

Global

Understanding

Communication

Winner San Francisco Winner Mannheim Winner Chicago Winner Australia Winner Australia Winner Sydney

Official Selection Zanzibar Selection Taiwan Rhode island Rhode island Rhode island Rhode island Selection Spain India

## **Overview**







## [Company Profile]

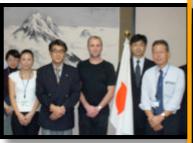
**Ipso-facto Productions** is an *International Award Winning* company that specialises in *Creative Business Communications that form effective Business Development* Tools for Marketing, Public Relations, *Investors, Staff* and your bottom line.

Our Business Development experience provides tailored solutions to suit *your* requirements. We produce programs that Win Awards for some of World's leading companies, JPMorgan Chase & Co, the RTA, Telstra, AXA, Toyota, BHP Billiton, AGL, Volkswagen Australia and ACP.

### **Global Recognition**









## [Global Success]

Receiving invitations to over 150 International Film Festivals, Wayne's films have Won Awards and Acclaim in many cities in India, United States, Japan, Brazil, Germany, Mexico and across the Globe.

SOME HIGHLIGHTS INCLUDE:
International Awards Presented includes
Thailand's HRH Princess Ubol Rattana.

Japan's "Most Popular Film" of the Festival Mayor of Zushi City Council Mr Kazuyoshi Nagashima.

the only Film produced in Australia to Win at the highly Prestigious The Yamagata International Film Festival in 15 years.

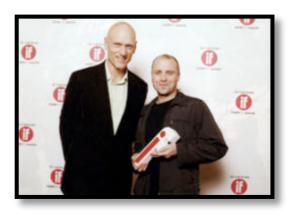


Global Communications
Cost Effective
Outcomes

# [ A Royal Award, Sold Out and Winning@ Bangkok International Film Festival ]



[ Thailand's HRH *Princess Ubol Rattana* – presenting to *Katherine Deneuve* ]



Producer - Director Wayne Coles-Janess presented with the Independent Spirit Award by the *Honourable Minister Peter Garrett*.

Drama and Documentaries have received
Won Awards and Acclaim from Festivals
across the Global. Give your Company
an advantage in marketing.







## [ Company Services ]

ipso-facto productions provides Creative **A–Z Solutions** and handles all aspects of:

Production

Marketing

Public Relations

Investor and Promotions

Product launches

All in house production including:

Project Brief - Creative
Project Management
Website Development
Cyber Marketing and SEO
High Quality Web Video
Video New Releases - Editorial
Media Education and Training
Capacity Building
Capital Raising Investor
and Shareholder Presentations

Supporting Government Ministers as well as Businesses and Companies while working within their Budget and Strategies.

We ensure that all Your Requirements are met and deliver *cost effectively* from Launches, DVD, and or for the Web.

Effective Communications Solutions, whether a *strategy*, or a Video for *Enhancing Marketing & Public Relations* or *Internal Staff Training*, we will be able to offer a Solution to suit *Your Needs* and Budget.













 Confident that it is all being Managed and produced by a Proven Award Winning Company.







## [ Marketing ]

ipso-facto Productions are specialists in producing "Tools" for your target Audience and Objectives; — for *Clients, Investors, Staff, Shareholders*, or the wider *Community*. Producing effective material for your *Internal* and *External* Communication Strategy.

Meeting your Company's Objectives, be it to increase *Sales, Improve Staff Motivation*, or Brand Awareness, is important to us.

We collaborate with you to produce a concise brief of the Aims and Objectives, the Target Audience, and a Budget for the project you have in mind.

#### [ A Video for your Website ]

We are committed to designing Programs that support a Communications Strategy across mediums and platforms, through to *Web Videos* designed to complement your company's Investor and or Community Relations.

## [ Reputation Enhancement ]

A Major Company Project, Trade Event or Marketing Mission? - Define your Scope?

 Communicate to stake and shareholders outcomes with a Professional Documentary record of the Progress and future of this Stage or Proposed Project.

We produce in a Style that suits
Your Company, Reaches Your
Audience and Within Your Budget

Our International Awards cover Drama, Documentary and "Creative" Blue Chip Communications, Training programs and or Business Investment – Promotional Assets.

Helicopter, Underground, Remote and "Hazardous Environments" professionally with no impact on Operations. Specialists in working with different Cultures around the World.







## [ Processes ]

ipso-facto Productions has fully equipped Production and Post-Production Facilities – always at the forefront with the latest technological innovations to ensure the *Delivery* of a Superior production - outcome.

Be it for the Web or High Definition Projection at a *Product Launch*, *Trade Show* or *Mission*.

You can be assured of our *complete commitment* to the Production of an effective Communications solution to support the Realisation of Your Specific Objectives.

#### [Concept - Script - Style - Ideas]

We work with your initial Concept, or Brief and Budget and develop it into a Comprehensive Marketing Plan, Developed and Produced at an *International Award Winning level*.

### [Consultancy Process]

Not a "Point and Shoot" Production
 Company, we provide Creative and
 Strategic:

# Assessments and Communication Planning:

to enable Your Communications strategy
 to achieve maximum effectiveness.

#### Fast Reliable Communications:

with the rest of the World, coupled with a
 High end Media experience. We assist with
 the "Media Organisations getting it Right"

#### Websites & VIDEO:

Enhanced Website Development &
 Presence for Business, Global organisations,
 Governments, Industry Sectors for the promotion of Investment and Trade.

#### Benefits:

 Plans, Projects, Programs are Produced in-house to ensure confidentiality, efficiency, Highest Quality and saving you
 Time and Costs with added Convenience.







