

## credentials

One of Australia's most successful specialist creative teams, Lateral Aspect is an 'unbundled ad agency', offering clients a direct pathway to senior creatives without the overheads of a traditional agency structure.

2010/11 was another highly successful year for Lateral. Its TV commercial 'Rump' launched Aussie beef brand 'Evertender', immediately capturing widespread acclaim. It was voted 'Top 2 Ad's Globally' on international advertising platform 'AdForum Worldwide', was selected for 'Best Ads On TV', critiqued in national publication 'AdNews' and featured on many international advertising sites and magazines.

The spot was a finalist at London's FAB International Creative Excellence Awards, with Lateral the only Australian agency nominated in a field of 3400 entries from over 60 countries. Lateral also won 'Best Campaign' for client DBC at the 2010 FIA Awards. Lateral's website for Eco Beach Resort was selected by Kaptiv Media's Top 10 'Designs that Inspired' in 2010.

Key projects included rebranding Saudi Arabian based 'Robian', the world's largest shrimp producer, in more than 30 countries, repositioning UK property group, Land4Homes and creating brands for Singapore Basketball and PR firm Red Corner in China.

Lateral creates ads and brands throughout the world including Australia, Middle East, Europe, Asia and the US. Established in 1997, Lateral's core team is deliberately compact and rather than focusing on growth, instead focuses on consistently producing outstanding creative work for its clients.

**Food & Beverage** NPC (Global), Wolf Blass Wines, Penfolds Wines, Woolworths Delis (Aust), Australian Food Industry Association, DBC, Brazilliano Coffee, Marine Produce Australia, Meat & Livestock Australia, Tipperary Cheese (Ireland), Meat Standards Australia, The Fig Group, Cone Bay Barramundi, Stelita Coffee, FAB Burgers, Zing!, Australian Liquor Group, ALH Group, European Foods, Burnley Beef.

**Agriculture / Automotive** DAFF Trucks (UK), CASE IH (Aust), Holden Dealers (WA), Dept of Agriculture (WA State Govt), Ford New Holland (Aust), Australian Barramundi Farmers Assoc, Mazda Australia, Continental Tyres UK, ICI (UK), Proton Cars (UK), Perth Hide & Skin Exports.

**Construction / Real Estate** ABN Group (apg homes / TR Homes), Solahart (Aust/NZ), Dept of Housing (WA State Govt), BGC (Statesman Homes / National Homes / Commodore Homes / First Homebuyers/BGC Concrete), Dunsborough Lakes Estate, Victoria Quay Apartments, British Steel, (UK), HiLine Sheds, Freedom Pools, WR Carpenter Properties, Professionals Real Estate, Satterley Property Group, Growth Realty, Barr & Standley, Just Property Management, Australian Eco Constructions, Integral Windows, Slatter Constructions.

**Finance / Law** ANZ Bank, Resolve Finance, Daytrader HQ, McKinley Plowman & Associates, Williams & Co Lawyers, Michael Whyte & Co Lawyers, O'Connor Partners, Manhattan Chase (UK), Girobank (UK), cfo2go.

**Miscellaneous** Red Corner (Hong Kong), U6F Basketball (Singapore), US Minor Baseball League (Illinois), TTC Total Telephone, Yapperz (US), Starpac Corporation (Singapore), Desana, Livingworks (Canada), Lifeworks, Wonderdog (US).

**Resources / Industrial** Woodside Petroleum, British Gas (UK), Kimberley Diamond Company, Gull Petroleum, Marine Produce Australia, Redox Diamonds, Griffin Coal, Griffin Group, Matrix Metals, Glengarry Resources.

**Resort / Tourism / Hospitality** Hyatt Hotels & Resorts, Parmelia Hilton (Perth), Eco Beach Wilderness Retreat. Esplanade Hotel, Dunsborough Lakes Resort, Sanctuary Resort, Mullaloo Beach Hotel, The Cross, Broome Aviation, Northwest Regional Airlines, Home Valley Station, Indigenous Land Corporation (Federal Govt), Steves Hotel.

**Retail** Lust Pearls (Worldwide), Harbourtown Australia, Forest Chase, Stirlings, DBC Retail, Lakeside Shopping Centre, Bunbury Forum, Centrepoint Shopping Centre, Melville Plaza.



## senior team

### **marklucas** – creative director (writer)

Mark is a writer-based executive creative director with over 18 years experience in the advertising industry, beginning his career as a radio writer before branching into agencies and later establishing Lateral Aspect in 1997. Along with Steve Spicer, whom he has teamed with for the past eleven years, he brings extensive international experience to the team.

### **stevespicer** - creative director (art)

Steve is an art-based creative director with over 28 years in the advertising industry, including senior creative roles with prominent agencies in England and Australia. An Aussie since departing Manchester in 1996, he adds a wealth of international creative and corporate brand experience to Lateral Aspect.

### **rickibarnes** - creative director (digital)

Originally joining Lateral as a graduate in 2004, Ricki holds dual degrees in digital media and is responsible for the technical direction of all digital media projects Lateral undertake globally, including the production of websites, Flash, 2D & 3D animation.

### **josécaceres** - art director

José boasts multiple academic qualifications in both graphic and digital design. His expertise in both design and development lends the team an extra edge in the ever-changing sector of digital media and adds another dimension to our branding expertise.

### **craigwells** - brand strategist

Craig has spent more than 15 years positioning and promoting some of Australia's most iconic brands including Wolf Blass and Penfolds Wines. He has held senior management positions with leading public and private companies, specialising in FMCG and corporate brand strategy.

## recognition 2010/11

