

# THE PROCESS

We don't start by designing, we start by asking questions and listening.



## STRATEGIC NEEDS

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## CO-CREATION OF CAMPAIGN

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# CONTENT

Stakeholder maps  
Messaging  
Objectives

## CREATIVE

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### Outdoor media

 Gate banners

 Sharkfin banners

 Pull-up banners

 Telescopic banners

 Popup banners

 Signage

### Printed items

 Access cards

 Newsletters

 Posters

 Workbooks

### Electronic media

 Plasma screen messages

 Screensavers

 Mobile applications

### Branded items

 Backpacks

 Badges and stickers

 Bandanas

 Coffee mugs

 Ties

 Hard hats

 Lanyards

### Other items

 Awards

 Games