### [ Production ]

Our Quality productions demonstrate that Your Program can *Win Awards* and *Recognition* for your Projects and Products.

- the unique demands of filming (marketing) in *Boardrooms*, *Cat Walks*, to the jungles of Papua New Guinea and the deserts of Iraq.
- Our Multi-Award Winning Broadcast
   Standards, along with a minimal Multi Skilled
   Crew, ensure Cost effective production with no impact on your Operations.

### [ Post-Production ]

All Post-Production is carried out completely in the Digital domain, ensuring no loss of quality from the time of production to delivery of the *Final Product*. — Our audio facilities, ensure a high degree of Creative, while Saving Time, Management and Costs.

### [ New Media : Delivery Services ]

Filmmaker finds technology gold at the end of the Rainbow



vard winning documentary filmmaker Wayne Coles-Janess found technology lid when he used his G4 <u>PowerMac</u> to complete all post-production work on slatest project, "Life at the End of the Rainbow".

eles-Janess is an international award winning producer, director and writer o ama and documentary programs. His films have been selected for more than

le has more than 13 years experience working in the Mustralian film industry in both creative and technical positions and has been associated with a number of highly successful relevision and film projects including; On The Border of sopeotews, a diamatic chronicel of travellers passing through a emote service station in the wheat bet of Central Victoria should be successful to the control of the control of books, the strained for independence on the lighted of Bougarierile. His TV.

"I started using Apple equipment seven years ago when I first graduated from film school and I've never found a reason to change. Apple hardware has a natural synergy with final production and I'm looking at using their Final Cut Pro software on future projects as it offers better audio production capabilities than Media 100 and is more affordable than a Pro Tools suite." — Filmmaker Wayne Coles-Jar



**WEB VIDEO:** A Cost effective way to Delivery your Message.

We deliver to Any and All Formats for the Web video including H264 and Flash. Complementary **Streaming and Hosting from our Reliable**, **Fast Servers**.

To Interactive DVD's and Broadcast Masters.



## Communication







Videos via the Web or Directly help Companies to *implement change, engage* and motivate Staff, and build their Skill-Base more effectively and efficiently than conventional methods.

An On Site up to date Training and a Site Induction video is often a requirement under Occupational Health and Safety guidelines.

[ We Talk to your Audience ]

[ Investors for Major Projects, or Export Enhancement ]

Our Programs Effectively Communicate with Communities and Project Stake-Holders, Potential Investors and Customers.

Perceptions are your

Reputation,

Invest in YOUR Reputation.

## **M**ARKETING

RESEARCH AND ANALYSIS
PUBLIC RELATIONS
POSITIONING AND BRANDING
CRISIS MANAGEMENT

Perceptions of Your Company via Proven Cost effective Methods

#### **DIGITAL PRODUCTION**

Audio-Visual Communication Tools
Perception Management
Investment Promotions
Reputation Development
Brand & Crisis Management



### **N**EW MEDIA

WEBSITE DEVELOPMENT
CREATIVE CONSULTING & COPY
CYBER-MARKETING
SEARCH ENGINE OPTIMISATION
VIDEO FOR WEB

# **Key-Benefits**





## [ New Media- New Methods - New Results ]

#### The know-how

- International Award Winning
   Communications Company
- Proven Global Capabilities
- Extensive New Media and international Broadcast Experience

ipso-facto employs cyber-marketing campaigns strategically and Globally

- Our Fast, Reliable Servers are designed for High Quality Video Streaming; offering reliable and valuable results
- Across "MEDIA" print, web, video multi-modal and project efficiency
- ipso-facto Productions' "from Concept to Delivery" means we work in an efficient and cost-effective manner providing maximum results

- Global and Cross–Sector
   Experience
- Mediation and Workshops in Conflict and Post Conflict Reconciliation
- Not a Standard PR Agency approach, NO - "formulaic strategies"

Ipso-facto Productions assesses your specific needs. Then Scopes, Develops and implements the most suitable and effective strategies - Then Produces High Impact Marketing tools

- Communicating to existing and potential Investors – Creating a Positive "feel good" factor
- ipso-facto Productions creates Cultural Awareness and Interest Building for Branding and Reputation Development and Management at Trade and Cultural Events - Nationally and Globally

# **Back**ground







#### [ For You ]

We Work Anywhere, Anytime...
Underground Longwall Mining to Bridge
Construction. We have Documented Aid
reaching the remotest Areas in the World.
We've spent months filming in Iraq, for the
Prestigious, 60 Minutes and months in the
Jungles of the Pacific.

## [ For Cinema ]

The Feature documentary, "In the Shadow of the Palms", is the most successful International Australian Production to date.

Other Programs include Award Winning Drama and Documentaries, On the Border of Hopetown, Life at the end of the Rainbow, Bougainville - "Our Island" and Big City of Dreams. - We also consult in the Background in a Variety of Capacities, such as Pre-Visualisation on the Oscar winning Moulin Rouge.

#### [ For New Media ]

- Video and Websites: Apple Computers has acknowledged ipso-facto as being at the forefront of Technology and International Digital Media production and we are pleased to be Featured on their Website for Professional solutions.

#### [ For Television ]

For Television Award Winning Projects for some of the Highest Rating programs on television: for the Prestigious, 60 Minutes, ABC's Flagship program - Foreign Correspondent, SBS's 13 part series - front up, and The Movie Show.

Internationally, we supply programming for the ABC, BBC, Channel 4, CNN, CBC, NHK and American Broadcasting Corporation and Networks from Japan to Spain.

## Contact







### Want to Get Started? Need a Concept? Call Us



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Skype: ipso-facto

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#### **View Trailer Here**

http://www.ipso-facto.tv/corporate.htm

