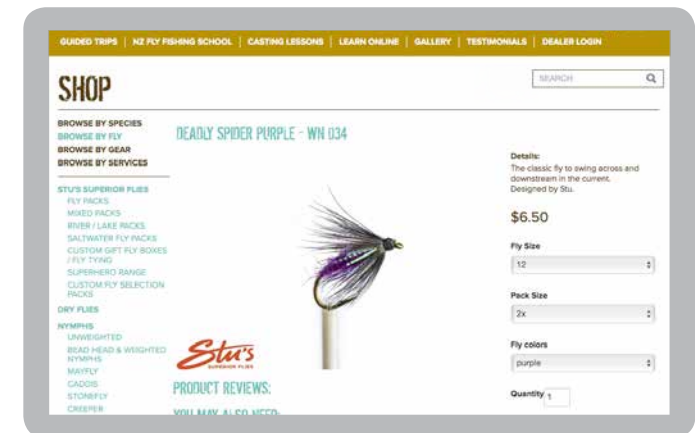
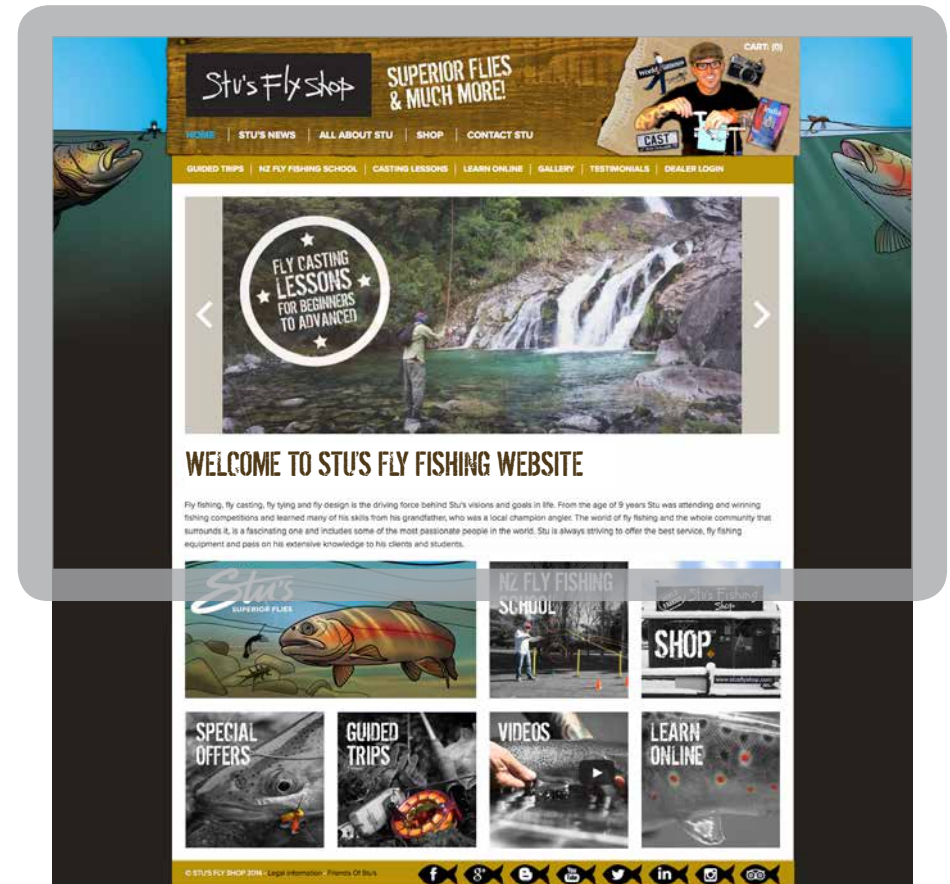
Building websites is only the start. Engaging your customers with stunning images, high-quality video and compelling story-telling is what digital is all about.

We can assist with SEO, online advertising, website content creation and all the bits in between. Reaching out to every customer with a strong message aimed at converting an enquiry into a sale is at the heart of good marketing.

That's what we do; we build proven customer engagement tools for business. Your business.









Every identity should be unique

Your logo is like a passport photo for your business — individual and one of a kind. We build identity from the ground up.

We don't settle for templates, stock images or cookie cutter design. Our crew of classically trained graphic designers are hell-bent on making your identity stand out from the crowd.

Brands are driven by visual relationships and first impressions last. Your identity says more about you than you may think.





Fluid Visual Communications Who, what, why...



Who?



TIM BUCKLEY
Creative Director

Owner of the company, designer, project manager and branding nerd. Tim has been involved with marketing and design in New Zealand since 1996. Hailing from the UK, Tim has worked for a number of UK and NZ agencies and thrives on unlocking the potential of your brand from a customer perspective.



BEX COUTTS
Director / Senior Designer

After a 15 year O.E. working for some of London's top advertising and packaging agencies, Bex met a Queenstownner, had three kids and then made the leap home to bring them up the 'kiwi way'. So they bought a digger, built a house and they are now they are living the dream. Sweet as.



SOPHIE KENNEDY
Account Accelerator

Sophie is our resident whip cracker, keeping us all on task. She has a strong background in tourism, communications, marketing and website management. Having been on all sides of the client/studio fence, she'll help you translate the geek speak and get complex projects across the finish line.



