



THE **STUDIO**
SYDNEY.COM

SMALL BUSINESS SOLUTIONS



SMALL BUSINESS MARKETING

Marketing is an essential aspect for your business survival and growth.

It's such an important aspect of running a successful business that you can't afford not to do it.

At The Studio Sydney we understand the importance of small business success.

Our strategic marketing experts have the knowledge and tools to help you get the best return on your investment.

We get to know your business intimately as if it were our own. Your success is our success.



SIMPLE
DISTINCTIVE
RELEVANT
MEMORABLE
TIMELESS
VERSATILE

LOGO DESIGN

A logo should reflect your business's personality. It should be clean, simple and most importantly, memorable.

A logo needs to speak to your target audience and set the stage for the development of a long standing brand.



- BUSINESS CARDS
- LETTERHEADS
- ENVELOPES
- BROCHURES
- FLYERS
- POSTERS
- CATALOGUES
- MENUS
- SALES FOLDERS
- QUOTE PADS
- LOYALTY CARDS
- GIFT CARDS

STATIONERY & COLLATERAL

Business stationery and collateral is a great way to communicate your offer and provide your customers with information.

These items should reflect your brand identity and clearly showcase your products and services with respect to your target audience.



CLARITY
VISION
SIMPLICITY
FRESH
CREATIVE
DARING
VISIBLE
UNIQUE

WEBSITE & DIGITAL MEDIA

Your website is the face of your business.

Successful web design includes a clean interface which reflects your brand identity, a clear navigation structure and a consistent portal for customer engagement.

The Studio Sydney specialises in website design and development. We provide digital media for in-store or website promotion, visual presentation, and online ordering systems.



KEY MESSAGE

TARGET AUDIENCE

EXPOSURE

PERCEPTION

ACHIEVEMENT

PURPOSE

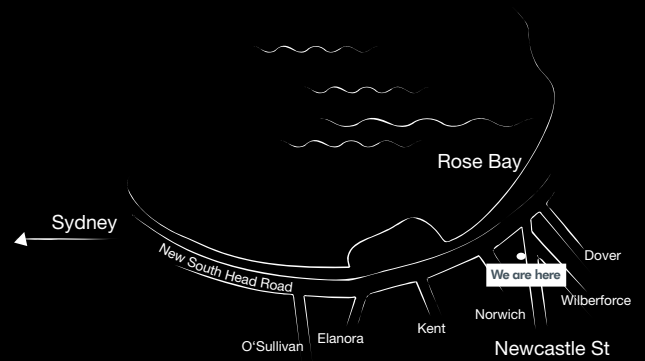
PROMOTION & ADVERTISING

Advertising is getting your message across to potential customers. Therefore you need to ensure your message is relevant to your target audience and reaches them through the correct channels.

'Doing business without advertising is like winking at a girl in the dark; you know what you are doing, but nobody else does.'

Stuart Henderson Britt

At The Studio Sydney we ensure your advertising or promotional objectives are met to give you a return on investment. We take care of campaign design, media booking and implementation.



The Studio Sydney 13 Newcastle Street, Rose Bay 2029 NSW

Tel: 02 9371 5772 www.thestudiosydney.com admin@thestudiosydney.com