GUDRUN BARTH
Graphic Designer

Our new-kid-on-the-block is quickly becoming a core part of our team. Gudrun has had a successful design career so far navigating the corporate world, she is now at Fluid and being let off the leash! Watch this space...



NOEMIE DURAND
Graphic Designer

Hailing from France, Noemie brings a fresh illustrative design style to the studio with an eye for detail and a very french sense of humour. Clean, modern graphics coupled with a strong understanding of both web and print means Noemie is always ready to roll out your project.



INDY SANCHEZ
Graphic Designer

Indy started out as an expat Kiwi graphic designer working in Perth and then realised New Zealand was where her heart needed to be. After working with us full-time for 3 years, she now juggles working for Fluid with her bouncing baby boy!



ANDY BROWN
Photographer / Senior Designer

Andy is our photographer extraordinaire! With a background as a Senior Graphic and Website Designer he understands your photographer needs better than most! With over 8 years experience in both fields, Andy brings the hot sauce to fire up every project he's involved in.



JAN WINKELMANN
Web Designer

Jan has a wealth of creative experience, particularly in web and UX design. His technical knowledge and clean, modern aesthetic has added zest to many Fluid projects. Jan enjoys getting outdoors and travelling. He also plays some pretty mean piano.



CHRIS RAE
Web Developer

Chris lives in the world of code. Sometimes it can be hard to understand what he does but the results speak for themselves. A tough, analytical approach to the web gives Chris the lead when it comes to getting your website really cranking.



DEBBIE CREWS
Financial Controller

Deb looks after the dollars, keeps us all honest and makes sure there's biscuits in the cookie jar. The financial wheels are what keep every business moving and Deb is the one that keeps them oiled.

What?



CREATIVE

We consider this one of our core strengths. Developing campaigns, writing creative copy, application of agreed brand values across all media.



DESIGN

We have a hard-working team of designers, account managers, and freelancers representing a wealth of experience in different sectors, enabling us to always match the style and flavour of your project.



IDENTITY

Not just logo design, but full identity development and implementation. We can set some rules and build a framework which delivers consistency and depth for your brand.



WEB DEVELOPMENT

Our developers work internally alongside our designers giving us the ability to put stunning online creative together quickly and efficiently. This can be in the form of custom websites, newsletters and dynamic, interactive marketing materials.



STRATEGIC THINKING

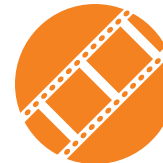
This is a bespoke brainstorming tool developed by Fluid to help unlock potential within your business. Questionnaires, lots of coloured pens and sticky tape combine to get your creative juices flowing. A Brainspill puts us in position to understand the key issues for your company and have a fresh perspective on how your customers see the business and the brand.

Brainspill is the first step to future-proofing your brand.



PRINT MANAGEMENT

We know print. And the impact our design decisions can make on the production costs to you. We can navigate you through the complexities of print and have strong relationships with a number of local and national printers and signwriters. Allowing us to manage the print process means that you not only get access to the best rates but also reduce the risk of the end product not being quite what you want.



CONTENT CREATION

We have built very strong relationships with the local production industry and work closely with a number of filmmakers, photographers, editors and online video creators. These relationships are very much a part of what we bring to the table. We talk the language, we have already collaborated on a number of projects with these individuals and fully understand the needs of the customer when creating online content.



ONLINE MARKETING

We all recognise social media as a vital part of the marketing mix. We help our clients by developing strategies that not only find new customers but turn your current customers into brand ambassadors. We can help you handle the ever changing demands of your audience — we'll show you how to keep the social media fire roaring, even when you get busy.

Why?

That's a good question.

The reason why Fluid stands out is all down to relationships. It's our view that the only way to truly deliver for a client is to work as part of their team. That's why we have a rigorous scoping process which we like to implement with every new client.

The team at Fluid is another part of the equation. A great crew working in a great environment for amazing clients. Suppliers, collaborators, freelancers and all the people in between — we all understand our industry completely and deliver the goods back up the line. That's what we do.

Fluid has been providing graphic design, online and marketing support in Queenstown since 1999. We pride ourselves on building lasting relationships with some of the most forward looking individuals and businesses in the area.

Our approach has always been based on the HIT principle: Honesty, Integrity and Trust. We consider design and production capabilities to be a given and treat them as secondary to our ability to understand our clients' long term needs.

When you buy services from Fluid you are buying into a true team philosophy. We are expert at delivering core strengths around production of marketing materials. Be it print or web, our design team are cross-media experts and as such can create the right material on time and on budget regardless of your specific needs.

Sustainability

We take the future seriously. Every business faces unique challenges as our economic and environmental landscape changes offering unseen opportunities at every turn.

In 2013 Fluid completed the SP360 Sustainable Practice programme as part of a pilot group of Queenstown businesses looking for ways to collaborate in a shared vision for sustainable business practices. This work is ongoing.

Community

Fluid supports a number of Queenstown initiatives and volunteer groups with pro bono design time as part of our commitment to the area: Youth Booth/ Wakatipu Youth Trust and Arrowtown Preschool

We also participate on a number of community trust boards. These include Coastguard Queenstown, The Routeburn Dart Wildlife Trust, Catalyst Trust and the LUMA Southern Light Project.



How?



If you'd like more
information please give
one of the team a shout...



Customer Engagement Tools for Business

10 Memorial Street, Queenstown, NZ

Telephone: 03 442 6739

Email: ideas@fluid.co.nz

Call in for a cuppa. The kettle's usually on.